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Direct Selling as a Tool for Entrepreneurial Empowerment: A Study of Vestige Marketing in India

Dr. S Emaldarani¹

Assistant Professor,

PG & Research Department of Commerce,
Loyola College, Chennai, India

Dr. P Bastin Arockia Raj²

Assistant Professor,

PG & Research department of Commerce,
Loyola College, Chennai, India

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Abstract: Entrepreneurship has emerged as a significant driver of economic growth, employment generation, and social development in emerging economies such as India. In recent years, direct selling has gained prominence as a low-investment and flexible entrepreneurial model, particularly among youth, women, and first-generation entrepreneurs. This study examines Vestige Marketing as a tool for entrepreneurial empowerment in the contemporary Indian economic environment. Using primary data collected from 70 Vestige entrepreneurs, the study adopts a descriptive and analytical research design to assess income generation, business growth, training effectiveness, and challenges faced by entrepreneurs. Statistical tools such as descriptive analysis, one-way ANOVA, and chi-square tests are employed for hypothesis testing. The findings reveal that Vestige Marketing provides an inclusive entrepreneurial platform where success is influenced primarily by networking ability, engagement, and continuous learning rather than demographic characteristics. While the model offers significant opportunities for personal growth and income generation, challenges related to customer acquisition, time management, and income stability remain. The study concludes that with enhanced digital training, structured mentorship, and improved support mechanisms, Vestige Marketing can serve as a sustainable entrepreneurial empowerment model in India.

Keywords: Entrepreneurship, Direct Selling, Vestige Marketing, Network Marketing, Entrepreneurial Empowerment, Income Sustainability.

I. INTRODUCTION

Entrepreneurship is widely recognized as a pathway to economic independence, innovation, and social mobility. In India's evolving economic landscape, entrepreneurship has become particularly relevant for youth, women, and individuals seeking alternative income sources. Flexible and low-risk business models are increasingly preferred as they allow individuals to participate in economic activity while developing professional skills. Direct selling has emerged as one such entrepreneurial model, enabling individuals to start businesses with minimal capital investment and organizational support. The growth of digital platforms, online communication tools, and digital payment systems has further strengthened the reach and efficiency of direct selling. Vestige Marketing operates within this framework by offering wellness and lifestyle products through a structured

network marketing system. The present study aims to evaluate the effectiveness of Vestige Marketing in empowering entrepreneurs in the Indian context.

II. REVIEW OF LITERATURE

Previous studies have highlighted the role of direct selling and network marketing in promoting entrepreneurship. Kumar and Sharma emphasized that low entry barriers and training support enhance entrepreneurial confidence. Singh and Yadav observed improvements in communication skills and leadership qualities among network marketing participants. Research has also noted the contribution of direct selling to women entrepreneurship and rural employment. Recent industry reports indicate steady growth in the Indian direct selling sector, supported by digital integration and regulatory clarity. However, firm-specific empirical studies focusing on entrepreneurial outcomes remain limited.

III. STATEMENT OF THE PROBLEM

Despite the growing popularity of Vestige Marketing as an entrepreneurial platform, limited empirical evidence exists regarding its effectiveness in delivering sustainable entrepreneurial outcomes. Many individuals join the network with expectations of income growth and financial independence, yet actual experiences and challenges are not adequately documented. This study addresses this gap by examining the entrepreneurial outcomes of Vestige distributors.

IV. RESEARCH GAP

Existing literature primarily focuses on generalized multi-level marketing models. There is a lack of firm-specific analysis on Vestige Marketing, particularly concerning income stability, sustainability, and long-term entrepreneurial viability. This study attempts to bridge this gap through empirical investigation.

V. OBJECTIVES OF THE STUDY

1. To analyze the effectiveness of Vestige Marketing in empowering entrepreneurs.
2. To evaluate the impact of product quality on distributor performance.
3. To examine the role of training and support in entrepreneurial success.
4. To assess the overall entrepreneurial experience within Vestige Marketing.

VI. RESEARCH METHODOLOGY

The study adopts a descriptive and analytical research design. Primary data were collected from 70 Vestige entrepreneurs using a structured online questionnaire. Secondary data were obtained from company reports, journals, and industry publications. Statistical tools such as descriptive statistics, one-way ANOVA, and chi-square tests were used for analysis.

VII. HYPOTHESIS TESTING

The hypotheses formulated for the study were tested using appropriate statistical tools such as one-way Analysis of Variance (ANOVA) and the Chi-square test. The results of hypothesis testing are presented below along with their interpretations.

Hypothesis 1

H_1 : Entrepreneurs operating under the Vestige Marketing business model experience significant financial growth in the long run.

Table 1: ANOVA – Age and Financial Growth

Source of Variation	Sum of Squares	df	Mean Square	F-value	Sig. (p-value)
Between Groups	–	2	–	–	0.591
Within Groups	–	67	–	–	–
Total	–	69	–	–	–

Interpretation: Since the p-value (0.591) is greater than 0.05, the null hypothesis is accepted. This indicates that financial growth among Vestige entrepreneurs does not significantly differ across age groups.

Hypothesis 2

H₂: Building a strong downline network significantly influences entrepreneurial success in Vestige Marketing.

Table 2: Chi-Square Test – Networking and Business Success

Variable	Chi-square Value	df	Sig. (p-value)
Networking vs Business Success	—	—	< 0.05

Interpretation: The Chi-square test shows a significant relationship between networking activities and business success. Hence, the hypothesis is accepted.

Hypothesis 3

H₃: Challenges such as market saturation and recruitment difficulties negatively affect the long-term sustainability of Vestige entrepreneurs.

Table 3: Challenges Faced by Entrepreneurs

Challenges	No. of Respondents	Percentage (%)
Difficulty in reaching customers	27	38.57
Personal time management issues	14	20.00
Product-related challenges	12	17.14
No major challenges	17	24.29
Total	70	100.00

Interpretation: Difficulty in reaching customers is the most significant challenge faced by Vestige entrepreneurs. These challenges adversely affect long-term business sustainability.

Hypothesis 4

H₄: Income earned through Vestige Marketing is less stable compared to conventional business models.

Table 4: ANOVA – Income Stability Perception

Source of Variation	Sum of Squares	df	Mean Square	F-value	Sig. (p-value)
Between Groups	—	2	—	—	0.288
Within Groups	—	67	—	—	—
Total	—	69	—	—	—

Interpretation: Since the p-value (0.288) is greater than 0.05, income stability perception does not significantly differ. Hence, the hypothesis is partially accepted.

The hypothesis testing results reveal that networking significantly influences entrepreneurial success, while demographic variables such as age do not have a significant impact on financial growth or income stability.

VIII. RESULTS AND DISCUSSION

Demographic Profile and Entrepreneurial Participation

The results indicate strong participation of young individuals in the Vestige entrepreneurial model. About 40 percent of respondents belong to the 18–25 age group, followed by 32.86 percent in the 30 years and above category and 27.14 percent in the 25–30 age group. This shows that younger individuals are attracted to direct selling due to flexible working conditions and low investment requirements.

Gender-wise distribution is balanced, with 37.14 percent male, 32.86 percent female, and 30 percent transgender respondents, indicating inclusivity and equal entrepreneurial opportunities.

Awareness and Marketing Effectiveness

Social media emerged as the most influential source of awareness (22.86%), followed by direct contact and other sources (21.43% each) and online advertising (20%). Video-based content was identified as the most effective promotional tool (30%), highlighting the importance of digital marketing.

Entrepreneurial Engagement and Work Involvement

About 37.14 percent of respondents attend business programs monthly, while 30 percent attend weekly sessions. Additionally, 27.14 percent spend more than 20 hours per week on Vestige-related activities, indicating strong entrepreneurial commitment.

Challenges Faced by Entrepreneurs

Difficulty in reaching customers (38.57%) emerged as the major challenge, followed by time management issues (20%) and product-related challenges (17.14%). These challenges suggest the need for improved customer acquisition strategies.

Inferential Statistical Results and Discussion on Entrepreneurial Empowerment

Inferential analysis using SPSS shows that demographic variables such as age and employment role do not significantly influence customer satisfaction, training perception, or financial benefits. Nearly 60 percent of respondents reported personal growth, supporting the view that Vestige Marketing contributes positively to entrepreneurial empowerment through skill development and networking.

IX. SUGGESTIONS

Based on the findings of the study, several suggestions are proposed to enhance the effectiveness of Vestige Marketing as an entrepreneurial empowerment platform. Vestige Marketing should strengthen its training programs with greater focus on digital marketing, customer communication, and networking skills, as these areas are essential for business growth. Introducing structured mentorship programs can help new entrepreneurs overcome initial challenges and build confidence. The company should also take steps to improve income stability, especially during the early stages, through incentive-based support systems. Regular motivational and skill development programs may further enhance entrepreneur commitment and performance. In addition, providing guidance on time management and customer handling will help entrepreneurs balance business and personal responsibilities more effectively. Continuous updating of training materials based on market trends will also support long-term sustainability.

X. CONCLUSION

The present study examined the role of Vestige Marketing in empowering entrepreneurs by analyzing demographic characteristics, business engagement, challenges, and statistical relationships. The findings reveal that Vestige Marketing offers an inclusive entrepreneurial platform that attracts individuals from diverse age groups and backgrounds, particularly young entrepreneurs. Statistical analysis shows that demographic factors such as age do not significantly influence financial growth or income stability, while networking activities play a crucial role in entrepreneurial success. Although challenges such as customer acquisition and income fluctuations exist, the study confirms that Vestige Marketing contributes positively to entrepreneurial empowerment by promoting skill development, confidence, and income generation. With improved training, mentorship, and support systems, Vestige Marketing has strong potential to support sustainable entrepreneurship in the long run.

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