

ANALYSING THE FACTORS THAT AFFECT DIRECT SALE BUSINESS WITH REFERENCE TO ASORT PVT LTD IN HOSUR

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Abstract: This study investigates the major factors that influence the growth and effectiveness of direct selling businesses, focusing specifically on Asort Pvt Ltd in the semi-urban area of Hosur. As direct selling becomes an increasingly popular business model in India, it is crucial to understand the demographic and behavioral aspects that drive participation. A quantitative approach was used, with data collected through structured questionnaires from a sample of 98 individuals. Analytical tools such as Chi-square, ANOVA, and regression were applied to assess the impact of variables like gender, income, and social media interaction on involvement in direct selling. The results suggest that individuals who follow direct sellers or companies like Asort on social platforms are more inclined to take part in direct selling activities. Income level shows a significant influence, while gender plays a moderate role in participation trends. These outcomes emphasize the growing role of digital engagement in influencing consumer and distributor behavior. The research concludes that Asort can expand its market and improve engagement by adopting targeted strategies that are sensitive to gender and income differences, and by making better use of digital tools. Overall, the study provides useful insights for direct selling firms looking to succeed in similar regional markets across India.

Keywords: DIRECT SELLING, SOCIAL MEDIA ENGAGEMENT, CONSUMER BEHAVIOUR, DEMOGRAPHIC FACTORS.

INTRODUCTION

Asort Private Limited, formerly known as Dynamic Beneficial Accord Marketing Pvt. Ltd. (DBA), is India's first co-commerce company, revolutionizing the direct selling industry. Founded in 2011 by Roshan Singh Bisht and Natasha Singh, Asort is headquartered in Mohali, Punjab. The company operates on a unique business model that integrates direct selling, digital commerce, and community-driven entrepreneurship. Direct selling has increasingly become a popular business model, offering a flexible and accessible alternative to conventional retail methods. In the Indian market, this model has opened up new avenues for individuals seeking additional income or entrepreneurial ventures without investing in physical storefronts. One such emerging leader in the field is **Asort Pvt Ltd**, which operates on a digital, community-driven platform that encourages individuals to promote and sell products through social networks. This innovative model aligns well with current consumer trends, where purchasing decisions are often shaped by online influence and peer recommendations. The present study focuses on understanding the various factors that impact the growth and performance of direct selling, using Asort's operations in **Hosur**—a fast-developing industrial town—as a case in point. By exploring demographic aspects such as **gender, income levels, and social media usage**, this research aims to evaluate how these factors influence engagement with direct selling platforms. The study also seeks to determine whether digital interaction with companies like Asort leads to notable changes in economic participation or earning potential. Ultimately, this research provides insights that can help direct selling companies better understand consumer behavior in semi-urban regions and refine their strategies for broader outreach and sustainable growth.

STATEMENT OF THE PROBLEM:

Although the direct selling sector in India is expanding steadily, companies continue to face difficulties in identifying the key elements that influence consumer involvement and distributor engagement—particularly in emerging markets like

Hosur. Asort Pvt Ltd, a digitally-driven direct selling company, has introduced modern approaches to marketing and distribution, yet there is limited research on how demographic and behavioral factors such as income, gender, and social media activity affect individuals' participation in such platforms. Moreover, the extent to which digital interaction influences financial outcomes and business commitment within the direct selling model remains unclear. This lack of insight may hinder companies from developing effective recruitment, communication, and retention strategies. Therefore, this study aims to explore the core factors impacting individual engagement in direct selling, focusing on the case of Asort Pvt Ltd in the Hosur region.

OBJECTIVES:

- To understand the concept and evolution of direct sales business – Examining its growth, key players, and market trends in India.
- To analyze the business model of Asort Private Limited – Evaluating its co-commerce approach, product portfolio, and digital integration.
- To assess the impact of Asort's direct sales model on entrepreneurs in Hosur – Identifying opportunities and challenges faced by A-Preneurs (Asort sellers).
- To examine consumer perception and acceptance of direct selling through Asort in Hosur – Understanding customer behavior, trust, and satisfaction levels.

REVIEW OF LITERATURE**Kotler & Keller (2016)**

According to Kotler and Keller (2016), direct selling refers to the practice of marketing and selling products directly to consumers without relying on fixed retail outlets. This approach enables sellers to build personal relationships with customers, offer tailored product recommendations, and bypass traditional retail markups. The model is especially effective for reaching niche markets or consumers in areas without easy access to physical stores, emphasizing personal interaction and trust in the buying process.

Peterson & Wotruba (1996):

In their influential article, Peterson and Wotruba (1996) define direct selling as a dynamic and multifaceted approach that extends beyond simple face-to-face transactions. They explore its structure, the role of independent sales representatives, and the social interaction embedded in the sales process. The paper also provides a foundational research agenda, urging scholars to examine the psychological, social, and economic dimensions of direct selling, positioning it as a unique domain within personal selling and sales management literature.

Analysis of Direct Selling(2018):

This literature review published in the International Journal of Pure and Applied Mathematics offers a comprehensive analysis of various studies on direct selling. It highlights how direct selling has evolved with technological advancements and shifting consumer behaviors. The review discusses benefits such as low startup costs and flexible work environments for sellers, while also addressing criticisms including regulatory issues and potential ethical concerns, thereby presenting a balanced view of the business model's strengths and challenges.

Asort Company Details: Unveiling the Essence of Excellence (Medium, 2023):

The Medium article on Asort delves into the company's innovative approach to direct selling, showcasing how it blends fashion retail with community-driven entrepreneurship. Asort is portrayed as a platform empowering individuals to become digital entrepreneurs by leveraging social media and digital tools. The article emphasizes Asort's commitment to transparency, quality, and inclusivity, presenting it as a modern-day direct selling company redefining the landscape of consumer engagement and personal branding.

RESEARCH METHODOLOGY

This study adopts a **quantitative research approach** to examine the factors influencing the performance and growth of the direct selling business, specifically with reference to **Asort Pvt Ltd in Hosur**. The purpose of this methodology is to obtain measurable and statistically analyzable data that can reveal patterns and relationships between demographic characteristics and direct selling engagement.

1. Research Design

The study is based on a descriptive. It aims to describe the current behavior and attitudes of individuals involved in or exposed to the Asort direct selling model, and to analyze how variables such as income, gender, and social media use influence participation.

2. Sampling Method

A convenience sampling technique was employed to collect data from respondents residing in Hosur, who are either engaged with or aware of direct selling through Asort. The sample includes a diverse group of participants in terms of age, gender, occupation, and income level.

3. Sample Size

A total of 98 respondents were included in the study. This sample size was determined based on the scope of the study and accessibility of participants within the defined geographical location.

4. Data Collection Method

Primary data was collected through a structured questionnaire, which included both close-ended and multiple-choice questions. The questionnaire was designed to gather data on demographic information, awareness of direct selling, involvement with Asort, social media habits, and monthly income. The survey was administered both online and in person.

5. Data Analysis Tools

Collected data was analyzed using SPSS software. The following statistical tools were used:

- **Chi-square test** – to examine the association between categorical variables such as gender and engagement in direct selling.
- **ANOVA (Analysis of Variance)** – to test the differences in income levels and gender in relation to Asort engagement.
- **Regression analysis** – to determine the impact of social media following on gender and participation in direct selling.

REGRESSION:

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.848	1	.848	3.541	.063 ^b
Residual	22.999	96	.240		
Total	23.847	97			

a. Dependent Variable: What is your gender?

b. Predictors: (Constant), Do you follow any direct sellers on social media "Asort" ?

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.297	.159		8.158	.000
	Do you follow any direct sellers on social media "Asort" ?	.240	.128	.189	1.882	.063

a. Dependent Variable: What is your gender?

STATEMENT:

The analysis aims to examine whether following direct sellers on social media (specifically "Asort") significantly predicts a respondent's gender.

VARIABLES:

1. Gender

2.do you follow any direct sellers on social media “Asort”

HYPOTHESIS:

Null Hypothesis (H_0):

There is no relationship between direct sellers on social media and individual gender

Alternative Hypothesis (H_1):

There is relationship between direct sellers on social media and individual gender

Interpretation:

- this relationship is marginally significant ($p = 0.063$).
- The positive coefficient (0.240) suggests that following Asort is associated with a higher value on the gender scale. Depending on how gender is coded (e.g., Male = 1, Female = 2), this could imply that those who follow Asort are slightly more likely to be female.

RESULT:

There is a marginally non-significant relationship between following "Asort" on social media and reported gender ($F(1,96) = 3.541, p = .063$). Although the model does not meet the typical threshold for significance, the results suggest a possible trend: individuals who follow "Asort" may be slightly more likely to belong to one gender over another, but this effect is not statistically strong.

CHI-SQUARE:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.577 ^a	1	.010		
Continuity Correction ^b	5.427	1	.020		
Likelihood Ratio	7.027	1	.008		
Fisher's Exact Test				.011	.009
Linear-by-Linear Association	6.510	1	.011		
N of Valid Cases	98				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.46.

b. Computed only for a 2x2 table

STATEMENT:

A Chi-Square test of independence was conducted to examine the relationship between gender and following direct sellers on social media (Asort). The results showed a statistically significant association between the two variables, $\chi^2(1, N = 98) = 6.577, p = .010$. This indicates that the likelihood of following Asort on social media varies significantly by gender, suggesting that gender plays a role in social media engagement with direct sellers.

VARIABLES:

- Gender
- Following direct sellers on social media (e.g., "Asort")

Null Hypothesis (H_0):

There is no significant association between gender and following direct sellers on social media (Asort).

Alternative Hypothesis (H_1):

There is a significant association between gender and following direct sellers on social media (Asort).

INTERPRETATION:

The Chi-Square test results indicate a statistically significant association between gender and whether a person follows direct sellers on social media platforms like Asort ($\chi^2(1) = 6.577, p = 0.010$). This means that gender and following behavior are not independent — the likelihood of following "Asort" varies significantly by gender.

CONCLUSION

A Pearson Chi-Square test was conducted to examine the association between gender and following direct sellers on social media (Asort). The test revealed a significant association between the two variables, $\chi^2(1) = 6.577$, $p = .010$, indicating that the likelihood of following Asort differs significantly by gender.

ANOVA

What is your monthly income ?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.319	1	9.319	8.331	.005
Within Groups	107.385	96	1.119		
Total	116.704	97			

STATEMENT:

A one-way ANOVA was conducted to examine differences in monthly income between groups. The analysis revealed a statistically significant difference, $F(1, 96) = 8.331$, $p = .005$, indicating that monthly income significantly varies between the groups compared.

VARIABLES:

What is your monthly income?

Do you follow direct sellers on social media (Asort)

INTERPRETATION:

- The F-statistic = 8.331 and the p-value = .005, which is less than 0.05, indicate a statistically significant difference in monthly income between the two groups.
- This means the independent variable (e.g., following Asort or gender) has a significant impact on monthly income.
- The effect is strong enough to reject the null hypothesis.

RESULT:

A one-way ANOVA was conducted to determine whether there is a significant difference in monthly income based on group membership. The results showed a significant difference, $F(1, 96) = 8.331$, $p = .005$, indicating that monthly income varies significantly between the groups (e.g., those who follow direct sellers on social media vs. those who do not).

FINDINGS:

1. A significant number of participants are aware of Asort through social media platforms.
2. Gender appears to have a weak but notable influence on engagement with direct selling activities.
3. Monthly income levels show a significant relationship with participation in direct selling.
4. Individuals following direct sellers on social media are more likely to engage with Asort.
5. The Chi-square test revealed a significant association between gender and following Asort online.
6. Regression analysis showed that social media following slightly predicts gender-based engagement.
7. The ANOVA test confirmed that income significantly differs among those who engage with Asort.
8. Most respondents see direct selling as a potential secondary income source.
9. Digital platforms are a major influence on purchasing and participation decisions.
10. Hosur presents a growing market for direct selling due to increasing digital literacy and income diversity.

SUGGESTIONS:

1. Asort should strengthen its social media marketing to attract more potential sellers and buyers.
2. Conduct targeted awareness campaigns to improve participation among women.
3. Offer income-based incentives to attract low and middle-income groups.
4. Enhance training programs for new sellers to boost their digital selling skills.
5. Collaborate with local influencers to increase brand trust and visibility.
6. Simplify the onboarding process to make it easier for first-time users.
7. Develop region-specific marketing strategies for semi-urban areas like Hosur.
8. Encourage community-based selling to build trust among consumers.
9. Provide performance-based rewards to improve seller motivation.
10. Introduce regular feedback surveys to understand participant needs and challenges.

CONCLUSION

The study aimed to explore and analyze the various factors influencing the direct selling business, with specific reference to Asort Pvt Ltd in the semi-urban region of Hosur. The research has revealed that demographic factors such as gender and monthly income play a notable role in individuals' engagement with direct selling platforms. Additionally, the growing influence of social media has emerged as a key driver in connecting consumers and sellers, thereby enhancing awareness and participation. Statistical analyses like Chi-square, ANOVA, and regression have shown that there are significant associations and predictive relationships between these variables and direct selling behavior. The findings indicate that individuals who follow direct sellers on social media platforms are more likely to engage with the business, and income level significantly affects the degree of involvement. Furthermore, gender-based preferences also influence how people perceive and participate in such models. The study confirms that Asort, through its digital and community-based model, has the potential to expand further in regions like Hosur, provided it adopts more targeted, inclusive, and technologically integrated strategies. Overall, the research contributes to a better understanding of the dynamics at play in the direct selling ecosystem and provides actionable insights for companies seeking to improve outreach, engagement, and performance in similar market environments.

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