

Econ Lit – L81, F23

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, 1

. . . -

(non-store retailing).

.²

.³

- Avon Singer.

XIX .

(single-level)

(multi-level).⁴ 1950

(,).

Kotler & Achrol,

XXI .

.”⁵

1

73/2012,,

2

, JVA International, 2002, . 21.

3

. 2-

, International University, ., 2003, . 337.

4

, ., 2007, . 47.

⁵ Achrol, R. and Philip Kotler. Marketing in the Network Economy: // Journal of Marketing, Vol. 63 Fundamental Issues and Directions for Marketing, 1999, 146-163.

shopping-

(IRS),

shopping-

95%

()

⁶ Biggart, N. Charismatic Capitalism: Direct Selling Organizations in America, The University of Chicago Press, 1989, p. 2.

⁷ American Marketing Association. <https://www.ama.org/resources/Pages/Dictionary.aspx?dLetter=M>

⁸ The European Direct Selling Assotiation, What is direct selling?

⁹ Internal Revenue Service, Retail Industry ATG – Chapter 3: Examination Techniques for Specific Industries (Direct Sellers).

¹⁰ Castells, M. The Information Age: Economy, Society and Culture. Volume I: The Rise of the Network Society, Second edition with a new preface, Wiley-Blackwell, 2010, p. 282.

¹¹ (, 2010; Internal Revenue Service); (King, 2000), (Poe, 2008, Wall Street Journal), ().

¹² WFDSA, Global Report on Sales Methods and Compensation Plans – 2011, Published 6-2-2012.

1990
 2012 . 44% (-)
 (1%) (. 1) - 39%), (16%),



: WFDSA, Global Sales and Direct Selling Community – 2012.

. 1. 2012 .

2012 . 76%
 (9%), (8%), 19%, (4%), (14%), (12%),
 (3%), (2%) (. 2). (3%), (3%),
 2012 .
 / -

1 .

	2000 .	2012 .
	8	8
/	6	15

: WFDSA.
 2012 . -
 44 . 14,
 1/4 . 15 ,
 ,
 й .
 , () -
 () . -
 2008 . -
 1990-
 - 2000 - 2003 . ()
 , 2007 - 2009 . ()
 - (. 3).¹⁶ -
 (. 4). -

¹⁴ Direct Selling News. http://directsellingnews.com/index.php/view/the_2013_dsn_global_100_list?popup=yes#.U9EVFUAajMw

¹⁵ , XI: , 2010, . 403-441.

¹⁶ UNCTAD, World Investment Report 2013.

89 . 2012 .¹⁸ , - 15 .
 , 1990-
 , 2000 2001 . (. 5). 2007 .,
 10%.
 ,
 ,¹⁹ ,



: www.wfdsa.org
 2011 2012 .

. 5.

, 70 000
 .²⁰ 2011 . 25%
 .²¹ 2012 .
 60%
 25 .,

¹⁸ WFDSA, Global Sales and Direct Selling Community – 2012.

¹⁹

²⁰ Neyten, T. and J. M. Fogg. Your Plan B, Business for Home.org Foundation, Netherlands. 2012. www.businessforhome.org

²¹ The European Direct Selling Association, Promoting the Benefits of Direct Selling, SELDIA Annual Report 2011-2012.

6. Mary Kay		
7. Tupperware Brands		
8. Nu Skin		
9. Oriflame		
10. Belcorp		

: directsellingnews.com

- ().

- , -

- , -

30,

” (person-to-person),

(party plan),

80%

, 18% -

2% - ()³¹

³⁰

³¹ WFDSA, Global Sales by Sales Methods 2012.

• , , 1 . , , - - - - -

2012 . ³² 10% , - - - - -

• , , , 10%. , - - - - -

• , , - (, - - - - -)³³ , (, - - - - -)

() , - - - - -

, ³⁴ , “baby boom” , - - - - -

• , , - - - - -

³² RI Department of Labor and Training. <http://www.dlt.ri.gov/lmi/laus/us/usadj.htm> Direct Selling Association, <http://www.dsa.org/research/industry-statistics/11gofactsheet.pdf>

³³ Euromonitor International, Direct Selling in the US, April 2013.

³⁴ , (1946-1964 .), - - - - -

35

1990

(54%).
(.4).

2013 . 38%.

52,3% 31,8% 3%

4

(2007 - 2012 .)

	2007 .	2008 .	2009 .	2010 .	2011 .	2012 .
	94,3	104,1	107,0	111,6	118,5	124,3
	4,1	3,5	3,6	3,6	3,8	4,0
	58,6	65,1	70,1	77,4	82,4	89,2
	13,0	13,4	13,2	13,4	13,9	14,4
-	169,9	186,1	194,0	206,0	218,5	231,8

: Euromonitor International, *Retailing in Bulgaria, Market Data, 2013.*

(WFDSA), 2012 . 6-

135

45% 36 6%

35

” (scarred generation). . ILO, *Global Employment Trends for Youth 2012.* ”

2012 . -27 22,8%,
10,5%. . Eurostat Unemployment Statistics.

36

2012 . 300 .

14% – .³⁸ .³⁷ 86%

(), – Avon, Aquasource, Forever Living, Oriflame, Royal Sales International, Vision, Zepter. Amway.

20-30

: Rainbow, Herbalife, Tupperware, LR Health & Beauty Systems, PM International, Stemtech International, FM Group, Coral Club International. MLM

„Green Master” „”.

Avon (44%), Oriflame (24%), (53%), 37% (9%).³⁹

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1990 .⁴⁰

³⁷ 2012 . 2 219
2012 . <http://www.nsi.bg/bg/content/3953/%D0%BD%D0%B0%D1%86%D0%B8%D0%BE%D0%BD%D0%B0%D0%BB%D0%BD%D0%BE-%D0%BD%D0%B8%D0%B2%D0%BE>

³⁸ WFDSA, Global Sales by Sales Methods – 2012.

http://wfdsa.org/files/pdf/global-stats/Sales_Method_2012.pdf

³⁹ WFDSA, Global Sales by Produkt Category, 2012, published 6.24.2013

http://wfdsa.org/files/pdf/global-stats/Product_Category_2012.pdf

⁴⁰ Euromonitor International, Retailing in Bulgaria, 2013.

**DIRECT SALES AND NETWORK MARKETING:
GLOBAL DYNAMICS, STRUCTURE AND TRENDS**

Chief Assist. Prof. Dr Valentina Makni

Abstracts

Direct sales and network marketing in particular are a growing area in non-store retail trade to which until the present moment there has been paid little attention in Bulgarian economic science. That area forms a global industry, which in 2012 realized a turnover of 167 bln dollars, owing to 90 mln independent direct representatives all over the world. The present study aims at presenting an analysis and a global survey of the dynamics, structure and trends in its development during the past 1-2 decades. Taking into account the peculiarities of this area in the tertiary sector of the economy – the service sphere, the ambition of the author is to perform a comparison with the peculiarities of the world economy as a whole, which have emerged in the period under consideration, and on that basis to point out some conclusions on the prospects created by direct sales and mostly their main form of manifestation – network marketing.

Keywords: *direct sales, network marketing, MLM, retail trade.*