

## Marketing Problems of Women Entrepreneurs in Karnataka



### Commerce

**KEYWORDS :** Ardhangani, Family, Finance, Marketing, Growth.

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### ABSTRACT

*The purpose of this paper is to finding out the marketing problems faced by women entrepreneurs in Karnataka. The study used both primary and secondary data. Primary data have been collected from the women entrepreneurs in the selected areas of Karnataka by using structured schedule. The foregoing discussion reveals that promotion of women entrepreneurship is far behind due to lack of financial assistance, family and community support ignorance of the opportunities,, lack of motivation, shyness, inhibitions, preference for the traditional occupations etc. Traveling from one place to another is a problem to women entrepreneurship. However, suggestions are mentioned for the growth and developments of the women entrepreneurs in Karnataka. Women entrepreneurs in backward areas need special assistance and incentives from the government and financial institutions. The government shall set up marketing agencies to ensure the timely marketing of the goods produced by women entrepreneurs. Women entrepreneurs have already created a positive trend in India through their knowledge, skill, capital and diligence. It is the immediate duty of all of us to work out more and vigorous strategies to eradicate all problems that impede the spread of women entrepreneurship in India.*

### Introduction:

The study of women as an entrepreneur is of crucial importance because the economic role of women cannot be isolated from their total well being. During the last three decades, the position of women has been developed as result of industrial revolution, technical education and awareness. Women have realized their values in the society. Women's participation in economic activities is increasing. It accelerates nation building and economic development activities. Emancipation of women will be a dream forever unless they are made economically independent. When women enter into various entrepreneurial activities such a pickle preparation, running beauty parlors and the like, they often face lack of access to credit and face lot of obstacles to establish and develop their own business. The only solution to this is to develop women entrepreneurship. Every Indian housewife is an entrepreneur in her true spirit. Their role as manager of the house can be related to the basic management techniques used in the business world of small enterprises. The purpose of this paper is to identify the marketing problems faced by women entrepreneurs of Karnataka.

### Review of literature

One of the major work done in the area of women and development is the book on "Women and social policy", written by Constantia Safilios Rothschild (1974) she has beautifully presented the theoretical background of social policy related to women.

In a study of "Jamanalal Bajaj Institute of Management studies" University of Mumbai 1976, an effort has been made to study the social and business implications of women managers entering the business scheme in India.

Dr. Anali Mehta has made a study on "Women entrepreneurship in Gujarat" (1993). According to her study the women entrepreneurs appreciated the training programmes conducted by centre for entrepreneurship development (CED) but were little unhappy about the lack of substantial follow up action.

Dr. Hanumant Yadav, in his research paper "Problem of Women Entrepreneurship in Eastern Madhya Pradesh" (1998) revealed that the paucity of funds is the cruse of all the problems. If it is solved half of the major problems are solved.

### Need of the study:

It is evident from the preceding brief review of literature that issues related to women have been attracting attention in recent years especially in the context of social and economic development. Women involvement in economic activities is marked by low work participation rates, excessive concentration in the unorganized sector of the economy and that too in low skill jobs. There is a greater dynamism in the rate of growth of female employment. However, in rural areas, perhaps the agriculture

has provided much more employment for women. The status of women in India is an illustration of a paradox. At the micro level she has equal, if not greater position in the family as "ARDHANGINI" and she is the pivot of the socio-economic fabric of the family as a "MOTHER". The scriptures and mythologies give her even the status of the Goddess and many women are remembered even today for their freedom struggle. However, over the period, the position of women at the macro level of the society has been downgraded so much that she is the most abused person of the Indian society. However, a society constrained by the suppressive socio-economic factors cannot generate the much needed women entrepreneurs on its own. A few studies that are available are mostly surveys of economic aspects and of problems of running the industrial units. Therefore, it has incited us to undertake the study.

### Objectives of the study

The following are the important objectives of the study.

- 2) To find out the various constraints and marketing problems encountered by the women entrepreneurs; and
- 3) To make suitable suggestions for the development of women entrepreneurs.

### Methodology of the Study:

The study based on both primary and secondary data. Primary data have been collected from the women entrepreneurs in the selected district of Gulbarga, Bidar and Raichur areas Karnataka by using structured schedule. A sample of 200 women entrepreneurs has been selected in each district covering the economic activities like trading, handloom weaving, oil crushing, ready made garments, rice mills, tailoring, beauty parlours, and small raw materials business.

The study covered mainly major problems and constraints faced by them during the course of starting and managing their business. And also it covered the suggestions for mitigating the problems faced by the women entrepreneurs in the Karnataka..

### FACTORS INFLUENCING THE WOMEN ENTREPRENEURSHIP

The general observation and several studies reveal that two factors influence the women entrepreneurship in India, they are as follows;

#### 1. Pull Factors:

Pull factors imply the factors, which encourage women to become entrepreneurs. They include desire to do something new in life, need for independence, availability of finance, concessions and subsidies.

#### 2. Push Factors:

Push factors are those, which compel women to become entre-

preneurs. They include financial difficulties, responsibility of the family, unfortunate family circumstances like death of the husband or father, divorce etc. However, the influence of these factors on women in becoming entrepreneurs is lower than the former factor.

**Problems of Women Entrepreneurs:**

The problems faced by women entrepreneurs have been classified as finance, production, personnel, marketing, government assistance, occupational mobility and socio-personal.

**Table No.01**  
**Types of Problems faced by Sample Women Entrepreneurs**

Sl. No.	Type of Problems	No. of Respondents in (%)
1.	Socio-personal	(80.0)
2.	Marketing	(81.0)
3.	Occupational mobility	(57.0)
4.	Govt. assistance	(61.0)
5.	Financial	(51.0)
6.	Production	(24.0)
7.	Personnel	(25.0)

**Source: Primary Data**

Note: 1) Figures in Parenthesis indicates percentage of total sample.

2) Total percentage exceeds 100 as some respondents cited more than one problem.

**Marketing Problems:**

Marketing is another area which often decides the income levels of the entrepreneur due to the ups and downs of the demand. Many of the respondents faced a number of problems pertaining to the marketing of their products/services. The Table-2 portrays the marketing problems faced by the respondents. Accordingly, about 44 per cent of the respondents cited the problems of competition from the cheaper goods. Delay payments are the problems faced by 16 per cent of our sample respondents. About 14 per cent of the respondents faced with lower demand due to the availability of substitute products, and 12 per cent of the respondents paying more transport charges, since the markets are far way to their work spot in the Karnataka. Further only 4 per cent of the respondents cited their inability to publicize their products due to meager financial resources.

**Table No.02**  
**Marketing Problems Faced by the Respondents**

Sl. No.	Reasons	No. of Respondents	Percentage
1.	Competition from cheaper goods	88	44.0
2.	Availability of substitute goods	28	14.0
3.	Long distance to the market	24	12.0
4.	Lack of information on changing markets	20	10.0
5.	Delay payments	32	16.0
6.	Inadequate publicity	08	4.0
	Total	200	100.0

**Source: Field Survey**

**Discussion of the study:**

From the above study reveals that Women on their own find it difficult to accommodate in smaller town, since a single women asking for a room is still looked upon with suspicion. Officials harass many of the women, as women are believed to be less able to go through complicated court proceedings.

The foregoing discussion reveals that promotion of women entrepreneurship is far behind due to lack of financial assistance,

family and community support ignorance of the opportunities, lack of motivation, shyness, inhibitions, preference for the traditional occupations etc. Traveling from one place to another is a problem to women entrepreneurship. However, suggestions are mentioned for the growth and development of the women entrepreneurship in Karnataka.

As regards overcoming of the initial resistance from husband/family members at the time of start up of the enterprise the prospective women entrepreneurs are advised to maintain their cool and keep on convincing them in a positive ways regarding the usefulness of setting up of an enterprise.

The entrepreneurs should improve the quality through different techniques and acquire better skills in order to face competition. Personal contacts should be established with large number of people with a view to exploiting the mediate ship in the market and to avoid the delay payments and to improve the publicity of their products.

**Suggestions:**

Women to become an entrepreneur in India are still very difficult, as our patriarchal society stipulates unfavorable values for women. The experience accumulated from the study suggests focusing on the following recommendations to do away with the odds the women entrepreneurs face;

- In addition to different financial organizations arranging special loan fund for women entrepreneurs, separate financial institutions have to be formed for financing women enterprises.
- Government should be arrange marketing facility in the district level.
- Assistance is to be provided to women entrepreneurs to procure raw materials.
- Women should be advised on various issues of women entrepreneurship development and be given access to information.
- Separate outlets may be created in all the district headquarters and other important public places where products of women entrepreneurs will be sold.
- Government must construct warehouses to preserve the goods produced by women entrepreneurs.
- Women entrepreneurs must be motivated so that professionalism can grow among them to develop a sense of ownership.
- They need to be cordially helped by all friends and relatives.

**Conclusion:**

The saving entrepreneurs are born and did not make little sense today. The host of evidences shows that they are successfully made. In order to make women entrepreneurship movement, a success, government and non-governmental agencies need to play a vital role. There is an acute need to re-orient several things right from the grassroots level viz., increasing the number of vocational course exclusively for women, including entrepreneurship studies in commerce and management syllabi etc. Women entrepreneurs in backward areas need special assistance and incentives from the government and financial institutions. The government shall set up marketing agencies to ensure the timely marketing of the goods produced by women entrepreneurs. Women entrepreneurs have already created a positive trend in India through their knowledge, skill, capital and diligence. They are contributing to family, society and state withstanding multifarious problems. It is the immediate duty of all of us to work out more and vigorous strategies to eradicate all problems that impede the spread of women entrepreneurship in India. As a result such measures are reported to have tremendous positive impact on the households since there is a need to promote women entrepreneurship in Karnataka.

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