

DECLARATION

I *Yumlembam Linthoi Chanu* hereby declare that the subject matter of the thesis entitled, “Marketing Practices of Women Entrepreneurs of Manipur with Reference to Select Marketing Mix” is the record of the work done by me and that no part of the thesis has been submitted for the award of any other degree or diploma to any institution to the best of my knowledge. Due acknowledgements has been made wherever anything has been referred to or cited in the thesis.

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PREFACE

The present study “**Marketing Practices of Women Entrepreneurs of Manipur with reference to select Marketing Mix**” is an in-depth study of the what and how related aspects of the Product, Price and Promotion element of marketing mix in the context of women entrepreneurs of Manipur. The study as a whole is an attempt to incorporate the concept of marketing and the practices in relation to marketing as focal point, along with which other aspects like the importance of being marketing oriented to women enterprises, concept of women owned enterprises, who are called women entrepreneurs, when did women entrepreneurship began to develop in India, what is the status of women entrepreneurs in India in general and in Manipur in particular, etc. and such other aspects which are related to marketing and women entrepreneurship are detailed. Along with it, the study also incorporates a brief introduction of the study area i.e. Manipur state in order to make an understanding of its demographic, cultural, social and economic profile, etc. and the potentials of the state in the area of industrial/entrepreneurial development is also presented.

Consumers, today, have become active critics and decision makers of enterprise’s offerings. Business enterprises, therefore, should consider marketing as one of the most important areas in their planning and decision making process. Women enterprises of India, which are generally micro and small in nature, need to develop innovative marketing ideas and take up innovative marketing practices to meet the demands of the consumers. A number of literatures reveal marketing as one of the most important functional problems of women entrepreneurs of India. However, not a single in-depth study has been found in the present literature which discussed about the marketing practices of women entrepreneurs of India and of Manipur. Manipur, a tiny

state, situated in the North-Eastern Region of India, is famous for its enterprising women; the Ima market of Khwairamband bazaar is claimed as the largest women market of Asia. According to All India 4th Census of MSMEs, the share of registered women enterprises of India is 13.72% whereas its share in Manipur is 25.61%. Hence, the study conducts an in-depth study on the marketing practices of women entrepreneurs of Manipur with regard to 3Ps of marketing mix i.e. Product, Price and Promotion. It also makes an investigation on whether social system influence the marketing practices of women entrepreneurs of Manipur. The hypotheses that have been tested are: (1) There is no significant difference between educational qualification of women entrepreneurs of Manipur and their marketing practices with regard to Branding and labelling of the products. (2) There is no other practice than the cost plus pricing practice in fixing the price of the products of women entrepreneurs of Manipur. (3) There is no significant difference between educational qualification of women entrepreneurs of Manipur and using of modern marketing practices with regard to promotion of products. (4) There is no significant difference between social system in Manipuri society and development of different marketing practices with regard to three P(s) of marketing mix among the women entrepreneurs of Manipur. The study is descriptive as well as empirical in nature; by using KM model, out of the 472 (population of the study) women entrepreneurs registered under Nucleus Cell, Directorate of Commerce and Industries, Government of Manipur, a sample size of 210 were considered however 198 complete and returned questionnaire were obtained after field survey. The sample units were selected proportionately from all the nine districts of Manipur using convenient sampling method. Both primary and secondary data were used. The primary data were collected through structured field interview and were analysed with the help of descriptive as well as inferential statistics. Further, the

hypotheses were tested with the help of non-parametric statistical tools like chi square test and symmetric measures. The study have 5(five) chapters: chapter one is about the introductory theme of study, followed by review of study and research methodology in chapter two and three respectively. Chapter four deals with findings, analyses and interpretation; the last chapter presents conclusions and suggestions. The present study is a value addition to the existing entrepreneurship and marketing literature.

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ABBREVIATIONS

A.D.	:	Anno Dumini
AMA	:	American Marketing Association
CBO	:	Community Based Organizations
CMP	:	Contemporary Marketing Practices
CRM	:	Customer Relationship Marketing
CSR	:	Corporate Social responsibility
DM	:	Database Marketing
EM	:	E-marketing
ICT	:	Information and Communication Technology
IM	:	Interaction Marketing
ISO	:	International Standard Organization
MNCs	:	Multi National Companies
MSMEs	:	Micro, Small and Medium Enterprises
MSMED	:	Micro, Small and Medium Enterprise Development
NGO	:	Non-Government Organisation
NH	:	National Highway
NM	:	Network Marketing
PLC	:	Product Life Cycle
PR	:	Public Relations
R & D	:	Research and Development
R.O.I	:	Return on Investment
SACCO	:	Savings and Credit Cooperative Organisation
SIDO	:	Small Industries Development Organisation
SMEs	:	Small and Medium Enterprises
SPSS	:	Statistical Package for Social Science
SSIs	:	Small Scale Industries
TM	:	Transactional Marketing
TQM	:	Total Quality Management