

MARKETING BEHAVIOUR OF REGISTERED WOMEN ENTREPRENEURS IN COIMBATORE DISTRICT OF TAMIL NADU

Abstract

To achieve the purpose of the study, 105 registered women entrepreneurs in Micro Small and Medium Enterprise (MSME) were identified in Coimbatore District of Tamil Nadu. Series of questions were asked through well structured interview schedule. The paper reveals that that more than half (56.19 %) registered women entrepreneurs had medium level of marketing behaviour followed by high (24.76 %) and low (19.05 %) levels. Majority (79.05 %) of the respondents procured raw material locally followed by outside (20.95 %). Less than half (45.71 %) of the registered women entrepreneurs utilized labour based on the cost of production. More than one-fifth (22.86 %) of the registered women entrepreneurs sold their products to directly to consumers. A little less than three-fifths (71.43 %) of the registered women entrepreneurs had adequate existing market information.

Key Words: Women, Entrepreneurs, Marketing, Consumers, Cost of production

1.1.Introduction

In the present era, women are recognized as entrepreneurs through their strong desire, qualities, and capabilities for economic development. Women Entrepreneur is a person who accepts challenging role to fulfill her personal needs and turn out to be economically independent. Entrepreneurship plays an important role in a developing country like India. Nowadays entrepreneurial talents could be harnessed so as to convert them from the position of jobseekers to job givers. The speeding up of economic growth requires an expanded supply of women entrepreneurs. The government has realized the importance of women entrepreneurship. The Government of India and Tamil Nadu offers a variety of programmes for women entrepreneurs. Even though the government provides such programmes, they are very many hurdles the women faces. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities and social norms. Compared to men the problems of women entrepreneurs are numerous. The entrepreneur is always be busy in financial transactions in terms of buying and selling activities. As time progresses, the entrepreneurs strive hard to reduce the cost of production and marketing and aims for achieving high returns per unit of good. This quality enhance the quality of an woman entrepreneur and makes them to visualize in forecasting the prospects of a business in economic terms.

Here in this paper the marketing behaviour of registered women entrepreneurs were studied and presented under four components viz., raw material, utilization of labour, marketing channel of the product, existing market information

2.1.Review of Literature

Janani (2015) revealed that more than two-thirds (66.19%) of the rural youth entrepreneurs were seen in medium category followed by low (18.57%) and high (15.24%) level of marketing behaviour.

Baliwada Hema (2017) stated that medium level of marketing behaviour was observed among half of the women entrepreneurs in Andhra Pradesh (67.50%) followed by low (18.33%) and high levels (14.17%).

Maratha and Badodiya (2017) revealed that less than three-fourths (72.50%) of the respondents had medium level of marketing behaviour followed by 16.66 per cent of them had high level and 10.83 per cent of them had low level of marketing behaviour.

Devi et al., (2019) inferred that less than two-thirds (60.00%) of the respondents had medium level of marketing behaviour followed by 29.17 per cent of them had high level of marketing behaviour followed by 10.83 per cent of them had low level of marketing behaviour.

3.1. Research Methodology

Coimbatore District was selected for the study because it is the second most industrialized district in the state, also known as the “Manchester of South India” for its development in the industry. The respondents were selected from three types of sectors such as Food and allied Products, Manufacturing, service were selected for the study. Since the secondary data on the number of women entrepreneurs in each block/ village were not available, samples were resorted to the selection of women entrepreneurs from different entrepreneurial hubs (Public, private and Non- Government Organizations). A sample size of 105 women entrepreneurs were considered for the study. Key informant method was adopted for the selection of sample. In this study registered women entrepreneurs in Micro, Small and Medium enterprises-MSME were selected for the study. Here the sector wise respondents largely differs hence proportionate sample size could not be adopted for common sample size for the study. Hence it was decided to select 35 respondents randomly from each sector/unit (Food and Allied Products, Manufacturing Products and Service) among registered using Simple Random Sampling. Each unit consisted of 35 respondents constituting 105 respondents. A scoring pattern of 3, 2, and 1 were assigned for high, medium, and low respectively. Based on the total score, the respondents were classified into three categories as low, medium and high based on cumulative frequency method. Percentage analysis was used for making simple comparison for calculating percentages for different items regarding the marketing behaviour of women entrepreneurs.

4.1. Findings and Discussion

4.1.1. Marketing behaviour

Marketing behaviour indicates the mode of selling the products in the market. The marketing behaviour of women entrepreneurs was analysed in the identified four components viz., raw material, utilization of labour, marketing channel of the product, existing market information.

Based on the details collected, the respondents were categorized into low, medium and high. The results on marketing behaviour of the respondents are given in Table 1 and their categorization of different marketing behavioural aspects are presented from Table 2 to Table 5 .

Table 1. Distribution of respondents according to their marketing behaviour

S.No.	Category	Registered women entrepreneurs (n=105)							
		Food and allied Products (n=35)		Manufacturing (n=35)		Service (n=35)		Total (n=105)	
		No.	%	No.	%	No.	%	No.	%
1	Low	4	3.81	8	7.62	8	7.62	20	19.05
2	Medium	25	23.81	19	18.10	15	14.29	59	56.19
3	High	6	5.71	8	7.62	12	11.43	26	24.76
	Total	35	33.33	35	33.33	35	33.33	105	100.00

From Table 1 it could be inferred that more than half (56.19 %) registered women entrepreneurs had medium level of marketing behaviour followed by high (24.76 %) and low (19.05 %) levels. Among the three sectors viz., food and allied products, manufacture and service sectors more than one-fifth (23.81 %) and more than one-tenth (18.10 % and 14.29 %) of the registered women entrepreneurs had medium level of marketing behaviour followed by high (5.71 %, 7.62 % and 11.43 level respectively. Very few (3.81 %) of the registered women entrepreneurs of food and allied products had low level of marketing behaviour. Equally (7.62 %) distributed registered women entrepreneurs of manufacture and service sector had low level of marketing behaviour.

These findings are in conformity with the findings of Gandla Anusha (2022) and Thilagam (2012).

4.1.1.1.Raw material procurement

Distribution of respondents according to their raw material procurement is presented in Table 2

Table 2. Distribution of respondents according to their raw material procurement

S.No.	Category	Registered women entrepreneurs (n=105)	
		No.	%

		Food and allied Products (n=35)		Manufacturing (n=35)		Service (n=35)		Total (n=105)	
		No.	%	No.	%	No.	%	No.	%
1	Locally	24	22.86	26	24.76	33	31.43	83	79.05
2	Outside	11	10.48	9	8.57	2	1.90	22	20.95
Total		35	33.33	35	33.33	35	33.33	105	100.00

Majority (79.05 %) of the respondents procured raw material locally followed by outside (20.95 %)

4.1.1.2. Utilization of labour

Distribution of respondents according to their utilization of labour is presented in Table 3

Table 3. Distribution of respondents according to their utilization of labour

S.No.	Category	Registered women entrepreneurs (n=105)							
		Food and allied Products (n=35)		Manufacturing (n=35)		Service (n=35)		Total (n=105)	
		No.	%	No.	%	No.	%	No.	%
1	Based on cost of production	19	18.10	9	8.57	17	16.19	45	42.86
2	Based on demand for the produce	12	11.43	23	21.90	13	12.38	48	45.71
3	Based on personal need for money	4	3.81	3	2.86	5	4.76	12	11.43
Total		35	33.33	35	33.33	35	33.33	105	100.00

From Table 3 it could be noticed that less than half (45.71 %) of the registered women entrepreneurs utilized labour based on the cost of production. Nearly one fifth (18.10% and 16.19 %) of food and allied and service sector respondents utilized labour based on the cost of production. One- fifth (21.90 %) of the respondents in manufacturing sector utilized labour based on demand for the produce.

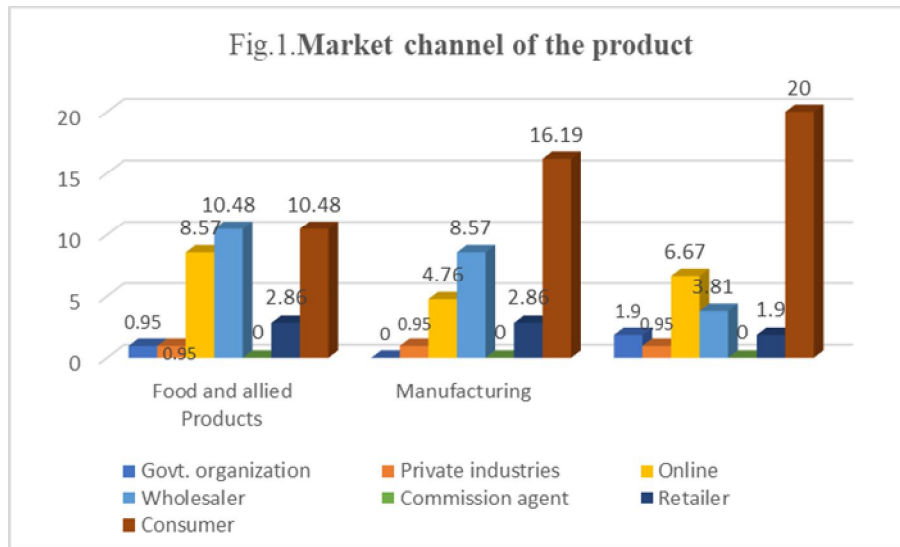
4.1.1.3. Market channel of the product

Distribution of respondents according to their **market channel of the product** is presented in Table 4

Table 4. Distribution of respondents according to their market channel of the product

S.No.	Category	Registered women entrepreneurs (n=105)							
		Food and allied Products (n=35)		Manufacturing (n=35)		Service (n=35)		Total (n=105)	
		No.	%	No.	%	No.	%	No.	%
1	Govt. organization	1	0.95	0	0.00	2	1.90	3	2.86
2	Private industries	1	0.95	1	0.95	1	0.95	3	2.86
3	Online	9	8.57	5	4.76	7	6.67	21	20.00
4	Wholesaler	11	10.48	9	8.57	4	3.81	24	22.86
5	Commission agent	0	0.00	0	0.00	0	0.00	0	0.00
6	Retailer	3	2.86	3	2.86	2	1.90	8	7.62
7	Consumer	11	10.48	17	16.19	21	20.00	49	46.67
Total		35	33.33	35	33.33	35	33.33	105	100.00

From Table 4 it can be concluded that more than one-fifth (22.86 %) of the registered women entrepreneurs sold their products to directly to consumers, 22.86 per cent to wholesaler, 20.00 per cent sold their products through online. Very few (7.62 %) sold to retailers. Meagre (2.86 %) sold their products to Government and private institutions.



4.1.1.4. Existing market information

Distribution of respondents according to their existing market information is given in Table 5

Table 5. Distribution of respondents according to their existing market information

S.No.	Category	Registered women entrepreneurs (n=105)							
		Food and allied Products (n=35)		Manufacturing (n=35)		Service (n=35)		Total (n=105)	
		No.	%	No.	%	No.	%	No.	%
1	More adequate	7	6.67	3	2.86	3	2.86	13	12.38
2	Adequate	24	22.86	23	21.90	28	26.67	75	71.43
3	Inadequate	4	3.81	9	8.57	4	3.81	17	16.19
	Total	35	33.33	35	33.33	35	33.33	105	100.00

From Table 5 it can be inferred that a little less than three-fifths (71.43 %) of the registered women entrepreneurs had adequate existing market information followed by 16.19 per cent of the women entrepreneurs had inadequate existing market information and less than one-fifth (12.38 %) had more adequate market information.

5. Conclusion

The women entrepreneurs possessed medium level of marketing behaviour, and majority of the respondents procured raw materials locally and fixed prices based on cost of production. The women entrepreneurs should move forward and start procuring raw materials outside the local places too. To increase the market orientation of the women entrepreneurs they should be in

contact with more of the institutional sources and attend more trainings to get many information regarding marketing. Leaving behind the social norms the women entrepreneurs should move outside and have good contact with other fellow women entrepreneurs to gain more information . The Government can announce various subsidy for marketing their products. A separate hub to be opened as entrepreneurial training centre where in the women entrepreneurs can gain update knowledge regarding the marketing aspects viz., where to sell, whom to sell, the export potentiality, price and demand of the product etc.

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