

Women Entrepreneurs and Marketing Practices in Tamilnadu



Management

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ABSTRACT

Self-employment is being realized as one of the methods to utilize the potential of women. It may be due to dual role she has to perform, emergence of nucleus family, non-availability of reliable servants and lack of proper hygienic crèches. She can adjust her household schedule and business work.

INTRODUCTION

Women entrepreneurship has been considered a method to utilize their skills and expertise in gainful economic activities. The need is greatly felt, due to wide education opportunities. After the introduction of new economic policies in 1991, women have started participating in economic activities. Still the number of women's participation in business is relatively less.

Among all the managerial function, marketing is one of the important and challenging functions of the business. To cope with the competition in the market, advertising and publicity of the product become indispensable and that again involves heavy funding. The small enterprises do not know anything about markets, do not have RSD facilities, do not have the know-how for improving designs and quality nor do they know the technicalities of pricing etc. It has been observed that most of women entrepreneurs could not continue with their business or trade activity for want of guidance on consumer demand and market mechanism. So this article recommends to women entrepreneurs about marketing practices for their business growth.

India prevailed independence in august 1947. In these 62 years as an autonomous nation, great economic and social advancement has been achieved. The country is moving fast from agricultural based to industrialization. Women just like that men have been involved in economic activities in order to help their husband and to meet the basic needs. The world's modern economy, and in reality democracy, depends on the participation of both sexes. Women are becoming entrepreneurs of small and medium enterprises and play a decisive role in the economic growth of the country by generating income and employment contributing to governmental lay concrete on idiosyncratic challenges in the early part of SME development in terms of,

- Demographic factors like age, gender.
- Social problems.
- Lack of marketing knowledge and information.
- Lack of government assistance and financial problems.
- Low support from family.

To survive with the competition in the market, advertising and publicity of the product pay a key role. Most of the women entrepreneurs producing good quality of products but could not continue due to lack of marketing practices. In this context the study was conducted assess the present and new trends for marketing their products in rural and urban areas for their business growth. Globalization process has initiated new frontiers and preference to women entrepreneurs.

Review of literature

Schrieir's (1975) pilot study of female business owners showed that the female entrepreneur had much in common with her male counterpart. One difference, however, which did emerge was in the business sectors in which female entrepreneurs tended to operate. Sectors in which women tended to own businesses reflected those with traditionally high levels of female employment, mainly services and retailing.

A study by Schwartz (1976) also described a predominance of service based businesses and also concluded that female motivations for starting businesses were similar to those of men.

This study was, however, perhaps most notable for being the first to draw research attention to some specifically female barriers to business ownership. Schwartz (1976) found that the greatest barriers to female business success were financial discrimination, a lack of training and business knowledge, and generally underestimating the financial and emotional cost of sustaining a business.

Watkins (1986) concluded that their lack of prior work experience affected women's choice of establishing viable businesses, forcing them into traditionally female sectors. Within traditional sectors, however, other successful female entrepreneurs acted as role models, helping other women to confront and overcome problems. Watkins and Watkins (1986) found that most women were unprepared for business start up and, as a consequence and often unwittingly, took greater risks. Choice of business sector for women's self-employment was largely determined by consideration of which areas posed the least obstacles to their success. These were perceived to be those where technical and financial barriers to business entry were low and where managerial experience was not essential to success.

Existing research considers several units of analysis- women founders, their teams, their ventures and communities. At the individual level, the research provides demographic information identifying characteristics of women entrepreneurs, their personal goals, as well as their reasons for selecting business ownership over wage and salary work. (Hagan, Rivchun & Sexton, 1989; Brush, 1992). Researchers also studied operational descriptions of how women create their businesses, which builds an understanding of their expectations for their businesses. At the business unit level, research focuses on organizational structure, financing and growth strategies, and operations. There are additional research questions about industry choices. A fundamental understanding of these issues is essential in identifying areas for research that can support and advance the growth and development of women-owned businesses and the economy (Gatewood, Carter, Brush, Greene, & Hart, 2003).

Objectives

The objectives of this study is

- To analyse the various marketing practices used by woman entrepreneurs.
- To identify various challenges faced and assistance required by women entrepreneurs.

Methodology

Methodology is a systematic way to solve the research problem. It explains the various steps that are generally adopted by a researcher in studying the research problem. In this research the pollster has used descriptive research design to analysis the women entrepreneurs attitudes / views towards marketing practices used and also it determines how two variables vary together.

Population

The pollster has done the project in the infinite population who are the women entrepreneurs.

Sampling Size

Sample size refers to number of respondents. The total sample

consists of 250 women entrepreneurs and sampling technique used as probability sampling for infinite population in that convenience sampling technique has been used for this study.

Data Collection method

The researcher has used survey method for collecting the primary data. Questionnaire was used to interview the respondent entries. The researcher has used Structured and Non-disguised questionnaire.

Analytical tools used

The data are analyzed by using Chi-square test and composite indices. Some of the less significant factors were omitted to perfect realistic interpretation of collected data both primary and secondary data.

Opinion of the Women Entrepreneurs about the Marketing Practices used by them:

- 47% of women entrepreneurs using direct sales to customers, 18% of respondents through wholesalers, 14% of respondents through retailers, 12% of women using commission agents/brokers, 9% of them through others Therefore 47% of maximum respondents are using Direct sales to customer as a media for marketing the products
- 50% of respondents are using advertisement, 17% of them are providing offers, 4% of them are using discounts, and 18% of them are providing Guarantees / Warrantees, 11% of them are giving free gifts. Therefore 50% of maximum women entrepreneur are giving advertisement as a marketing practices to improve their sales.
- Challenges Faced by women entrepreneurs have been studied by assigning ranks to them. All the six ranks have been considered for analysis and composite index numbers have been calculated. From the above table it is clear that most of the women faces lack of finance it stands first place by scoring 1104 points and then the women have given second place to Hostile Attitude by Society (Secured 980 points) followed by marketing constraint by secure 877 points.
- 48% of respondents needed credit facilities, 18% of them needed training, 9% of respondents required network formation, 15% of them needed marketing assistance. Therefore maximum of 48% women entrepreneur required credit facilities.

- Majority of the respondents felt that there is a significant relationship between marketing practices used & sales turnover for a month.
- From this research the researcher found that 47% of maximum respondents are using Direct sales to customer as a media for marketing the products, 50% of maximum women entrepreneur are giving advertisement as a marketing practices to improve their sales, most of the women faces lack of finance it stands first place by scoring 1104 points, 48% women entrepreneur required credit facilities.

Suggestions

- ❖ The women entrepreneurs may provide updated on-line advertisement about their product in internet.
- ❖ The entrepreneurs can make part in some of the association (NGO) or make a network formation.
- ❖ Make an interaction with successful women entrepreneurs this gives the knowledge about management & marketing skills.

Conclusion

The article has done on "An empirical study on marketing practices used by women entrepreneurs". The required primary data are collected through questionnaire. The collected data are properly analyzed with statistics tools and tabled with interpretation. Through this article the researcher has found that most of the respondents are giving advertisement as marketing practices to improve their sales, but few of them faces the challenges like lack of finance and knowledge about market. So this article suggests that women entrepreneurs should give updated on-line advertisement and make active participation in various associations.

On the basis of the findings various suggestions has been offered. It is believed that if these suggestions are seriously considered by the women entrepreneurs, it would result in the welfare of various entrepreneurs to improve their sales.

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