LIST OF CONTENTS

ACKNOWLEDGEMENT

LIST OF TABLES

LIST OF ABBREVIATIONS

<table>
<thead>
<tr>
<th>Chapter No</th>
<th>CONTENTS</th>
<th>Page No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction</td>
<td>1-11</td>
</tr>
<tr>
<td>2</td>
<td>Review of Literature</td>
<td>12-38</td>
</tr>
<tr>
<td>3</td>
<td>Theoretical Background</td>
<td>39-57</td>
</tr>
<tr>
<td>4</td>
<td>Analysis of Buyer Behaviour as regards Multilevel Marketing Products</td>
<td>58-115</td>
</tr>
<tr>
<td>5</td>
<td>Analysis of Relationship between brand loyalty and buyer behaviour</td>
<td>116-184</td>
</tr>
<tr>
<td>6</td>
<td>Findings of the Study and Conclusion</td>
<td>185-199</td>
</tr>
<tr>
<td></td>
<td>Appendix</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bibliography</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Questionnaire</td>
<td></td>
</tr>
</tbody>
</table>