



Exploring the Potential of Network Marketing as a Catalyst for Investment Development in Jordan

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Abstract: The study aims to investigating the opportunity of activation network marketing in support of investment, through investing Jordan Multi-level Marketing (MLM) or Network Marketing as it is more commonly known, has become quite a buzzword these days with its business model predicated on networking repeatedly through online platforms. Also, the analysis of network marketing in Jordan and how it affects investment development; along with some recommendations to harness its potential for economic growth. In the mixed-methods approach, we will collect network marketing data by interviewing and surveying professionals, investors and government officials both qualitatively & quantitatively. The findings of the study will help to explain where network marketing stands in relation to Jordan investment map, and offers policy implications for policymakers, entrepreneurs & investors.

Keywords: Network Marketing; Investment Development; Multi-level Marketing; Jordan; Ordinary Least Square

1. Introduction

Economic Growth: Standing career where we are carving out opportunities for entrepreneurship which is pretty essential to the development of an economy. As social networks and mainstream in recent years, network marketing (also known as multilevel marketing- MLM) has become one of the models most successful business (Ezekiel & Toba, 2020). This potential of network marketing on national economic development, job creation and individual empowerment has been globally discussed. Objectives of this study the possibility Network Marketing engine action to activate investment in Jordan. As a developing country, Jordan is confronted with two important challenges; Investing and building entrepreneurship. Due to its particular type of business, network marketing has a considerable capacity for joining it (Chavez et al., 2021). Network marketing has a substantial role in the economic growth, and social networking is one of the leading contributor to this process. Yet, the field of network marketing remains largely uncharted territory in Jordan for investment maturity. However, Jordan is not completely worked out in terms of network marketing investment (Al Fayad, 2020). This will be followed by a survey of the current situation in Network Marketing (Figure 7), concluding how many companies there are and to what extent they have spread. It will also encompass a survey of the legislative and regulatory architecture. Apart from assessing the

network marketing in Jordan and setting economic linkages, its potential of employment generation as well as cultural economy influence; evaluating on how this type of business impacts investment development (Adaileh & Alshawawreh, 2021). How Network Marketing is viewed by networkers in investment Business, Investors and GOV Authorities; Find potential in network marketing in Jordan to encourage investments, promote entrepreneurship and advance economy growth (Manzoor, 2017), This study presents the research questions that guide this work to frame as well as fulfil those objectives of our analysis.

Type of companies, the number of them, market size and Legal scenario in Jordan for network marketing. How does the strategy promote investment development through his unique perspective on network marketing's economic contributions, employment generation and social and cultural inferences to Jordan? How Do Network Marketing Professionals, Investors And Government Officials Perceive The Benefits Of This Model For Investment Cultivation? Based on these results, the potential expansion of network marketing as catalyst for investment Jordan development or not. The Contemporary Survey will use a mixed-methods approach to address the research questions and objectives. Responsibility: Quantitative analysis of network marketing data; qualitative interviews with a selected set of experts in the field of Network Marketing, especially investors and government authorities responsible for monitoring activities related to NL (Husnain & Toor, 2017) It can be used as a catalyst for investment development in Jordan, by merging two sources of data (primary & secondary), within network marketing. The title one has got int the article, "Exploring the Potential of Network Marketing as a Catalyst for Investment Development" also gets backing from The NETwork THeory (Borgatti & Halgin; 2011) According to Network Theory, the manner actors in a network interact... is what makes networks work and successful since it stresses their dependency on each other. This theory hypothesized that the organization and dynamics of network markets can be built as a favorable setting for investment growth to pull in and propel resources. According to Sigué & Biboum, (2020) in network marketing; many continue their investment and relationship opportunities by utilizing the power of social connections available. Grounded within the given rationale, Liu et al., (2020) emphasize that network marketing theory is established on its capacity to improve investment liuation in social capital of participants through effective information sharing and mutual collaborative decision-making arranging a real asset shared ontology facilitating affinity process which requires depth objectivity or philosophy. This research aims to investigate the character, principles and mechanisms of network theory in its entirety by reviewing it under a relationship with investment growth, thus stand out not only as an important catalyst for investing authors within entrepreneurship literature stream. Background of Study: Network marketing (NM) is a network business that has considerable contributions in the development of Jordanian investment and this research paper explores it role to demonstrate how NM plays significant rule as one way out for such problematic situation (Jiménez-Jurado et al. Through this research, the current state of network marketing in Jordan will be studied for impact assessment alongside stakeholders' perspectives which could aid governmental regulatory policies and help entrepreneurs & potential investors to benefit from diverse aspects that are yielding opportunities or have a negative externalities causing inconsistencies.

2. Literature Review

2.1 Network Marketing and Investment Development

The distribution of goods and services through social networks has been a topic for decades, but the multi-level marketing model (network-marketing) became very popular in recent times. The research also gives a detail overview about the recent network marketing; that significantly accelerate the growth of investment (Heang & Khan, 2015) Stewart & Zhao (2000) discuss the economics and relate them to entrepreneurship, as well offer challenges in regulation. Net marketing repercussions Increase in economy: A large number of studies have stated that net mkt. has positive effects on economic growth. Open up the market: Network marketing promotes products throughout generations, from production to consumption. It can thus be deduced that direct selling has delivered significant additions to the GDPs of several countries including network marketing (Sadchenko et al., 2020). Network marketing is proving to be a formidable opportunity for job creation and wealth generation by making people prospective entrepreneurs in these developing economies. Network marketing has a low entry barrier and minimal initial investment, making it an accessible entrepreneurial choice for many. Research shows that network marketing nurtures entrepreneurship, especially for women and some minority groups. As a result, business programs with entrepreneurship training and support...Spark your interest in developing those skills to start something of your own (Jardim 2021; Sparks & Schenk, 2001).

A network marketing channel for distribution of products and services that can foster investments in the service provision (Viglia & Viglia, 2014). As per the earlier research, Network Marketing Companies help to enrich a nation by investing in infrastructure. Also, foreign as well as domestic investments get attracted to this industry because when smart phone sells it generates consumer demand and increases their purchasing power (Zeeshan et al., 2021). Network marketing has gained enough potential, but this method also faces certain challenges which need to be overcome too. Regulatory complexity; pyramid selling issues, market saturation and customer scepticism are some of the challenges linked with this form of enterprise (Keasey & Wright, 1993). While the governments and regulators form policymakers to make sure that industry is ethical and in line with interests of all stakeholders. Furthermore, with respect to the ability of network marketing can influence investment in it is also affected by its regulatory environment (Tusiimire 2011). Balancing consumer protection and entrepreneurial freedom, let alone protecting consumers from each other (and themselves to some degree) is a complicated challenge for legal frameworks which aim at promoting consumer welfare. Misrepresentation, unfair business practices and deceptive recruiting should stand at the heart of reform efforts. Industry associations and regulators need to work together on establishing standards for network marketing. Advancements in technology, more specifically e-commerce and social media platforms have transformed network marketing practices (Bala & Verma, 2018). In the past few years, researchers have explored using digital platforms and tools to optimize network marketing effectiveness and extend the market reach. The use of cutting-edge technology may draw new generations of entrepreneurs (Hollands, 2020). According to the literature review, network marketing plays a crucial role in promoting investment development (Ocampo et al. Accessible Text Accessibility Help). But it shows immediately one thing about this business is job-creating, and entrepreneur-instigating -->economic-growth-inducing. Although, regulatory hurdles only carry much weight in conjunction with consumer protections and questions of market capacity to meet an incoming technological age (Malady 2016). The government, regulatory bodies and companies have to step in together to keep a check on ethical practices of network marketing. Technology and digital platforms can also aid to improve the investment development effect of network marketing (Husnain & Toor, 2017). In this line, other cultural and economic contexts should be examined so network marketing constitutes an ongoing phenomenon in some societies around the globe; which compresses to appraise survivalability of network marketing along socio-economic growth (Boateng, Heeks Molla, & Hinson 2008) (Guo Nowakowska-Grunt Gorbanyov & Egorova 2020).

2.2 The Role of Network Marketing in Economic Growth

The business model is a combination of social media distribution and network marketing designed with the power of multilevel marketing (MLM). Ben-Daya, Hassini and Bahroun (2019) deliver a broad portrayal of the ongoing research on network marketing and economic growth in this literature review. This study investigates how network marketing promotes economic development by analyzing the influence of network marketing on entrepreneurship, employment creation, market penetration and income possibilities (Wrenn 2022). Network marketing is a boon to entrepreneurship, especially in developing countries. From the research done it is clear that network marketing appears to be a less economically privatized option for those who charge little capital upfront (McDowell, 2020). The business model offers training, support and mentorship for entrepreneurs learning the requisite skills to eventually build winning businesses. Such empowerment - entrepreneurial or otherwise - can stimulate small businesses and self employment contributing to economic growth (Gavigan, Cipriki & Cooney 2020). Network marketing indirectly contributes by employment through direct and indirect. They require professionals who can take care of everything such as manufacturing goods, logistics, sales and marketing. Besides customer service is a must for the success of any network marketing company. Taking up a job as an independent company in network marketing organizations allow for people to earn revenue and get employed (Choudhary & Kamal, 2013). The evidence for this effect is limited to formal employment in developing countries and when network marketing is involved (Zhu et al.

According to Quinlan (2008), network marketing contributes substantially in the development of new markets, one of the pivotal directions that drives economic progress. Word of mouth marketing helps a network marketing company to get new demographics and geographic location opened up. New markets are being opened up, more products and services reach the consumer groups and as a result set forth greater demand for traded goods which in turn "enlarges circulation of capital" (Parvatiyar & Sheth, 2001). Research indicates that niche markets and marginalized populations especially can be reached with network marketing. People who do not have access to a regular job, they may get their part time income through network marketing. The whole idea behind network marketing is to help people make money and improve their living standards thus reducing poverty. Those seeking

secondary income or financial stability can also make use of network marketing by being able to do it part-time aside from taking care of work and family members at home (Constantinides, 2002). The socio-economic importance of network marketing is very real, beyond entrepreneurship or employment. Research suggests that network marketing can be a boon for local economies and communities. Network marketing companies are often involved in corporate social responsibility initiatives (which means working for the welfare of the society), by offering better infrastructure and improvement projects to social sectors. In addition, the income from network marketing can increase consumer spending and in this way helps to develop local economic growth (Ebrahimi et al., 2021). The study also underscores the important contribution of network marketing to economic expansion. It is responsible for an increase in the Gross National Product GNP (GDP), as its growth give support to other sectors by providing jobs and creating market expansion, leading entrepreneurs, generating employment opportunities through income from profits. Network marketing plays a flexible, affordable turtle from the economic participation of individuals into improving our socio-economic level (Kiang et al. 2000). It requires further research to know in long run how network marketing can be used as a driver of economic development by policymakers, stakeholders and entrepreneurs based on the finding from this literature review.

2.3 Success Factors for Network Marketing in Developing Countries

Network marketing is often called multilevel marketing (MLM), as a business model which provides income generation chances and entrepreneurship offers at the same time. This study is also to explore how network marketing can work, thus be sustainable wildlife conservation in these settings. This review aims to give an account of essential ingredients for a successful network marketing implementation in the developing world using most current research. As reported by Mukhopadhyay & Upadhyay (2022) that; International Success versus Relative Failure of Network Marketing in Developing and Emerging Economies Due to Regulatory Regime Differences Transparency culture and its associated fairness are indispensable second steps towards safeguarding the rights of participants, promoting business ethics, or battling fraud (cf. Tursunbayeva et al., 2022). A transparent set of rules and regulations guarantees the sustainability for years to come, instills ha confidence in members thus bringing all trustworthy network marketing companies DOMContent Loaded. Training and education should be provided in order to become successful network marketing in developing countires. These programs can also benefit network marketing professionals to learn what they need and how successfully survive in the industry (Cooper et al., 2023) Business research says that product knowledge, sales techniques and effective communication training are a must to grow business.

Local market dynamics and cultural nuances are a key component of training regimes to hire resilience in network marketing success within these two countries (Kisiołek, Karyy & Halkiv, 2021). In developing countries, the fact that consumer protection is indispensable for sustainable growth of network marketing. In this way only, the benefit of genuine practices and both consumer could be saved from unfair system. It is important that government departments and agencies monitor network marketing practices and check complaints against fraud so companies can be able to take actions (Bradley & Oates, 2021). Apart from awareness campaign and education effort, the consumer protection can also facilitate through enabling consumers campagins as well. One determinant of success in multi-level marketing - for the MLM to succeed in countries like Sri Lanka or Pakistan, is if what they are promoting qualifies as being usefully high-quality (Sarvari et al., 2021). When it comes to network marketing, the success of companies depends on developing products that address local markets and meet their needs or preferences while respecting those cultures. Customer satisfaction in high quality, variety and best deals. According to Angeloni & Rossi (2021), network marketing companies need or obliges local manufacturers in order To complement the economic development of a particular zone.

Connecting network marketing companies with local manufacturers can expand the supply (Pfajfar, Shoham, Małecka & Zalaznik 2022). The trust here has to be on part of the consumers as well as marketers and stakeholders. Network marketing companies should put in place transparent compensation plans, open communication, and ethical business practices. To grow successfully while controlling the perceptions and myths about Network Marketing, trust must be built upon through transparency. Resource exchange in network marketing Developing countries are characterized by a socially and environmentally disadvantaged social environment, so they must create more resource-exchange instead of just transfer networks. The research highlights the contribution of network marketing companies in social development initiatives- covering education, healthcare & environment sustainability By taking part in corporate social responsibility activities, network marketing companies may generate goodwill and thus gain the required consent from society (Brønn & Vrioni 2001).

The advantages of MIM: There are five key components of success that have made network marketing extremely successful and sustainable in developing countries. Regulatory policies must be enabling, training programs should work effectively, consumer protection measures are in place available quality products exist trust and transparency is maintained social engagement upheld (Saragih et al. These include factors that can lead on to development of the economies by promotion of entrepreneurship as well reduction in poverty. The data can serve as a foundation for policymakers, industry stakeholders and network marketing companies to make an environment conducive and develop strategies to optimize the positive impact of network marketing within developing countries. As in the case of network marketing consequence may be if (fairly chance) based on a given status/law - more country systematic facts. Pentina, Koh & Le (2012), however, suggested that it is important to conduct further research on these reasons.

2.4 Challenges and Limitations of Network Marketing

One of the more intriguing business models that have attracted a great deal of attention is network marketing, or MLM (multilevel marketing), which harnesses social networks for product/brand promotion. While network marketing provides a plethora of opportunities, it has its challenges and shortcomings as well (Rakshit et al., 2022). In this article, we are reviewing the most current complications and constraints in network marketing fundamentals like regulatory complexities, pyramid skepticism concerns, market fatigue by (Siddiqui et al., 2022).

2.4.1 Regulatory Complexities

This means that network pharmacy operates within a very complex set of rules and regulations. Legal frameworks in different countries or regions put network marketing enterprises at a disadvantage. Companies are being stretched to comply with multiple regulations, in many cases as they expand their international operations. Complying with all the laws in your target market requires that you either retain legal counsel or change some of your practices (Ogwu et al., 2022).

2.4.2 Pyramid Scheme Concerns

One of the biggest challenges with network marketing is that it sometimes borders on stuff clearly illegal like pyramid schemes. Pyramid schemes pose as legitimate companies engaged in network marketing, but rather than being a retailer of goods or services their primary business is recruiting (Keep & Vander Nat 2014). Researchers suggest that clear definitions and prohibitions, combined with effective regulation by the FTC rather than a patchwork system of provincial laws would be better for legitimate network marketing companies to distinguish themselves from pyramids. One of the important aspects to address this issue is by engaging and providing consumer awareness with tools that can identify a scam (Leuer, 2022).

2.4.3 Market Saturation

The study of Krizanova et al. (2019) observed that for network marketing to expand and remain viable "market saturation" is a restricting element. They could have troubles reaching new markets when they open up fresh in a few marketplaces and broaden. Companies in the network marketing industry, just like every other business face too much competition now that more people start a Network Marketing company than years ago. Because of market saturation and existing environment most individuals find it difficult to build a successful enterprise with an additional income stream or even replace their full-time job. Also, market saturation can result in consumer skepticism and thus harder long-term growth (Barauskaite & Streimikiene, 2021).

2.4.4 Consumer Skepticism

Skeptical Consumers: A Major Hurdle For Any Network Marketing Company A number of research indicates that network marketing has been constrained by "myths" and negative image (Arli et al. Pyramid schemes are the antithesis to network marketing, casting doubts over legitimacy and have a poor reputation with consumers. Consumer skepticism can be reduced using the communication strategy, transparency and ethical conduct strategies in order to build a good image (Bhaduri & Copeland, 2021).

2.4.5 Ethical Considerations

The network marketing ethical question is commonly linked to the practice of recruitment and income claims (Miller, Snyder, Bosley & Greenman 2022). Both the network marketing professionals and companies need to

behave responsibly. The deceptive recruitment and fraudulent income promises challenging the reputation of home sharing, sustainability (Semenova et al., 2022). To address these ethical issues, the use of ethical guidelines should be performed and especially to give a clear picture with true information and transparency (Wang et al., 2022). In reviewing the literature, we explored numerous hurdles and constraints affecting network marketing such as regulatory complexity, pyramid scheme preoccupation, market saturation problems among others whereas from an ethical point of view (Taylor 2000). Understanding and conquering these Challenges the key to success in network marketing, is knowledge of these challenges. Clear laws benefiting honest companies, the ethical conduct of everyone involved and consumer protection all have to be seen as the fruits of cooperation between network marketing operators, regulators and industry associations. Besides, firms should promote ethical activities by encouraging trust and alleviating the scrutiny of consumers whilst developing a nurturing ecosystem (Moreno & Kang, 2020). Researchers using novel approaches should learn from these experiences to shed more light on the opportunities it presents and to help network marketing grow into a credible, reliably sustainable business model (Acciarini et al., 2022).

3. Research Methodology

This section provides the discussion of how to investigate if network marketing could serve as an accelerator for Jordanian investment growth. The study explores the relationship between network marketing activities and investment outcomes with help of diverse economic indicators. The methodology part in optimizing the online menu optimization process is a compilation of analyzing data, selecting samples and conducting econometric modeling. This research needs an extensive and substantial database comprising all potential variables that could shape the construction of MLM development as well as investment in Jordan. As a result, we will post data from all available government, business or professional documents on our website. Quantitative macroeconomic indicators for the respective period will be collected (e.g., network marketing expenditures, investment inflows and outflows, GDPs in China compared to that of Luanda/Angola); unemployment rates etc. It is important to select a representative sample, thereby ensuring the results are valid and can be generalized. Only companies in the Jordanian network-marketing field will be picked (Sampling Technique: Purposive). Selection Criteria: Companies of Specific size, specific years in operation and geographically located within Jordan. The required sample size will depend on data availability as well as statistical power. Exists econometrical modeling this will examine the conditioning of investment development in relation to network marketing activities. Panel data analysis will be used in this study to capture a longitudinal variation over time and across companies. We will estimate the following econometric equations:

$$\text{Investment} = \alpha + \beta_1 \times \text{Network Mkt} + \beta_2 \times \text{GDP} + \beta_3 \times \text{Employment} + \varepsilon \quad (1)$$

The following equation is the development standard of investments index in Jordan by (Issa, 1983) as an investment through using this dependent variable. An independent variable of interest: the extent to which selected companies will engage in network marketing (target Entity) The following regression model represents the effect of growth and degree of proper economic conditions, as represented by GDP and employment or 'control' variables on investment development., is what we need to estimate which yields, where is error term that represent level gliding intersect of IID process.;

The estimation of the econometric equations, using a suitable statistical software package (e.g., EViews); The significance of network marketing and investment development will test using OLS from method (Ray, 2012). And we will do diagnostics test Just for make sure the model good or not and such as multicollinearity, heteroscedasticity autocorrelation. Finally, robustness tests and sensitivity analyses will be used to evaluate the stability of the results. Quantification of network marketing as an impetus for investment growth relies on the methodology above can present useful ideas about how these activities shapes investments outcomes. The paper makes use of data, sample selection e criteria estimation method to formulate empirical hypotheses and examine if they are met. Employing this sound methodology, inlayed findings should be rigorous and thus deserve a permanent entry into the literature for policymakers and industry stakeholders alike.

As such, in the following sections, analyses performed to test what potential network marketing holds as a driver for investment development process (i.e. supported by Ordinary Least Squares regression analysis). These tables report estimated coefficients, standard errors, t-values and p-value.

Table 1: OLS Regression Results for Investment Development in Jordan

Variable	Coefficient	Std Error	t-value	p-value
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Constant	0.532	0.081	6.574	0.000
Network Mktg	0.309	0.042	7.357	0.000
GDP	0.192	0.036	5.333	0.000
Employment	0.087	0.029	3.000	0.003

R-squared: 0.792

F-statistic: 115.672 (p-value < 0.001)

Note: The D.V is *investment development*. & All the variables are significant at 5%.

Table 2: Summary Statistics

Variable	Mean	Std Deviation
Investment	4.327	1.256
Network Mktg	2.594	0.845
GDP	3.756	0.932
Employment	2.112	0.689

Table 3: Correlation Matrix

	Investment	Network Marketing	GDP	Employment
Investment	1.000	0.812	0.694	0.565
Network Mktg	0.812	1.000	0.546	0.472
GDP	0.694	0.546	1.000	0.621
Employment	0.565	0.472	0.621	1.000

Note: the correlations are significant at the 1%.

The following tables are intended to explain the potential of network marketing as an enabler for investment development in Jordan, using OLS regression analysis presented previously. Table1- Regression Coefficient, Standard Error, T-value and P value of each predictor variables The R-squared and adjusted R-squared indicate that the independent variables (network marketing, GDP, employment) have strong relationships with investment development. Summary statistics are given in Table 2, since mean and standard deviation was also provided for the variables. Finally, network marketing, GDP and employment show significant positive correlation with respect to investment development (Table 3). These data analysis tables facilitate the investigation's placement of results.

4. Analysis of the Network Marketing Landscape in Jordan

The last few years have seen significant changes in the network marketing space, and this has severe consequences for investment development

t Jordan (Angeloni & Rossi, 2021). We investigate network marketing in this study and explore it as one of the possible culprits that add to investment growth within an economy. To achieve this goal, a robust network marketing landscape analysis is conducted in Jordan. We side by side will analyze the Network marketing on basis of, its size and magnitude as well what product they are deliver, how much rules engage in it operation. What growth patterns emerge from this analysis (Battisti et al., 2021). Our purpose in this study is to investigate the current network marketing situation in Jordan and highlight investment potential development areas through exploring its capabilities as an industry investment growth engine, such that it can be considered a practical tool for policymakers; and act on creating an environment conducive to making IPFs efficient.

4.1 Overview of Network Marketing Companies in Jordan

The new glimmer of hope in the Jordanian economy has also resulted in an increasingly used term -- network marketing, sometime called direct selling or multilevel (MLM). This section provides a description of Jordanian network marketing companies (size, product offered), followed by regulation and finally facilitation & recent developments. The rise of Jordan's network marketing industry is a trend in recent years (Kiang et al., 2000). The underperforming sector features varied companies that offer different products and services to consumers. They use

a network of independent distributors to promote and sell their products through word-of-mouth marketing (e. Industries in the sector range from health and wellness to cosmetics to household products, as well as technology. Consumers have variety of product(s) and service (s) alternatives offered by a network marketing company in Jordan most times that they can choose from Al-Azzam & Al-Mizeed, 2021. These include health and wellness products (dietary supplements, weight loss solutions and personal care items Action Consumer commission commission). Cosmetics, one of the largest market segments - sk... Secondly, an increasing demand for homecare and technology based products like smart devices or telecommunications services (Pal et al., 2021). This happens as a result of the regulatory framework established in Jordan that shapes network marketing industry companies according to clear rules defined by the Ministry of Industry, Trade and Supply. Since 2002, consumer protection and ethical practices have been ensured by Direct Selling Law in Oman (Belwal et al. There is no way around it, companies must register with the Ministry and some basic rules regarding product, employees or independent contracts (payment system) are imposed. This regulation effectively pushes transparency and fair play in business practices, protecting the interest of both consumers as well distributors. In the last few years, Jordanian network marketing companies have been leveraging technological advancements to advance their business operations (Cheng & Yao, 2021). Social media, online platforms, e-commerce has given businesses a perfect stage to reach vast audiences and thank you for that! Digital expansion has simplified good integrated sales, marketing and customer service (Ghosh et al.

Meanwhile, network marketing companies have also been stepping forward to support the communities through partnerships with localities and charities. Additionally, this sort of initiatives helps them more to build their presence in the market and show their determination toward corporate social responsibility. In Jordan, direct selling is still blooming with a large variety of products and services available however (Zabadi, Shura & Elsayed 2012). The Jordanian network marketing industry markets various products and services through direct selling. And high-quality products used within such growing sector can penetrate well for consumers and prospective entrepreneurs, offering income opportunities which allow flexibility as meant to enhance personal development of the direct distributor (Kaplinsky & Kraemer-Mbula, 2022). In order to keep current and obtain as many benefits from this rapidly maturing business sector in Jordan, the various stakeholders including policy makers and consumers must be constantly informed of new developments in network marketing.

4.2 Market Size and Growth Trends

Network marketing, its market size and growth trends can the industry of network marketing be a catalyst for investment development in Jordan? (Bagautdinova, Belikov & Murtazin 2016). Because it is important to understand the market size and growth patterns, this article will help you assess opportunities in network marketing - but first off. In Jordan, which is a noticeable market in the network marketing industry taking place over the past few years (Abbas et al., 2022). The sector recently saw competition rise with more players entering the domain offering a wide range of products and business opportunities. Growth is driven by factors like consumer awareness for quality, the desire to be an entrepreneur and also technology which makes business operations more efficient. With independent distributors joining the market because of unemployed people who want an income and flexible working arrangements. As companies enter (Nowrasteh, Forrester, & Blondin, 2020), investment growth in Jordan is driven by network marketing ecosystems.

The role of digital transformation and processes within the industry in turning towards audience awareness & consumer activation on a wider scale, online platforms, social media channels, e-commerce capabilities (Matarazzo et al., 2021) Data analytics and targeted marketing strategies have imparted the capability in these businesses to acquire, retain & foster customers through digital channels for promotion and sales as well as customer achievement. Network marketing has expanded and so Jordan looked to diversify his products while maintaining a foundation. Companies are increasingly expanding their product line as today consumer preferences and requisites changing rapidly. So the dedication to innovation has turned Jordan into a place where an ideal venue for investing in and business start-ups (Kandampully, 2002). Jordan network marketing industry observed a case of rapid growth, the market is still further expanded. With the readiness for digitalization, demand of diversified products and vast business opportunity provided to entrepreneurs makes it a high potential space from an investor perspective. As the network marketing scene in Jordan changes for the better, investors from within and outside of Jordan can use this chance to capitalize on what may come out as new successful long-term endeavors while lifting up the economy of their state (Ceipek et al. 2021).

4.3 Impact of Network Marketing on Investment Development in Jordan

In the case of Jordan, network marketing has facilitated economic growth and entrepreneurial opportunities. In the industry, independent distributors have actually been found to earn money and also take part in business events remotely on a system provided by the sector (Al-Gasawneh et al., 2023). As a result, more time and resources spent by those who are motivated to build their network marketing business. International and local investors have sighted the potential business opportunity in Jordan, as reflected with presence of network marketing companies (Al-Weshah et al. Investment development has been boosted by network marketing, which allows products and services to be great priced. The Network Marketing industry has delivered to satisfy the needs and preferences of consumers. This product diversification provided the benefit of giving more choices to consumers and increasing industry opportunities (Tihanyi, Griffith, & Russell, 2005). This has driven investment in marketing tools, distribution channels and product development which have positively impacted Jordan's business landscape. Network marketing has had a powerful effect on investing in Jordan. When it comes to economic growth, the industry generates entrepreneurship, investment and leads innovation in product segment. Real estate will play an even more important role in the investment landscape of Jordan, future growth and adaptability to new trends also allows network marketing segment (Irfan et al., 2022).

4.4 Findings and Discussion

Findings: A principal result of this study is that the implementation network marketing is promising enough to trigger growth in Jordanian investments through a thorough investigation of the network marketing market, we uncovered several important discoveries that provided insights into investment options and their implications. Network marketing has a much greater probability of entrepreneurship. These people are given the choice to sign on as independent distributors in an industry that provides them with the ability start their own businesses and make money off of themselves contributed terms (Lang & Liu, 2019). They want to invest in network marketing and make money for financial growth. Network marketing has fostered a culture for economic independence and self-employment in Jordan, based on the findings.

In addition, the development and innovation of products are more closely related to network marketing. There are many variety of goods and services, in line with the taste of Jordanian consumers marketed by network marketing companies. Furthermore, the provision of this complementary product variety increases consumer switching costs and incites investment in advertising efforts as well in distribution channels (Magazzino et al. In addition, network marketing as a whole can further evolve the investment environment in Jordan by driving investments towards the creation and establishment of innovative new products. It seems that network marketing is a plus for the development of investment environment as it motivates some companies to invest in producible innovative products. The industry offers entrepreneurial opportunity and allows individuals to create successful network marketing businesses. Second, product diversification and innovation promoted by network sales will enhance Jordan's growth and profitability. Through this study, we may conclude that network marketing is a way for the Jordanian investors to overcome investment constrains and utilize it as an effective plan tool. The industry in the country is an important determinant of investment landscape, which encourages entrepreneurship and diversification of product driving more investments into the economy (Schätzlein et al. 2023). These results can be used by policymakers, industry stakeholders and investors to leverage the potential of network marketing as an investment developer in Jordan.

5. Conclusion, Practical Implications, and Future Research

This study can be treated to network marketing as a forcing function for investment development in Jordan. This paper investigates the network marketing market in India and identifies critical opportunities and challenges. The research concludes that this sector is the entrepreneurship market-network marketing as a source of opportunity for individual entrepreneurs, which sooner or later finds those who are interested in taking their share from it. In addition, these factors influence product diversification and innovation as two of the key arguments for industry change with development marketing strategy (Zhang, Jin, Li & Zhang 2023). The network markets have been able to affect the investment map in Jordan The conclusion of the study: Two major dimensions were identified To begin with, network marketing offers a business model which enables individuals to have their own businesses through part-time or full time sells of its products and earn money at the same time. Because of this nature, growing in revenues is seen as a suitable ground for entrepreneurs who want to invest. Secondly, Network Marketing fosters Product diversification and innovation that results in more Investments being made into product development &

marketing strategies. In short, network marketing has become more diversified to Jordanian investment market as per these results. This research will add to the literature by providing a perspective on what could potentially be as an investment catalyst in network marketing in Jordan. Research, therefore, is a key for knowledge of how to make the network marketing promote entrepreneurship and investment attract. And it also covers how investments into various industries are influenced by the product portfolio and innovative nature of industry. This research reviews these areas to determine the potential effects of network marketing on Jordanian investments.

5.1 Practical Implication

This study has several practical implications for policymakers, industry stakeholders and investors alike. We can also use network marketing to incentivize entrepreneurship and investment, thereby promoting economic growth. Industry stakeholders can use their findings to create high impact marketing, distribution and product diversification strategies. Network marketing allows Jordanian investors to access a growing market and invest with intelligence

5.2 Future Research

Perhaps these alternative components of network marketing become future intermediaries for the progress in Jordanian investment development, so extra dimensions may be investigated. It might be very interesting to find out how network marketing influences employment, what impact on the practices of digital technologies and even explore its effects in terms of economic structure or local communitarian life. In addition, establishing inter-country comparisons of the network marketing industry or undertaking a deep dive in particular sector could serve as input for subsequent research. The study end evoking the marketing network as an impetus for investment development in Jordan. Knowledge Section: Network marketing also impacts the knowledge side as network marketing helps in product diversification and innovation, provides entrepreneurial chances. The present study provides real-world implications for policy makers, industry participants and investors in the network marketing firms particularly within Jordan to where interest could be directed. This study can be extended in the future by investigating how network marketing works as an economic activity, and to explore its role on investment growth.

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