

A STUDY ON IMPACT OF MARKETING STRATEGIES ON WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE TO PALAYAMKOTTAI TALUK

N.Kalaivani: PhD. Research Scholar (Part time)

(Reg No.20121231012016),PG & Research Department of commerce

Sri Paramakalyani College, Alwarkuruchi, Tenkasi District, Tamil Nadu india

Dr.S.Sundaramoorthy: Assistant Professor & Research Guide.

PG & Research Department of Commerce, Sri Paramakalyani College, Alwarkuruchi, Tenkasi District, Tamil Nadu, India

(Affiliated to Manonmaniam Sundarnar University, Abhishekapatti, Tirunelveli, Tamil Nadu-62012)

Abstract

Entrepreneurs play very important role in socio-economic assistance of the country. They distinguish the requirements of the business, buy different elements of creation and direction them for a few useful purposes. They are the pioneers, analysts and risk takers of the organization. Because of the blended economy in India, Advertising issue is the most concerning issue looked by women entrepreneurs in Tirunelveli taluk . Women entrepreneurs ceaselessly deal with the issues in promoting their items. It is one of the center issues as this region is principally overwhelmed by guys and even women with sufficient experience neglect to make an imprint. Since it includes a ton of running about. women entrepreneurs additionally find it challenging to catch the market and make their items famous. Part of the women entrepreneurs visionaries have flawed hierarchical positioned to drive in large chunk of change for campaigning and commercials. They need to confront serious contest from coordinated ventures. They have likewise to handily confront a fierce opposition with the men business visionaries who include in the advancement and improvement region and do simple promoting of their items with both the coordinated area and their male partners. Such a contest at last outcomes in the bankruptcy of women entrepreneurs, yet women entrepreneurs in Tirunelveli taluk don't have appropriate promoting technique and choice took in their business. In this examination study, we look at the advertising issues looked by women entrepreneurs in running their endeavors and planned the promoting system for women entrepreneurs with exceptional reference to some chosen Limited scope units in Tirunelveli taluk and furthermore give ideas to them how to promoting their items or administrations to become fruitful marketing strategy.

Keywords: Small Scale, socio-economic, Women entrepreneurs, organized sector and marketing strategy.

INTRODUCTION

Women in business are a new peculiarity in India. All around they had trust themselves to trivial business and tiny cottage businesses. Women entrepreneurs participated in business because of back and forth factors, which urge women to have a free occupation and stands all alone legs. Women entrepreneurs might be characterized as the women or a group of women who start, coordinate and work a business endeavor. Legislature of India has characterized Women entrepreneurs as an endeavor possessed what's more, constrained by a women having a base financial interest of 51% of the capital and giving something like 51% of business produced in the undertaking to women. The Worldwide Work Association characterizes a Women entrepreneurs as an individual with a bunch of qualities that commonly incorporates fearlessness, result-situated, risk taking, administration, innovation and future-arranged. It alluded to Women entrepreneurs visionaries as the people who develop, mirror or take on a business movement. Considering that Women entrepreneurs is the arrangement of exercises performed by a Women entrepreneurs, it could be contended that being a business visionary goes before business. Regardless, the enterprising definitions portrayed above feature the parts of risktaking, improving and asset putting together. The number of women entrepreneurs has developed over a time of time. Private company assumes an imperative part in the economies of both created and non-industrial nations, addressing well more than 90% of all assembling on the planet (Wijewardena and Cooray, 19951). Table 1 uncovers that among the limited scale modern units possessed by women entrepreneurs in India, Kerala tops the rundown with 1.39 lakh units, trailed by Tamil Nadu with 1.30 lakh units. Tamil Nadu positions second in the all out number of smallscale units claimed by ladies business visionaries in India. Nevertheless, the legends is that a portion of these endeavors breakdown inside a couple of long stretches of their beginning up of those working some develop quickly, while numerous others slack behind or develop gradually.

Objectives:

1. To plan the advertising system for women entrepreneurs with exceptional reference to some chosen Limited scope units in Tirunelveli taluk.
2. To give ideas to the women entrepreneurs in Titunelveli taluk in showcasing their items or administrations to become women entrepreneurs.

Women Entrepreneurs in India

Entrepreneurs assume vital part in financial government assistance of the country. They recognize the requirements of the business, buy different variables of creation and direction them for a few useful purposes. They are the trailblazers, scientists and daring individuals of the organization. Because of the blended economy in India, both public what's more, confidential business venture exists here. Enormous scope areas are under the public business venture. The center and limited scope areas are under the private business. To foster business in this area,

Administration of India has ventured towards the Business Advancement Projects (Lathwal, 20115). Women Entrepreneurs might be characterized as the women or a gathering of ladies who start, sort out and work a business undertaking. The Public authority of India has characterized Women Entrepreneurs as an undertaking possessed and constrained by women having a base monetary interest of 51% of the capital and giving no less than 51 for each penny of the business created in the endeavor to women. Women Entrepreneurs took part in business dueto and fro factors which urge women to have a free occupation and stands on their own legs. A sense towards free decision-production on their life and vocation is the inspirational variable behind this inclination. Burdened with family tasks and homegrown obligations women need to get autonomy. Under the impact of these elements the Women Entrepreneurs pick a calling as a test and as an inclination to do a genuinely new thing. Such a circumstance is portrayed as pull factors. While in push factors ladies participated in business exercises because of family impulse and the obligationis pushed onto them (Goyal and Prakash, 20116)

Research Hypotheses and Methodology

Marketing problem is the most serious issue looked by women entrepreneurs. women entrepreneurs ceaselessly deal with the issues in showcasing their items. It is one of the center issues as this area is primarily overwhelmed by guys and even ladies with sufficient experience neglect to make a scratch. For advertising the items women entrepreneurs must be at the leniency of go between who pocket the hunk of benefit. Albeit the agents exploit the women entrepreneurs the cleansing of agents is interesting, since it includes a great deal of running about. Women entrepreneurs likewise find it challenging to catch the market furthermore, make their items famous. Part of the women entrepreneurs has blemished hierarchical set up to drive in huge load of cash for soliciting and notices. They need to confront extreme contest from coordinated ventures. They have likewise to confront a solid contest with the men business visionaries who without any problem include in the advancement and improvement region and convey out simple promoting of their items with both the coordinated area and their male partners. Such a contest at last outcomes in the bankruptcy of women entrepreneurs. This study centers around the showcasing issues of women entrepreneurs in Tamil Nadu and proposes advertising methodologies for women entrepreneurs in Tami Nadu.

To look at the marketing problems looked by women entrepreneurs in running their endeavors proficiently also, productively in Tamil Nadu.

Analysis and Interpretation:

Table 1: Industry Type

Industry Type	Percent	Cumulative percent
Service	64.3	64.3
Manufacturing	35.7	100,0

Total	100.0	
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Source: primary data

From the above table it is inferred that majority of women entrepreneurs are doing service oriented business. Some of them are doing manufacturing oriented business.

Table 2:Age Group

Age	Percent	Cumulative percent
20-25	1.0	1.0
26-30	14.5	15.5
31-35	10.6	26.1
35-40	11.6	37.6
41-45	38.5	76.1
Above 45	23.9	100.0
Total	100.0	

Source: primary data

From the above table relating to age, it is inferred that majority of the women entrepreneurs are belonging to the age group of 41-45 years, 14.5 percentage of women entrepreneurs are belonging to the age group of 26-30 years, 10.6 percentage of women entrepreneurs are belonging to the age group of 31-35 years, whereas lower age limit is 20-25years.

Table 3: Educational Qualification

Qualification	Percent	Cumulative percent
Schooling	87.9	87.9
U.G	10.1	98.0
Others	2.0	100.0
Total	100.0	

From the above table it is inferred that majority of women entrepreneur's educational qualification is less than 12th standard. 10.1 percentage of women entrepreneurs studied under graduation.

Table 4: Business Success of the Women Entrepreneurs

Business success	percent	Cumulative percent
Agree	90.0	90.0
Disagree	10.0	100.0
Total	100.0	

Source: primary data

From the above table it is inferred that majority of women entrepreneur are success in their business. 10 percentages of them are failure in their business.

Table 5: Sales per Annum

Sales per annum (in Rs)	perc ent	Cumulative percent
>5 lakhs	52.5	52.5
5-10 lakhs	42.8	95.3
10-15 lakhs	4.7	100.0

From the above table it is inferred that majority of women entrepreneur are getting less than 5 lakhs rupees sales per annum. 42.8 percentages of women entrepreneurs are getting 5-10 lakhs rupees profit per annum. 4.7 percentages of women entrepreneurs are getting 10-15 lakhs rupees profit per annum.

Table 6: Profit per Annum

Profitper annum	Valid percent	Cumulative percent
>5 lakhs	86.1	86.1
5-10 lakhs	11.5	97.6
10-15 lakhs	2.4	100.0
Total	100.0	

Source: primary data

U_i = the unique factor for variable i m = number of common factors The unique factors are uncorrelated with each other and with the common factors. The common factors themselves can be expressed as linear combinations of the observed variables. $F_i = W_{i1} X_1 + W_{i2} X_2 + W_{i3} X_3 + \dots + W_{ik} X_k$ Where F_i = estimate of i th factor W_i = weight or factor score coefficient K = number of variables It is possible to select weights or factor score coefficients so that the first factor explains the largest portion of the total variance. Then a second set of weights can be selected, so that the second factor accounts for most of the residual variance, subject to being uncorrelated with the first factor. This same principle could be applied to selecting additional weights for the additional factors. Thus, the factors can be estimated so that their factor scores, unlike the values of the original variables, are not correlated. Furthermore, the first factor accounts for the highest variance in the data, the second factor the second highest, and so on. Several statistics are associated with factor analysis. We have tested Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy. Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is an index used to examine the appropriateness of factor analysis. High values (between 0.5 and 1.0) indicate factor analysis is appropriate. Values below 0.5 imply that factor analysis may not be appropriate. In our study Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is 0.685

and it indicate factor analysis is appropriate. We have Bartlett's test of sphericity is a test statistic used to examine the hypothesis that the variables are uncorrelated in the population. In other words, the population correlation matrix is an identity matrix; each variable correlates perfectly with itself ($r=1$) but has no correlation with the other variables ($r=0$). Bartlett's test of sphericity is significant. A Correlation matrix is a lower triangle matrix showing the simple correlation, r , between all possible pairs of variables included in the analysis. The diagonal elements, 1 which are all 1, are usually omitted. Communality is the amount of variance a variable shares with all the other variables being considered. This is also the proportion of variance explained by the common factors. The eigen value represents the total variance explained by each factor. Factor loadings are simple correlations between the variables and the factors. A factor loading plot is a plot of the original variables using the factor loading as coordinates. A factor matrix contains the factor loadings of all the variables on all the factors extracted. Factor scores are composite scores estimated for each respondent on the derived factors. Percentage of technology, brand name, franchising, cost plus price, equal to the market price, radio and television advertisement, social media advertisement, CSR activities, customer relationship, word of mouth, flyer, pamphlets and newspaper advertisement, retail, wholesale, agent and broker, direct selling, targeting and product variety. Above 27 variables have been reduced as 9 variable like sales promotion, networking and clustering, brand and technology, pricing strategy, visual media advertisement, print media advertisement, distribution channels, direct selling and product variety. Price bundling, sales promotion and price discounts reduced as sales promotion. Networking and clustering, profit making, brand value awareness, networking and clustering helps to increase product variety reduced as networking and clustering. Segmentation, latest trend and technology, brand name and franchising reduced as brand and technology. Cost plus price and equal to the market price reduced as pricing strategy. Radio and television advertisement, social media advertisement, CSR activities and customer relationship reduced as visual media advertisement. Word of mouth, flyer, pamphlets and newspaper advertisement reduced as print media advertisement. Through retail and through wholesale reduced as distribution channel. Agent and broker and direct selling reduced as direct selling. Targeting and product variety reduced as product variety. Contribution of the Marketing Factors to the Business Success of Women Entrepreneurs Multiple regression involves a single dependent variable and two or more independent variables. The general form of the multiple regression model is as follows: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_k X_k + e$. Which is estimated by the following equation: $Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + \dots + b_k X_k$ As before, the coefficient a represents the intercept, but the b s are now the partial regression coefficients. The least squares criterion estimates the parameters in such a way as to minimize the total error SS_{res} . This process also maximizes the correlation between the actual values of Y and the predicted values. Most of the statistical terms described under bivariate regression also apply. To multiple regression, the statistics are used: Adjusted R^2 - R^2 , coefficient of multiple determination, is adjusted for the number of independent variables and the sample size to account for diminishing returns. After the first few variables, the additional independent variables do not make much contribution. Coefficient of

multiple determination - The strength of association in multiple regression is measured by the square of the multiple correlation coefficient, R^2 , which is also called the coefficient of multiple determination. The F test is used to test the the null hypothesis that the coefficient of multiple determination in the population, R^2_{pop} , is zero. This is equivalent to testing the null hypothesis $H_0; \beta_1 = \beta_2 = \beta_3 \dots = \beta_k = 0$. The test statistic has an F distribution with k and (n- k - 1) degrees of freedom. The partial regression coefficient, b_1 ,

Table 8: Contribution of the Marketing Factors to the Business Success of Women Entrepreneurs

Marketing Factors	Unstandardized Coefficients		Standarised coefficient	T	Sig.
	B	Std.Error	Beta	B	Std.er ror
(Constant)	3.729	0.025	5- 150.991	0.025	0.000
Sales promotion	0.319	0.025	0.439	12.908	0.000
Network and cluster	0.074	0.025	0.102	2.987	0.003
Brand and technology	0.153	0.025	0.210	6.165	0.000
Pricing	0.043	0.025	0.060	1.755	0.080
Visual media advertisement	0.053	0.025	0.073	2.158	0.032
Print media advertisement	0.089	0.025	0.122	3.602	0.000
Distribution	0.169	0.025	0.232	6.824	0.000
Direct selling	0.106	0.025	0.146	4.304	0.000
product variety	0.418	0.025	0.574	16.882	0.000

Business success = 3.729 + 0.319 (sales promotion) + 0.074 (networking and clustering) + 0.153 (brand and technology) + 0.043 (pricing strategy) + 0.053 (visual media advertisement) + 0.089 (print media advertisement) + 0.169 (distribution channel) + 0.106 (direct selling) + 0.418 (product variety). The model takes care of 84% change and F esteem is huge. Among the over 9 showcasing factors, the item assortment, deals advancement, appropriation channel and brand and innovation highly affect business accomplishment to the ladies business people. Following the over 4 factors, the immediate selling, print media notice, systems administration and bunching and visual media ad affect the ladies business person business achievement. Estimating methodology doesn't affect ladies business person's business achievement. Assuming one unit deals advancement increment prompts 0.319 units business achievement increment. At the point

when one unit systems administration and bunching increment prompts 0.074 units business achievement increment. While one unit brand and innovation increment prompts 0.153 units business achievement increment. In the event that one unit estimating techniques increment prompts 0.043 units business achievement increment. At the point when one unit visual media commercial increment prompts 0.053 units business victories increment. While print media promotion increment prompts 0.089 units business triumphs increment. In the event that one unit conveyance channel increment 0.169 units business victories increment. At the point when one unit direct selling increment 0.106 units business triumphs increment. While one unit item assortment increment prompts 0.418 units business achievement increment. Item assortment affects ladies business visionary business achievement. Subsequently Speculation (H9) which says there is no critical connection between item assortment and business outcome of women entrepreneurs is dismissed. women entrepreneurs. Systems administration and grouping affects ladies business person business achievement. Consequently Speculation (H2) which says there is no huge connection among systems administration and bunching and business progress of ladies a business person is dismissed. So there is a huge connection among systems administration and bunching and business progress of women entrepreneurs. Visual media ad affects ladies business visionary business achievement. Consequently Theory (H5) which says there is no huge connection between visual media ad and business progress of ladies a business person is dismissed. So there is a critical connection between visual media ad and business outcome of women entrepreneurs. Valuing technique doesn't affect women entrepreneurs business achievement. Thus Speculation (H4) which says there is no critical connection between valuing procedure and business progress of women entrepreneurs is acknowledged. So it is confirmation that there is no critical connection between valuing system and business outcome of women entrepreneurs.

RESULTS AND SUGGESTIONS

- Larger part of the ladies business visionaries are have a place with the age gathering of 41-45 years.
- Greater part of ladies business people are maintaining their business effectively.
- Greater part of ladies business people are doing support arranged business.
- Greater part of ladies business visionary are getting under 5 lakhs rupees benefit for each annum. 11.5 rates of ladies business visionaries are getting 5-10 lakhs rupees benefit for each annum. 2.4 rates of ladies business visionaries are getting 10-15 lakhs rupees benefit for each annum.
- Greater part of ladies business visionary are getting under 5 lakhs rupees deals for each annum. 42.8 rates of ladies business visionaries are getting 5-10 lakhs rupees benefit for each annum. 4.7 rates of ladies business visionaries are getting 10-15 lakhs rupees benefit for each annum.

- Greater part of ladies business person's instructive capability is under twelfth norm.
- Item assortment, deals advancement, appropriation channel and brand and innovation highly affect business accomplishment to the ladies business people.
- Direct selling, print media promotion, organization and group and visual media ad affect the ladies business visionary business achievement.

Conclusions

The present effective organizations have essentially focused and strongly committed solely around showcasing techniques. Promoting more than some other business ability, oversees clients by conveying satisfaction. Publicizing frameworks suggests displaying reasoning by which the specialty units wants to achieve its advancing targets. The scientist has perused up various promoting techniques for ladies business people in Tamilnadu. The consequences of the review have shown that the ladies business visionaries need to additionally foster their showcasing procedures like Transient propelling buy or offer of an item or administration. . What's more, that suggests ladies business visionary should include bargains progression as their showcasing procedure, Deals advancement, for instance, esteem discount and cost bundling. Checking helps buyers in various ways. Brand name helps buyers with recognizing things that could be useful to them. So women finance managers should chip away at their picture and development as shown by the latest example. Brand and advancement, for instance, brand name, division, Differentiating, taking on with latest example and development. Research the solitary result in the female enterprising systems administration process using a mixed method. Frameworks organization and clustering prompts further foster the business result of the ladies business visionary's business.. Frameworks organization and gathering, for instance, benefit making, brand worth and care, association and pack helps with extending thing combination of the women business visionary's business. Visual media notice and print media promotion are paid sort of non - individual show and progression of contemplations, items, or organizations by a perceived help is essential for the women business visionary's business accomplishment. Visual media business and print media notice like radio and television ads, virtual amusement advancements, CSR works out, client association, flyers and freebies and paper. Network contained the association, suppliers, shippers, and in the end clients who combine efforts with each other to chip away at the display of the entire structure. What's more, that suggests apportionment direct should be practical in their business. Allotment channels are retail and markdown. Direct selling or direct correspondence with meticulously assigned individual buyers is effect on women finance manager's business accomplishment. Direct selling, for instance, direct arrangements power, trained professionals and dealers. Using a productive brand name to ship off a new or changed thing in another grouping or growing thing variety is the critical system to additionally foster business result of the women business visionaries. Thing collection, for instance, zeroing in on and item offering. The results of the survey have shown that assessing

framework shouldn't impact the business progress of the ladies business visionaries These advancing frameworks are prompts further foster the business result of the women financial specialists. In any case the expert has given a couple of genuine plans to additionally foster promoting systems to the ladies business people. The ladies business people completely search in to the lacking locales and do the thought any spot it is suitable.

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