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Marketing Issues for Success of Women Entrepreneurship: A critical Analysis in SME Sector, Karnataka



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Abstract

The major problem for success and survival of women entrepreneurs is promotional and marketing related problems. Being a women entrepreneur often depends on middlemen, they exploit them by making profit in the efforts of women entrepreneurs. Today's market is highly competitive particularly from male counterparts women needs more amount of financial and other resources for advertisements, getting the popularity and enhance the market share. Women entrepreneurs lack of financial resources, energy, time, support, and confidence to retain the existing customers and attract new customers towards the SMEs products produced by women entrepreneurs. Hence to address this issues, the researcher collected the opinion from 168 women entrepreneurs in small and medium sector to know the kind of difficulties they are faced during the initial stage of promoting the venture and the areas need to be focussed for improving the marketing knowledge for better marketing operations, for sustain and survival in the present competitive market scenario.

Keywords: Women Entrepreneurs, SMEs, Marketing Problems, Marketing Knowledge.

Introduction

The most important segment of the economic growth is an entrepreneur. They signify the very important inputs for the economic development of the country. Their innovations in the entrepreneurship bring maximum good and welfare for society and the scared human values inspires them to serve the society. Even their commercial commitment will have a firm belief in social betterment and will carry their responsibilities with conviction which results to accelerate personal, social, economic and human developments. The rate of economic growth is also affected by the competency of the entrepreneurship.

Emerging economic environment conditioned by progressive liberalization, globalization and economic integrations has opened up several opportunities to those who possess entrepreneurial capabilities. The growing economic integrations can create not only equality in competition but also provide culture of entrepreneurship is in place. Several opportunities are opened up by growing economic integration would be exploited for productive proposes provided the culture of entrepreneurship and sufficient scope for the growth and development of women entrepreneurship. This situation is fertile for the growth of women entrepreneurship economic growth, inclusive development, greater innovation and research, creation of more employment opportunities for women, socio-economic empowerment of weaker sections of the society particularly women and progressive and balanced economic development.

In India, the co-existence of state and private entrepreneurship, small and medium scale sectors are left to private entrepreneurs. The need of the hour is to broaden the entrepreneurial class in India. Such an entrepreneurial class has to fasten the process of factors like production, leading higher economic growth, dispersal of economic activities, development of backward and tribal areas, creation of employment opportunities, improvement in the standard of living of the women and weaker sections of the society and involvement of all sections of the society in the process of growth.

Women entrepreneurs face several kinds of problems, during their entrepreneurship journey since from planning for entrepreneurship to run their business and get ahead their life in business. Various research were

E: ISSN No. 2349-9443

taken place in the areas of women entrepreneurship development in India by several research peoples, institutes and others has identified some common problems which are important obstacles to women entrepreneurship particularly in India. As an outcome of the many researches, some common marketing problems encountered by the them and suggest some important inputs for better marketing activities and marketing stability.

Review of Literature

N Bharathi (2009)-The study was conducted in western region of Tamil Nadu to identified their problems and level of satisfaction of women entrepreneurs. For the purpose of collecting the primary data from the population a simple random sampling method was employed, with 100 women entrepreneurs as sample size, in and around the western region of Tamil Nadu. There are five variables identified to assess the level of women entrepreneurs from the motivational point of view. The assistance is given by the financial institutions, help extended by women associations, infrastructural facilities provided by the government, financial and marketing assistance provided by the government are covered under study.

TulusTahiHamonanganTambunan (2011) – This research work studies about the growth and development of SMEs, government support and assistance in Indonesia. The researcher collected data from Indonesia's National Agency of statistic's, reviews key literature and secondary data on Indonesian SMEs. After analyzing, he finedanswers for the questions. They are 1. In Indonesia more than 99.9% of the firms belongs to SME sector, and provide employments opportunities for 96.2% of workforce. Hence SME sector is considered as majorplayer in the domestic economic development. 2. SMEs in Indonesia are facing various kinds of problems, out of which the main problems are mobilization of required financial resources, marketing difficulties, networking and skilled human resources, etc. 3.The lower level of education, cultural, religiousand social and constraints results the representation of women entrepreneurs is relatively low.4. SMEs innovation capacity is low for several key reasons.

Ms. Jani Jacob & Dr. SanhitaAthawale (2016): This research work states that, promoting gender equality and economic empowerment of women are pre-requisite for achieving sustainable, balanced development of the economy. However the

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reality is quite differing from the expectations. The reasons is today women constitute 50% of the population, in India alone women perform 66% of world's work and produce 50% of the world food. But in spite these track records, women entrepreneurs suffering from lack of financial assistance, training facilities, market, infrastructure, technology, social service etc., compared to male counterparts. This study made on the objectives of understands the governmental industrial policy environment towards women entrepreneurship development, find the relationship between women economic empowerment and women development. They prove that there is positive correlation between development of entrepreneurship and empowerment of women. For development and empowerment government should increase continuous support in terms of infrastructure, market, finance and encourage and motivate all times. Finally researcher felt that women entrepreneurship is the best tool for women socio-economic empowerment.

Objectives of the Study

1. To know the marketing problems of women entrepreneursat promoting stage.
2. To study the area of improvement in marketing knowledge of women entrepreneurs.

Research Methodology

1. For the study is concerned, the researcher is selected only 168 women entrepreneurs.
2. Only women owned Small and Medium Enterprises are considered as sample unit.
3. The scope of the study is confined to only 3 districts like Tumkur, Bangalore Urban and Bangalore Rural districts of Karnataka.
4. Tools used for data analysis is averages.

Discussion and Results

Marketing Problems Are Faced During The Promotion Stage

Marketing is the one the critical aspect for any business to sustain and make profitable. As the study is focussed on small and medium scale entrepreneurs, an issue pertaining to marketing of products in a situation where there is a stiff competition is of at most importance. In this regard, a question regarding the kind of marketing problems faced by the sample respondents during their initial and also at the promotional stage. Accordingly, Table-1 depicts the percentage of respondents (in parenthesis) by the type of ownership on various marketing problems faced by them.

Table –1: Kinds of Marketing Problem Across the Type of Ownership

Type of ownership	Type of marketing problems					
	A	B	C	D	E	F
Sole Proprietorship	49 (81.7)	50 (83.3)	40 (66.7)	10 (16.7)	14 (23.3)	20 (33.3)
Partnership Firms	28 (68.3)	33 (80.5)	27 (65.9)	8 (19.5)	11 (26.8)	13 (31.7)
Private Ltd	30 (62.5)	36 (75.0)	41 (85.4)	8 (16.7)	16 (33.3)	9 (18.8)
Others	9 (75.0)	12 (100.0)	10 (83.3)	2 (16.7)	4 (33.3)	5 (41.7)

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Note: Percentages shown in parenthesis are based on the total respondents (cases) and the absolute figures shown are number of responses. Hence the horizontal total percentages would not be equal to 100.

A - Lack of monetary support or schemes

B – Unaware of marketing techniques

C – Limited experience in new age marketing

Going by the type of ownership, firstly, those enterprises functioning under proprietorship, *Unaware of marketing techniques* seem to be the most common marketing problem as about 83% of respondents, followed by *lack of adequate monetary support or schemes* from the government to which 82% of the respondents, *Limited experience in new age marketing*, about 67% of the respondents, lack of marketing networks about 33% of respondents, lack of trade fairs and buyers and sellers meet about 23% of them, under proprietary ownership women entrepreneurs is seen stating that lack of robust network has led to struggle at promotional stages of their manufactured goods.

Now, looking at the scenario with respect to those women entrepreneurs having partnership firms, it emerges from Table -1 that *Unaware of marketing techniques* seem to be the most common marketing problem as about 81% of respondents acknowledging it. This is followed by *lack of adequate monetary support or schemes* from the government to which 68% of the respondents acknowledging to this statement. The third most often problem faced by women entrepreneurs is the *Limited experience in new age marketing* about 66% of the respondents, and 31% of respondents stated lack of marketing

D – Limited knowledge about digital marketing

E – Lack of trade fairs and buyers – sellers meet

F – Lack of networks

networks are some of the hindering factors during the promotional stage of their manufactured products.

Finally, looking at the scenario with respect to those women entrepreneurs registered as private limited firms, it emerges from Table 1 that *Limited experience in new age marketing* seem to be the most common marketing problem as about 85% of respondents acknowledging it. This is followed by *Unaware of marketing techniques* to which 75% of the respondents, *Lack of monetary support or schemes from the government*, about 63% of the respondents, and one third (about 31%) of the private limited ownership women entrepreneurs is seen stating that *lack of trade fairs and buyers – sellers meet* has led to struggle at promotional stages of their manufactured goods.

Areas for Improvement of Market Knowledge

It is a known fact that marketing knowledge is essential for sustainability of any business. Again, as the focus of the study is related to small and medium scale entrepreneurs, we intended to discuss on critical areas of market where there is a need for more improvement. Accordingly, Table 2, depicts the percentage of respondents (in parenthesis) by the type of ownership on the areas of marketing where there is a need for improvement.

Table-2
Areas of improvement of marketing knowledge as perceived by the type of ownership

	A	B	C	D	E	F	G	H
Sole proprietorship	47 (79.7)	53 (89.8)	28 (47.5)	21 (35.6)	40 (67.8)	25 (42.4)	12 (20.3)	7 (11.9)
Partnership Firms	21 (51.2)	31 (75.6)	11 (26.8)	13 (31.7)	27 (65.9)	17 (41.5)	9 (22.0)	4 (9.8)
Private Ltd	14 (29.2)	29 (60.4)	27 (56.2)	24 (50.0)	28 (58.3)	30 (62.5)	23 (47.9)	10 (20.8)
Others	11 (91.7)	11 (91.7)	8 (66.7)	5 (41.7)	9 (75.0)	2 (16.7)	3 (25.0)	1 (8.3)

Note: Percentages shown in parenthesis are based on the total respondents (cases) and the absolute figures shown are number of responses. Hence the horizontal total percentages would not be equal to 100.

A – Price

B – Quality Control

C – Segmentation of market selling

D – Cash/Credit Market

E – Technological Aspect

F – Service after sales

H – Import/Export marketing strategies

G – Guarantee and warranty issues

Going by the type of ownership, firstly, those enterprises functioning under proprietorship, *Quality control* seem to be the most common marketing areas where there is a need for improvement with 90% of respondents acknowledging it. This is followed by *pricing factor* to which 80% of the respondents, about 68% of the respondents disclosed that they lack *advanced marketing technology knowledge* that was hindering the aggressive marketing. As much as one third (about 48%) of the proprietary ownership women entrepreneurs is seen stating that *improper segmentation of market selling* has led to struggle

with marketing strategies of their manufactured goods.

Next, those enterprises functioning under Partnership firms, *Quality control* seem to be the most common marketing areas where there is a need for improvement with 90% of respondents acknowledging it. This is followed by *lack advanced marketing technology knowledge* to which 66% of the respondents, about 51% of the respondents disclosed that pricing factor is the one where there is need for stabilization and improvement. Another issue that is faced by Partnership firm under small scale manufacturing units is *Service after sales*. As much as

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one third (about 42%) of the Partnership firms women entrepreneurs is seen stating that *after sales service* is one area where improvement is required.

Finally, those enterprises functioning under private limited, *after sales service* seem to be the most common marketing areas where there is a need for improvement with 63% of respondents acknowledging it. This is followed by *Quality Control* to which 60% of the respondents, about 56 percent of the respondents disclosed that there is need for improvement in *Segmentation of market selling* that was hindering the aggressive marketing of the manufactured products. Another issue that is faced by private limited under the small scale manufacturing units is *Technology aspect*. As much as one third (about 58%) of the partnership firm women entrepreneurs said that improvement in technology aspect is the need of the hour.

Findings

1. It is observed from the study that, the enterprises functioning under proprietorship are Unaware of marketing techniques seem to be the most common marketing problem as about 83% of respondents acknowledged it. Lack of adequate monetary support or schemes from the government to which 82% of the respondents, Limited experience in new age marketing about 67% of the respondents, lack of marketing networks, about 33%, lack of trade fairs and buyers- sellers meet 23.3% and Limited knowledge about digital marketing 16.7% of the respondents, had struggle at promotional stages of their produced products.
2. It is found that, women entrepreneurs run under partnership firms, Unawareness about marketing techniques seem to be the most common marketing problem as about 81% of respondents, followed by lack of adequate monetary support or schemes from the government to which 68% of the respondents, Limited experience in new age marketing 66% of the respondents, lack of marketing networks 31% of the respondents, lack of trade fairs and buyers – sellers meet 26.8% and limited knowledge about digital marketing 19.5% of the respondents opinioned that they has led to struggle at promotional stages of their produced products.
3. Those women entrepreneurs registered as private limited firms, it was reveals from study, that Limited experience in new age marketing seem to be the most common marketing problem as about 85% of respondents, followed by Unaware of marketing techniques to which 75% of the respondents, Lack of monetary support or schemes from the government about 63% of the respondents, limited knowledge about digital marketing 16.7% of respondents, lack of trade fairs and buyers – sellers meet 33.3%, and lack of network 18.8% has led to struggle at promotional stages of their produced products.

Areas for improvement of Marketing Knowledge

1. It was found from the study that, those enterprises functioning under proprietorship,

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Quality control seems to be the most common marketing areas where there is a need for improvement with 90% of respondents, Pricing factor 80%, Need for improvement in the technology aspect 67.8%, lack advanced marketing technology knowledge 68%, Segmentation of market selling 47.5%, service after sales 42.4%, cash/credit market 35.6%, guarantee and warranty issues 20.3% and import/export marketing strategies 11.9% of the respondents felt that these are the common areas requiring improvement of marketing knowledge.

2. Under Partnership firms, Quality control seems to be the most common marketing areas where there is a need for improvement with 90% of respondents acknowledging it. The other common areas of improvements in marketing are lack advanced marketing technology knowledge 66%, improvement is the pricing aspect 51%, Service after sales 41.5%, cash/credit market 31.7%, segmentation of market selling 26.8%, guarantee and warrantee issues 22% and export and import marketing strategies 9.8% of the respondents are felt that, where market related improvement is required.
3. Under private limited, after sales service seems to be the most common marketing areas where there is a need for improvement with 63% of respondents acknowledged it. This is followed by Quality Control 60% of respondents, Segmentation of market selling 56% of respondents disclosed that there is a need for improvement in Segmentation of market selling that was hindering the aggressive marketing of their products, Technology aspect 58% respondents, cash/credit marketing 50%, guarantee and warrantee issues 47.9%, pricing strategies 29.2%, and import/export marketing strategies 20.8% of the respondents acknowledge the marketing improvements

Suggestion

1. It is necessary for every women entrepreneur to understand the present competitive market environment. The modern world of business is full of complexities and need a constant attention and efforts to succeed in the complexed globalized world. Geographically vast country like India, the nature of competition may vary drastically from one market to another. India particularly Karnataka has a highly price sensitive, as well as quality sensitive markets. It is therefore important for the women entrepreneurs to study the competitive situation with reference to chosen market segments.
2. There is a need for women entrepreneurs to have good knowledge about their commodities, customer's needs, and sales after services, better customer satisfactions and the area in which they want to establish and run the business.
3. A government needs to expand share of small and medium industry products in the domestic markets through publicity, standardization,

E: ISSN No. 2349-9443

market support and increased participation in the government departments purchase programmes.

4. Governments organize exhibitions annually or bi-annually in all the district headquarters and at the state level, exhibit cum sale of small scale, khadi and villages industries, cottage industries and women run industries products.
5. Exclusive showrooms may be opened by government agencies in all potential places to sell the products of women entrepreneurs in micro, small and medium scale sectors.

Conclusions

Women entrepreneurship in especially MEMEs that are often considered informal has not been able to reach the growth potential due to some reasons. Women entrepreneurship in India is suffering from various serious issues, like woman entrepreneurs are major players in private sector, particularly in agricultural and in informal business, adequate financial resources, skilled human resources, more importantly marketing related issues in the present contemporary competitive environment. There are various types of obstacles are created before them, while promoting their products and they also upgrade in various issue of marketing knowledge to attract the new customer towards the commodities by retaining the existing customers. To overcome the above issues and promote the women entrepreneurship in India, Governments has to play important role by take various initiatives for attracting, encouraging and motivating new generation women entrepreneurs in the society.

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