Network marketing in South Africa: An exploratory study of consumer perceptions
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Abstract (Document Summary)
In global terms, the Network Marketing (NWM) industry continues to experience rapid growth. In South Africa, the absence of a need for high levels of infrastructure support and the fit with elements of traditional African culture, combine to make NWM one of the most significant avenues for growth within the post-apartheid economy. A study explores consumer perceptions of this category of organization. Perceptions of current customers were found to differ from non-customers and use of the statistical technique CHAID revealed distinct groups of attitudes related to purchase behavior.