



An Appropriate Marketing Strategic Approach For Women Entrepreneurs In India

***Mahadev Jha**(Research Scholar)

P.D.D.U.G.P.G.COLLAGE, PALHI PATTI Varanasi

***Tara Shankar Chatterjee** (Research Scholar)

P.D.D.U.G.P.G.COLLAGE, PALHI PATTI Varanasi

ABSTRACT

In narrow sense women entrepreneurs are important for the Indian economy but in wider sense women entrepreneurs are important for the whole world economy. In India more than 50% of people are women so automatically their presence is important for the Indian economy. In recent years women are increasing their participation in business and achieved some remarkable achievements. In India women entrepreneurs are facing some professional and personal problems in their life. Those problems are somewhere and somehow restrict their business activity and especially marketing activity. Their problems restrict women to utilise their abilities. This study aims to find out which type of problems are facing women and how those problems are restricting their marketing. This paper focus on giving to appropriate marketing strategy to women entrepreneurs which can coordinate with their problems and limitation and give them a chance for women entrepreneurs to expand their marketing activity and business.

Keywords . Women Entrepreneurs , Digital marketing , MSME , Marketing Strategic .

1.INTRODUCTION

Women Entrepreneurs may be defined as the women or groups of women who initiate, plan, organise, control and operate a venture. In venture all managerial functions (planning, organising, staffing, directing and control etc. .) Do by women and more than 50% share of venture held by women or more than 50% voting rights held by women in the venture.

According to the Government of India women entrepreneurs as enterprises owned and controlled by Women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to

In recent times, women are extremely increasing in the economy all over the world. There are many reasons for women to come into entrepreneurship or venture but Knowledge, ability and compliance are the major reason for females to come forward into business or venture. Women Entrepreneurs have to perform various function of business , out of which marketing function is most important business function without marketing they can not decide which type of new product must be develop, at what price, where to sell the product, how much money spend on advertisement etc.

To make the right and almost accurate decision about marketing is a very tough job for entrepreneurs without direct touch with market due to some family responsibility and business problems, women has to depend on middlemen for marketing work, due to this reason women do not have a direct contract with the market and as a result, they are not able to use their marketing skill properly, which hinders their growth .

Digitalization marketing is a new revolution in the marketing field. It can simplify their marketing work harmonizing with the business problems and their family responsibility. With help of digitalization many resources (financial marketing raw material etc.) Have become accessible to women entrepreneurs at low cost. They have become more aware and engaged in marketing.

Digital marketing can be defined Digital marketing is that in which offline and online services and product are promoted using digital medium. Radio, television, digital display advertising and mobile phone are included in offline digital medium and internet based channels like SEO, SEM, SMM, websites, email and platforms like LinkedIn, Instagram, Facebook, what app, Twitter are included in online digital medium. and Pinterest etc. medium are included.

The world has long past the web 2.0 and has transitioned to web 3.0 in the 'Decade of digitalization' women entrepreneurs are still using the old marketing, which limit their marketing scope and are affected to a great extent by their problems and limitation. Digitalization marketing may contribute great things to the rise of women entrepreneurs.

2.REVIEW OF LITERATURE

Dr Binod Kumar (2020) state that Artisan face several problems in marketing like lack of finance, small scale of operation, low level of advertising, publicity and low level of awareness about modern marketing and government scheme.

Renu, Anupama (2018) In this study he concludes that handicraft products have huge opportunities and a need is felt to reach or communicate to the artisans about the use of tools of information technology (digitalization) to boost marketing.

Indrajit Ghosal and Bikram Prasad (2019) state that the major reason for the decline of the market is the lack of sales promotion/ advertisement which in turn causes fewer customers awareness of the product because offline marketing can only influence fewer people awareness within the local area. Online marketing influence people Globally and increase customer awareness more than offline marketing.

Dilip Kumar and Rajeev P.V (2013) state that marketing play a very important role in the present time it makes product familiar among the customers. Now, these days customers need fast and easy to access marketing information like price, availability, payment, easy booking or order and some extra facilities. Internet marketing provides all those things fasted and easiest way as compare to old marketing.

Reenu Bhagat, Saundoua Rajan R., and Seema Sambargi (2019) The authors revealed the, a strong relationship between Personal innovativeness perceived expertise and digital marketing adoption of women entrepreneurs. State that higher innovativeness in women entrepreneurs leads to risk taking ability and hence they choose the path of adopt newness technology and digital marketing for their business if women entrepreneurs have any previous experience in digital marketing then they feel more confident to adopt digital marketing and vice-versa.

Ade Kusuma, and Ririn Puspitatusri (2019) state that the change in technology development leads to change in Social conditions and they affect the growth and role of rural women entrepreneurs in business. In

digital era provide an opportunity for women entrepreneurs to expand their business without leaving their responsibility. Further say because of a lack of knowledge about the importance of digital marketing they sell only in the surrounding area.

AshimaBhatnagar, Dr Broto R. Bhardwaj and Shikha Gandhi (2013) state that Women Entrepreneurs faced several problems like financial, marketing, workplace related and health problems and family issues which restrict the growth of women entrepreneurs. Further, say poor location of shop and lack of transport facilities were major marketing problems

Afsanasalam (2018) This study explains the role of perception and attitude on technology up gradation by women entrepreneurs. State that most of the women entrepreneurs are giving importance to technology adoption and they feel that it is easy to use and their attitude has changed towards technology (positive).

Dr. K .Pushpam and Dr. S. Thirunal (2020) This study explore the status of women entrepreneurs e-commerce. Researcher state that online marketing is important for women entrepreneurs to sell their products and service Global to achieve their goals but it will happen only after overcoming some problem like retaining customers, finding suitable market, lack of trust, good and effective customer service.

3.RESEARCH METHODOLOGY

This paper is theoretical in nature , based on the secondary data composed from various sources like research papers, research article, journals, reports and as well from existing literature to understand which types of problems are facing women, how those are restricting their marketing practice and try to give a suitable marketing strategy to women, which sync with there problems and limitation.

4.OBJECT OF THE STUDY

- To study the concept of women entrepreneurs
- To study the problems of women entrepreneurs in context of marketing
- To study the benefits of digital marketing in context of women entrepreneurs

5. PROBLEMS OF WOMEN ENTREPRENEURS OR PROBLEMS OF MARKETING

Male dominate society The greatest deterrent to women entrepreneurs is that they are women because in practical society have male dominate. They can not accept to work under a women and also they don't have trust in women capability and they feel risky to do business with women entrepreneurs, so it create problem in personal selling and public relation.

Lack of brand image The most important thing which guide the customers to buy the particular product that is product's brand image but women entrepreneurs fail to create own brand image for product leads to difficulties in advertisement, publicity and personal selling.

Low price determination Women Entrepreneurs sometimes have to price their products at cost or even less so that the product can remain in the competition. Women Entrepreneurs have less knowledge of modern marketing and production techniques and use them less than their competitors, this increases the cost of their product but generally has to keep the price of the product according to competitors, so therefore women are not able to do adequate advertising, sales promotion and personal selling.

Credit sales Wholesalers, retailers, investors, manufacturers and customers have doubts about the professional skill and competence of women, that's why most of the business is done in cash and therefore women entrepreneurs do not have enough finance for sales promotion and advertising.

Lack of financial assistance The financial institution are skeptical about the entrepreneurial ability of women . The banker consider women loonies as higher risk than men loonies. The banker put unrealistic and unreasonable securities to get loan to women entrepreneurs. So women entrepreneurs do not afford a high level of advertisement and personal selling activity.

Family obligation and priority Indian women give more emphasis to family ties and relationships as compared to business. Women family obligation act as obstacles in front of them. Women Entrepreneurs having primary responsibility for children, home and other dependent family members. The advertisement company, wholesalers, retailers, supplier supplier and investors are discouraging women entrepreneurs on the belief that they may leave their business and becomes housewives again. So they are avoiding women.

Low level management skills Mostly women entrepreneurs have to depend on office staff and intermediaries, to get things done, especially on the marketing and sales side of the business. Women Entrepreneurs don't

have proper communication skills so they can not properly communicate with third parties, so that is why women fail to make healthy and strong public relations.

Lack of knowledge about alternative sources of raw materials and marketing women entrepreneurs don't have much knowledge about alternative sources of raw materials and marketing so they can not avail of the discount on raw material prices and are also not able to use fastest and cheapest way of marketing like digital marketing.

Low level of education women in India is lagging far behind in the field of education. Most of the women (60%) are illiterate, so they can not easily use and access to updated production and marketing techniques.

Lack of personal connection mostly women entrepreneurs heisted to meet new people because of family restrictions and shy nature. So it will work as an obstacle and it creates some problems in personal connection, public relations and sales promotion.

6. BENEFITS OF DIGITAL MARKETING FOR WOMEN ENTREPRENEURS

Convenience with the help of the internet women entrepreneurs can easily, any time from anywhere communicate with business parties like customers, suppliers, wholesalers and Retailer, which can not happen in old marketing.

Easy access and direct link In old marketing customers and women entrepreneurs are highly dependent upon middlemen for communication but in online marketing, they are easily and form where and any time direct communicate and exchange their thought 24 by 7 all seven day in week and whole year .

Cuts cost and save time This is an efficient way to reduce the cost and save time in comparison to old marketing. In online marketing, many tools are free and less cost as compared to old marketing.

Global access with legal formality through internet marketing, it expands the market or business for women entrepreneurs regional to state, state to national and national to international with less cost and less legal formalities.

More precise target market in old marketing women entrepreneurs and customers are not in direct touch or link to each other so it's very difficult to know exact and accurate information about customers need and trend. This leads to an obstacle to identifying the correct target customers but in online marketing, they are in direct touch with each other and it helps to make a plan for precise market strategy.

Increase sales digital marketing increase product range national to international level so it help to increase sales of product because number of buyers also increase.

Create and Improve brand image To sell their product through famous online commercial apps and web site like Amazon, Snap deal, Flip card, Meesho etc. These apps help to create and Improve brand image in minds of customers because use these are famous and trustworthy buying apps.

7.CONCLUSION

After the study , it can concluded that Marketing function is important for business because use it makes product more familiar among the customers in term of price, design, shape, colour etc. women entrepreneurs have sufficient marketing skill and knowledge but due to some personal and professional problem like family responsibility, lack of finance, male dominate society etc. women can not use it according to his ability and also restrict their function area. Digital marketing is a revolutionary change in the field of marketing for women entrepreneurs, which makes their marketing easy, fast, wider and smooth for women and women can work without leaving their responsibility, within limitation and it will sync with their problem and reduce the problem of old marketing. After concluding all these things we can say that Women Entrepreneurs should be aware and use digital marketing as a replacement for old marketing.

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