

Chapter – 2 (Two)

Review of Literature

2.1 Introduction

This chapter put forward the statement of the problems of the study, then presents the studies made to women entrepreneurs within the realm of marketing practices with regard to Product, Price and Promotion element of the marketing mix and subsequently find out the gap in the existing literatures, and finally the research questions which are related to the problems of the study are developed. The objectives of the study, the hypotheses of the study and the parameters and variables to be considered for the study are also presented in this chapter.

2.2 Statement of Problem

Marketing is a twofold key – one that unlock the treasure of survival, growth and expansion of business enterprises and the other that locks away the award of strength and opportunities which leads to failure of business enterprises. It means that marketing holds a valuable determinant factor for the success as well as failure of business enterprises. Marketing, involves numerous kinds of activities and ‘these activities stimulate the demand for goods and services, and leads to higher production’ (Devi, 2002)¹. It is the strongest mechanism of entrepreneurial growth. It is not merely a business practice, but also a social institution. It is essentially a means of meeting and satisfying certain needs of people. It helps to create and develop totally satisfied customers which lead to bring profit for the enterprise. Marketing helps to do this by

¹ op. cit. Devi, 2002

moving products or services out of the hands of the entrepreneur into those of customers (Siropolis, 1998)². Marketing, therefore, becomes the most vital aspect for the growth and development of women entrepreneurs (Devi, 2002)³. Since, marketing plays one of the crucial roles in the survival, growth and development of enterprises, there is a need to identify the basic marketing concepts found in the literature of marketing and its relevance to women entrepreneurs of Manipur. Marketing is the only way through which the products/services of the enterprise reaches to mass customers and helps enterprises in achieving its goals and objectives. If so, what are the types of marketing practices used by the women entrepreneurs of Manipur for the specific requirements of their enterprises is questionable. Products and services are always meant for consumption. And, successful production is one that can be sold. But, before exposing off the products, women entrepreneurs take up marketing practices which may be either traditional or contemporary in nature. How do women entrepreneurs of Manipur develop/learn such marketing practices is what the study intends to look into. Marketing research is conducted by a number of entrepreneurs not only to understand the current situation of the market but also to give a signal of the changing direction of the enterprises. 'Whether women entrepreneurs of Manipur are aware about the marketing research' is also needed to be analysed. The present globalised competitive world calls for quality goods at cheaper price and the MNCs have been using all sorts of promotions in order to attract the customers. Since most of the women entrepreneurs of Manipur are micro and small in nature, the investments will also be very less. How will the women entrepreneurs of Manipur produce quality oriented products at a cheaper price; which type of products to be produced and what type of practices will be used in

² Siropolis (1998), *Entrepreneurship and Small Business Management*. New Delhi: Rajender K.A. Publisher.

³ op. cit. Devi, 2002.

case of promotion of products, etc. These are the areas where there is a need for an in-depth study.

2.3 Review of Literatures

Studies on entrepreneurship development and women entrepreneurship is not a new area, a number of studies had already been conducted by many scholars. This review part of the study is an attempt to record the various findings of the research studies conducted on women entrepreneurs and its marketing practices with a hope to not only fill up the research gap but also to find the variables that can fulfil the objectives of the study. The review of the existing literatures is also made in section wise manner.

Section 1 : Here existing literatures on women entrepreneurship within the realm of marketing practices are presented.

Section 2 : This section incorporates the literatures which are specific to the marketing practices with regard to product, price and promotion.

Section 3 : This section broadly covers the available literatures on marketing practices of business enterprises without being gender specific.

The section-wise review of literatures is an attempt to draw a clear picture of the different areas of study on marketing practices of entrepreneurs in general and women entrepreneurs in particular.

Section 1

Studies on Women Entrepreneurs within the Realm of Marketing

This review section is divided into two parts: the first part covers the various types of studies conducted on women entrepreneurs and women entrepreneurship. Then, the later part presents literatures that reveal about the marketing attributes of entrepreneurs both women and men from the perspective of marketing as a limiting factor or an essential input to the success of women owned business enterprises.

First Part: *Various types of studies conducted on women entrepreneurs and women entrepreneurship.*

Terangpi and Chanu (2016)⁴ have conducted a study on women entrepreneurs located at Karbi Anglong district of Assam. The study has taken up the role which women entrepreneurs play in economic development of their respective families and has revealed that there is a close relationship between economic contribution of women entrepreneurship and economic development. The study further shows that economic empowerment of women helps towards capital formation, small savings, eradicating poverty, illiteracy and unemployment. Dsouza and Pakkeerappa's (2014)⁵ study about women entrepreneurs' involvement in floriculture business in Dakshina Kannada district of Karnataka highlights the economic and social reasons for women to take floriculture business, the relationship between education and skills of women entrepreneurs, the gender disparities involve in employment and entrepreneurship as

⁴ Terangpi, M. & Chanu, A. I. (2016). Role of Women Entrepreneurs in Economic Development of Conflict Areas with Reference to Karbi Anglong District of Assam. In A. Ibemcha Chanu (Ed.) *Entrepreneurship Development in Conflict Regions: Issues and Challenges* (191-205). Visakhapatnam: Global Publishing House (India).

⁵ Dsouza, P.K. & Pakkeerappa, P. (2014, March). Women Entrepreneurs – A Study With Special Reference To Floriculture In Dakshina Kannada District Of Karnataka. *Global Journal for Research Analysis*, 3 (3), 45–46. Retrieve from <http://www.theglobaljournals.com/gra/file.php?val=MTU4NA>.

well as the reason for declining of traditional floriculture business avenues. ‘A socio – economic conditions and the level of development of women entrepreneurs in Krishna district of Andhra Pradesh’ is another study on women entrepreneurs which was conducted by Sripathi and Ramu (2014)⁶. Another distinct study of ‘delving into the work of women entrepreneurs of Gujarat by introspecting how they start and what they achieved by examining the social changes that have been observed by the women entrepreneurs after they have entered into their entrepreneurial orbit’ has been conducted by Shastri and Rao (2014)⁷. A study on women entrepreneurship in Manipur by Chanchan (2013)⁸ considers the women vendors of Ima Market. The study is focused on identifying the socio economic conditions and motivational factors of women entrepreneurship, the pull and push factors associated with their development, the mechanism of handling the dual role and its related problems at workplace and at home, their knowledge about the government policy and programmes concerning their development and also the challenges as well as the future prospects of women entrepreneurs in Manipur. The study of Vijayakumar and Naresh (2013)⁹, analyses the development of women entrepreneurs through small and medium enterprises, the factors influencing women entrepreneurship as well as the constraints face by women

⁶ Sripathi, K. & Ramu, M. (2014, April). A Study on Socio – Economic Conditions of Women Entrepreneurs in Krishna District of Andhra Pradesh. *International Journal of Marketing, Financial Services & Management Research*, 3(4), 97 – 109. Retrieve from <http://www.indianresearchjournals.com/pdf/IJFSMR/2014/April/9.pdf>.

⁷ Shastri, D. & Rao, U.T. (2014). Women Entrepreneurs of Gujarat. *Procedia Economics and Finance*, 11, 745 – 752. Retrieve from <http://www.elsevier.com/locate/procedia>.

⁸ Chanchan, C. (2013). *A Study on Women Entrepreneurship in Manipur*. Unpublished doctoral dissertation, Assam University, Silchar, Assam. Retrieve March 20, 2015 from <http://hdl.handle.net/10603/28923>.

⁹ Vijayakumar, T. & Naresh, B. (2013, July). Women Entrepreneurship in India – Role of Women in Small and Medium Enterprises. *TRANS Asian Journal of Marketing & Management Research*, 2 (7), 13–25. Retrieve November 27, 2014 from <http://www.tarj.in/images/download/AJMMR/TAJMMR%20JULY%202013%20COMPLETE%20PDF/TAJMMR%20JULY%202013%20-%20CONTENT%20PAGE.pdf>.

entrepreneurs of India. Sunandha's (2012)¹⁰ study has provided an understanding of the fundamental functions of women entrepreneurs in the manufacturing sectors of Thrissur district in Kerala, the internal and external factors which influence them to become entrepreneurs and also the institutional and organisational support systems prevailing to protect and promote them. Danabakyam and Kurian (2012)¹¹ reveal the industrial profile, the motivating factors, the success factors and the relationship between the industries related and success related factors of women entrepreneurs. Another study by Shanthi, Krishnan and Ponnai (2012)¹² investigates women in Tamil Nadu who engage in aquaculture business and level of production, input supply as well as marketing and export activities. While, Jyoti, Sharma and Kumari (2011)¹³ discusses about the factors affecting entrepreneurial orientation and satisfaction of women entrepreneurs of Jammu and Kashmir; and the factors are identified as social factors, psychological factors, financial factors, problem factors, push factors and pull factors. Padhi and Padhy (2014)¹⁴ analyse about the status of women entrepreneurs of India and also discuss about the factors encouraging women to become entrepreneurs, the government policies and programmes, the role of institutional networks and agencies' support in promoting

¹⁰ Sunandha, K. A. (2012, March). *Women Entrepreneurs and Manufacturing Sector – A Case Study of Trissur District*. Unpublished doctoral dissertation, Mahatma Gandhi University, Kottayam. Retrieve March 20, 2015 from <http://hdl.handle.net/10603/26023>.

¹¹ Danabakyam, M. & Kurian, S. (2012, October). Women Entrepreneurs in Micro, Small and Medium Enterprises (MSMEs) in Chennai City. *International Journal of Marketing, Financial Services & Management Research*, 1(10), 68–74. Retrieve from <http://www.indianresearchjournals.com>.

¹² Shanthi, B., Krishnan, M. & Ponnai, A.G. (2012). Successful Women Entrepreneurs in Aquaculture: Case Studies from Tamil Nadu, India. *The Journal of the Asian Fisheries Society*, 25S, 177–185. Retrieve from http://www.researchgate.net/publication/261647802_Successful_Women.

¹³ Jyoti, J., Sharma, J. & Kumari, A. (2011). Factors Affecting Orientation and Satisfaction of Women Entrepreneurs in Rural India. *Annals of Innovation & Entrepreneurship*, 2, 1–13. DOI: 10.3402/ale.v2|1.5813.

¹⁴ Padhi, P. & Padhy, A. (2014, June). Women Entrepreneurship in India: Present Status, Problems and Prospects. *International Journal of Scientific Research and Management Studies (IJSRMS)*, 1 (3), 72 – 79. Retrieve November 27, 2014 from http://www.ijsrms.com/media/1n3-IJSRMS0103301_v1_is3_72-79.pdf.

women entrepreneurs as well as the constraints faced by women entrepreneurs of India. Mahuthammal's (2009)¹⁵ study on women entrepreneurs in Pudukkottai district of Tamil Nadu also reveals the socio – economic conditions, problems as well as factors that induce women to become entrepreneur.

Studies by Jesurajan and Gnanadhas (2011)¹⁶; Singh (1993)¹⁷ and Harinarayan (1991)¹⁸ primarily focus on bringing out the factors motivating women to become entrepreneurs. Singh's (1993) work states that urges and factors impinging on and influencing the process of the birth and growth of women entrepreneurs are no different from those affecting the men entrepreneurs. While, other studies reveal that women become entrepreneurs due to factors such as economic independence and challenge; market potential; familial and community background; usage of funds; economic backwardness; ignorance of opportunities; lack of motivation; shyness and inhibition; preference for traditional occupation and preference for secure jobs; etc. The study of Ushakiran, Rajeshwari and Karunasree (2012)¹⁹, reveals that the motivating factors of women entrepreneurs are: Family, Friends, Self and Training. There are also studies which reflect the traits of women entrepreneurs such as the studies of Sujatha (2014)²⁰, Adeyemi (1997)²¹, etc. Sujatha's study reveals that the unique traits associated with

¹⁵ Mahuthammal, K. (2009, August). *A Study on the Development of Women Entrepreneurs in Pudukkottai District*. Unpublished doctoral dissertation, Bharathidasan University, Tiruchirappalli. Retrieve March 31, 2015 from <http://hdl.handle.net/10603/4846>.

¹⁶ Jesurajan, V. A. & Gnanadhas, M. E. (2011). A Study on Factors Motivating Women to Become Entrepreneurs in Tirunelveli District. *Asian Journal of Business and Economics*, 1 (1), 1 – 13. Retrieve from [http://www.iosrjournals.org/iosr-jvlsi/pages/3 \(2\) Version-1.html](http://www.iosrjournals.org/iosr-jvlsi/pages/3%20Version-1.html).

¹⁷ Singh K.P. (1993). Women Entrepreneurs: Their Profile and Motivation. *The Journal of Entrepreneurship*, 2 (1), 47-58.

¹⁸ Harinarayana, R. C. (1991). Promotion of Women Entrepreneurship. *SEDME*, 18 (2), 21-28.

¹⁹ op. cit. Ushakiran,, Rajeshwari & Karunasree, 2012 January.

²⁰ Sujatha, A. (2014, August). *Traits of Successful Women Entrepreneurs in Rural India*. Retrieve May 04, 2015 from http://ffymag.com/admin/issuepdf/09-12_Women%20Entrepreneur_FFY%20Aug-14.pdf

²¹ Adeyemi, S. L. (1997). *The Characteristics of Successful Nigerian Women Entrepreneurs*. Retrieve May 05, 2015 from www.unilorin.edu.ng/.....ations/adeyemis1/6%20THE%20

entrepreneurial success of women entrepreneurs of Theni district of Tamil Nadu are (i) *self confidence* which includes variables like capable of achieving goals, positive attributes, aware of strengths and weaknesses, trust in one's own judgement, and ventures forth with self confidence; (ii) *risk taking and problem solving* abilities like the ability to take decisions even if not sure of the outcome, capability to take risks in relationships, courage to face the unknown, ability to consider alternative strategies, and a strong belief in luck; (iii) leadership and motivational traits such as capability to motivate others, participating in union/club related activities, accepting leadership role, putting effort to encourage others, and ability to represent problems to authorities; (iv) and others like decision making, human relations, emotional stability, consideration and tactfulness. According to Adeyemi, there are three qualities (3Qs) or traits that are considered to be essential for the success of women entrepreneurial venture. They are: (a) Quality of product/service; (b) Quality of personnel such as ability to attract, motivate, train and retain human resources; and (c) Personal Qualities such as strong determination, hard work, self-confidence, personal discipline, etc.

Chanu and Chanu (2014)²², Sharma and Chanu (2014)²³ are other studies on entrepreneurship which have examined the growth of women enterprises and micro enterprises in Manipur and Arunachal Pradesh after MSMED Act. The studies reveal that whether it is women/male enterprises, most of the micro and small enterprises are engaged in manufacturing sector not in service sector.

²² op. cit. Chanu & Chanu, 2014.

²³ op. cit. Sharma & Chanu, 2014 October.

Second Part: *Studies on marketing depicted as a problem, as well as an important input for the success of enterprises:*

According to Chanu (2016)²⁴, marketing is a challenged faced by women entrepreneurs in North East India and these challenges are in the form of poor location of shop, lack of transport facility, tough competition from larger and established units, lack of requisite finance and skills of advertising, etc. Shikare (2015)²⁵ mentions that though there is greater participation of women in workforce but, still women entrepreneurs face various problems and challenges. The study has reveals that among the various problems, marketing is one of the major problems faced by majority of the women entrepreneurs and this problem is due to limited managerial ability, lack of self confidence, lack of education and lack of entrepreneurial aptitude. According to Nigussie (2014)²⁶, the marketing problems of MSEs are: lack of marketing research, poor location/business site studies, little knowledge of customers' characteristics, lack of keeping customers records, lack of follow up on customers, lack of market segmentation, lack of product/service marketing, lack of clear pricing policy and strategy, lack of demand forecasting, lack of knowledge of low-cost marketing strategies, poor customer relationship, lack of knowledge of market, poorly trained sales staff, lack of marketing expertise, lack of money to buy advertising space and time,

²⁴ Chanu, M. M. (2016). Women Entrepreneurs of North East India. In A. Ibemcha Chanu (Ed.), *Entrepreneurship Development in Conflict Regions: Issues and Challenges* (95-106). Visakhapatnam; Global Publishing House (India).

²⁵ Shikare, Y. B. (2015, January – March). Problems and Challenges Encountered by Women Entrepreneurs: A Case Study of Kalyan City. *Research Front*, 3(1), 79-84. Retrieve from <http://www.researchfront.in/14%20JAN-MARCH%202015/11.pdf>.

²⁶ Nigussie, Y. (2014, May). Empirical Investigation on the Application of Marketing Practices in Micro and Small Enterprises. *International Journal of Advancements in Research and Technology*, 3(5),110–120. Retrieve from <http://www.ijoart.org/docs/Empirical-investigation-on-the-application-of-marketing-practices-in-Micro-and-Small-enterprises.pdf>.

inability to extend credits to customers, lack of knowledge of sources of marketing information and misperception of marketing benefits.

According to Naik (2014)²⁷, marketing poses one of the biggest problems for rural women entrepreneurs in Karnataka, and it is in the form of stiff competition, price and advertisement cost, quality of products, change of fashion and taste, antipathy towards local products, competition from substitute products, transportation, seasonal demand and delay in government purchase. In another study of (Vijayaragavan, 2014)²⁸, it has also found that marketing is a problem hampering the success of women entrepreneurs and this problem is in the nature of stiff competition, lack of mobility of women which makes the dependence on middlemen indispensable, difficulty to capture the market and make their products popular, not fully aware of the changing market conditions and inability to effectively utilize the services of media and internet. Satpal, Rathee & Rajain (2014)²⁹ also reveals that marketing is one of the major challenges faced by women entrepreneurs in the present technological era. According to Shikhare (2014)³⁰, marketing poses a problem to women entrepreneurs of India in the form of lack of access to proper market, sales either in the local market or through middlemen which exploits them by offering lower prices to the products even with high demand nature, storage, transportation, credit sales, advertisement, costs of marketing, lack of market information, poor bargaining power and poor ability to fix the price. Similarly,

²⁷ Naik, M.P. (2014, April). Marketing Problems and Prospects of Rural Women Entrepreneurship in Karnataka. *Global Journal for Research Analysis*, 3 (4), 17–18.

²⁸ Vijayaragavan, T. (2014, July). Problems and Opportunities of Women Entrepreneurs in India. *International Journal of Business and Management Invention*, 3 (7), 59–61.

²⁹ Satpal, Rathee, R. & Rajain, P. (2014, June). Challenges Faced by Women Entrepreneurs in the Present Technological Era. *International Journal of Advance Industrial Research*, 2 (2), 54–57. Retrieved from <http://inpressco.com/category/ijaie>.

³⁰ Shikhare, G.S. (2014, July – September). Problems of Women Entrepreneurs in India. *Research Front*, 2 (3), 45–50. Retrieved from <http://www.researchfront.in/08%20JULY-SEPT%202014/8.pdf>.

according to Bharthvajan (2014)³¹, marketing is a problem for women entrepreneurs but, lack of sales and marketing skills are the most common problems of marketing.

According to Devi, Reddy and Reddy (2013)³², lack of advertising and branding of the products, competition from branded products and lack of skills in sales promotion are the major production and marketing related problems face by women entrepreneurs. Aslam, Latif and Aslam (2013)³³ have also identified marketing as an entrepreneurial or business problem of women entrepreneurs of Bahawalpur and its surrounding areas of Pakistan. Ramswamy (2013)³⁴ observes that micro artisan entrepreneurs in Thenzawl handloom cluster of Mizoram market their products primarily at local level and while marketing their products, they face the basic problem of low margin, slackness in demand, sell at lower prices to the traders, problems of distribution, competition from power loom units, limited resources for publicity and competition from products made in neighbouring states/countries which are rank as first, second, third, fourth, fifth, sixth and seventh accordingly as per entrepreneurs' perspectives. According to Ushakiran, Rajeshwari and Karunasree (2012)³⁵, marketing is a major problem for women entrepreneurs of Hyderabad and the marketing problems faced by them are: acceptance

³¹ Bhartvajan, R. (2014, September). Women Entrepreneurs and Problems of Women Entrepreneurs. *International Journal of Innovative Research in Science, Engineering Technology*, 3 (9), 16104–16110. DOI:10.15680/IJRSET.2014.0309081.

³² Devi, G. P., Reddy, P. R. & Reddy, C. V. (2013). Problems Face by Women Entrepreneurs and Suggestions for Production & Marketing of Products. *Journal of Research ANGRAU*, 41 (3), 70–74. Retrieve from <http://www.angrau.ac.in/journalofresearchangrau.as>.

³³ Aslam, S., Latif, M. & Aslam Md. W. (2013). Problems Face by Women Entrepreneurs and Their Impact on Working Efficiency of Women in Pakistan. *Middle East Journal of Scientific Research*, 18 (8), 1204–1215. DOI://10.5829/idosi.mejsr.2013.18.8.12406.

³⁴ Ramswamy, R. (2013, September). Marketing Problems of Micro Artisan Enterprises in Thenzawl Handloom Cluster, Mizoram. *Voice of Research*, 2 (2), 41–45. Retrieve from http://www.voiceofresearch.org/Doc/Sep-2013/Sep-2013_10.pdf.

³⁵ op. cit. Ushakiran, Rajeshwari & Karunasree, 2012.

of product, lack of bargaining skills, publicity, market information, supportive network and proper training and no accessibility to foreign markets.

Seemaprakalpa and Arora (2012)³⁶ are also of the view that the women entrepreneurs of Agra division of Uttar Pradesh face marketing problems and these problems are in the form of lack of knowledge about marketing strategies such as segmentation, positioning, etc.; lack of proper market/customers; difficulty in getting money from customers after sale/services; competition and publicity problem. Das (2012)³⁷ also mentions that marketing is the next major problem for women entrepreneurs of Guwahati Municipal Corporation. Again, Palaniappan, Ramanigopal and Mani (2012)³⁸ also reveal marketing as one of the main problems of women entrepreneurs and suggest for establishment of women co-operative societies to procure the products from women entrepreneurs which will help them in selling their products at a reasonable price. The same findings are also found in the study of Shiralashetti (2013)³⁹. Anjum et al. (2012)⁴⁰, in their study, identify the problems faced by women entrepreneurs in Quetta city of Pakistan in managing their enterprises and assert that with regard to marketing, the problems face by women entrepreneurs are attracting customers, unavailability of sales point, difficulties to find appropriate markets, unfavourable market behaviours, etc.

³⁶ Seemaprakalpa & Arora, M. (2012, January). Role Stressed and Constraints Faced by Women Entrepreneurs. *Indian Research Journal of Extension Education*, 12(1), 264–267. Retrieve from <http://seea.org.in/irjee/upload/v12454.pdf>.

³⁷ Das, M. (2012, March). Women Empowerment through Entrepreneurship: A Case Study of Guwahati Municipal Corporation. *International Journal of Computer Applications in Engineering Sciences*, II (1), 27–29.

³⁸ Palaniappan G., Ramanigopal C. S. & Mani A. (2012, March). A Study on Problem and Prospect of Women Entrepreneurs with Special Reference to Erode District. *IJPSS*, 2 (3), 219–230.

³⁹ Shiralashetti, A. S. (2013, May). Problems of Women Entrepreneurs in District of North Karnataka – A Diagnostic Study. *International Journal in Multidisciplinary and Academic Research (SSIJMAR)*, 2(3), 1–13. Retrieve from <http://www.ssiijmar.in/vol2no3/vol2no3.14.pdf>.

⁴⁰ Anjum, M. A., Khan, N., Naz, H., Raza, S. A. & Fatima, S. (2012, December). Problems and Prospects of Women Entrepreneurs: A Case Study of Quetta – Pakistan. *International Journal of Business and Social Science*, 3(23), 177–183. Retrieve from <http://www.ijbssnet.com/journal/index/1703>.

According to Sorokhaibam and Laishram, 2011⁴¹, marketing is also problem for women entrepreneurs of Manipur. Meenu and Jai (2011)⁴² as well as Khanka (2009)⁴³ have also listed marketing as one of the problem and constraint of women entrepreneurs which have resulted in restricting the expansion of women entrepreneurs. According to these studies, women entrepreneurs have to face stiff competition with both the organised sector and their male counterparts; and such a competition sometimes results in the liquidation of their enterprises. Further, studies of Prasad and Verma (2006)⁴⁴; Gordon and Nataranjan (2006)⁴⁵ and Devi's (2006)⁴⁶ reveal that women entrepreneurs face marketing challenges in the form of competition from cheaper and substitute products both from Multi National Companies and local small units, delayed payments, liberal credit terms and dependence on middlemen due to lack of marketing knowledge.

According to Danabakyam and Kurian (2012)⁴⁷, there is a significant relationship between marketing factors and success of women entrepreneurs. According to Quadir and Jahur (2011)⁴⁸, marketing knowledge is a key factor to the success of

⁴¹ op. cit. Sorokhaibam & Laishram, 2011.

⁴² Meenu, G. & Jai, P. (2011, September). Women Entrepreneurship in India – Problems and Prospects. *International Journal of Multidisciplinary Research*, 1 (5), 195–207.

⁴³ Khanka, S. S. (2009). *Entrepreneurship in India: Perspective and Practice*. New Delhi: Akansha Publishing House.

⁴⁴ Prasad, H. & Verma B. L. (2006). Women entrepreneurship in India. *The Indian Journal of Commerce*, 59 (2).

⁴⁵ Gordon S. & Nataranjan, K. (2006). *Entrepreneurship Development*, Mumbai: Himalaya Publishing House.

⁴⁶ Devi, P. T. (2006). Problems of Women Entrepreneurs: A Case Study of Imphal and Kamrup Districts. In G.P. Prasain (Ed.), *Entrepreneurship and Small Scale Industries* (280–287). New Delhi: Akansa Publishing House.

⁴⁷ Danabakyam, M. & Kurian, S. (2012, October). Women entrepreneurship in Micro, Small and Medium Enterprises (MSME) in Chennai City. *International Journal of Marketing, Financial Services & Management Research*, 1 (10), 68–74. Retrieve from <http://indianreserachjournals.com/pdf/IJFSMR/2012/October/5.pdf>.

⁴⁸ Quadir, S. M. N. & Jahur, Md. S. (2011, November). Determinants of Success and Failure of Entrepreneurs of SMEs in Bangladesh – An Explorative Study. *European Journal of Business and Management*, 3 (3), 0–14. Retrieve from <http://www.iiste.org/Journals/index.php/EJBM/issue/view33>.

SMEs in Bangladesh. While, Chhabra and Poonam (2007)⁴⁹ suggest that providing marketing assistance is necessary for the development of women entrepreneurship.

According to the Australia Business Marketing Services in SMEs (2007)⁵⁰, effective marketing is needed because of the reasons like: (i) today's market is characterized by competitive environment, increasingly demanding customers and more savvy competitors and hence, the enterprise's way of marketing their brand, product and services would make the difference; (ii) marketing is an important aspect for the growth of the business and it is an investment that will pay for itself over and over again; (iii) strong brand has the feature of providing clear focus, consistency and incorporates strong emotional messages that enable enterprises to grab and maintain people's attention; and also (iv) in today's global market, the presence of online business has ushered a whole new era which has therefore made clever, insightful and flexible marketing strategies more important for the success of enterprises that can unlock huge potential and at the same provide a competitive edge. Devi's (2002)⁵¹ study also states that marketing plays a significant role in underdeveloped countries in such ways: marketing acts as a multiplier; marketing provides a systematic discipline to economic activity as also promotes the growth of exchange economy. Further the study mentions that without marketing, there can be no democratic economic development.

According to the study of Das (2000-2001)⁵², marketing is a problem both at the time of start up and becomes more serious while operating the enterprise by women of

⁴⁹ Chhabra, R. & Poonam (2007). Women and Entrepreneurship Development Among Women: A Review. In Sharma D. D. and Dhameja S. K. (Eds.), *Women and Rural Entrepreneurship* (82–87). Chandigarh: Abhishek Publications.

⁵⁰ Australian Business Marketing Services in SMEs (2007, November 28). *Why Marketing Your Business Effectively is so Important*. Retrieve November 02, 2012 from <http://www.marketingsuccess.wordpress.com/2007/11/28/why-marketing>.

⁵¹ op. cit. Devi, 2002.

Tamil Nadu and Kerala. At the same time, marketing skill is also one of the reasons for success of women entrepreneurs. Further, the study shows that the product related factors such as providing a quality product, uniqueness of offerings, varieties of product offered are the most frequently stated reasons for success of women entrepreneurs. Hence, from the study it can be asserted that proper marketing skill and appropriate product strategies and practices are important factors for the success of women enterprises of Tamil Nadu and Kerala.

Section 2

Studies which are exclusively on marketing practices with regard to product, price and promotion:

There are few studies which have been conducted exclusively on marketing practices with regard to product, price and promotion. Therefore, this review section has presented the studies in three parts: the first part covers studies which are conducted exclusively on marketing practices with regard to product, the second part covers studies which are conducted exclusively on marketing practices with regard to price and the last part covers studies which are conducted on marketing practices with regard to promotion.

First Part: Studies which are exclusively on marketing practices with regard to product.

Koo and Suk (2016)⁵³ in “The Effects of Package Shape on Calories Estimation” examine how does the shape of package influences the customer’s perception. Their

⁵² Das, M. (2000-2001, Winter). Women Entrepreneurs from India: Problems, Motivations and Success Factors. *Journal of Small Business and Entrepreneurship*, 15 (4), 67–81.

study reveals that food in taller package is perceived as having fewer calories but to be greater volume than food in wider package and that taller package are able to increase more consumption of food than wider package.

The study of Chanu and Chanu (2015)⁵⁴ in “Branding and Labelling of the products of women entrepreneurs of Manipur” reveals that few women entrepreneurs of Manipur adopt the practice of branding and labelling of their products. The study further reveals that the educational qualification of women entrepreneurs of Manipur does not have any impact on their marketing practices with regard to product branding and labelling. Breneman and Yang’s (2013)⁵⁵ study on “Design for Micro-Enterprise: An approach to product design for emerging markets” presents the best practices for product design for micro entrepreneurs in emerging markets. The study has identified a new approach for product design for emerging markets called Design for Micro-scale Enterprise. This approach consists of three guidelines which are: Design for the Entrepreneurs Business Plan, Establish a Reliable Brand Identity and Consider Multi-functionality. According to the study, considerable success can be achieved in emerging markets by focusing on the unmet needs of micro-entrepreneurs.

A study on “Local Brands Vs National Brands: Brand Quality perception or behavioural intention” by Meghrajani and Asthana (2013)⁵⁶ in Mehsana district of Gujarat reflects the brand liking and recall of the rural consumers in the villages of the district. The study observes that with regard to Namkeen (Snacks) products, the

⁵³ Koo, J. & Suk, K. (2016, March). The Effects of Package Shape on Calories Estimation. *International Journal of Research in Marketing*. Retrieve from DOI:10.1016/j.ijresmar.2016.03.002.

⁵⁴ op. cit. Chanu & Chanu, 2015.

⁵⁵ Breneman, J. A. & Yang, M. (2013, August 4 – 7). *Design for Micro-Enterprises: An Approach to Product Design for Emerging Markets*. Retrieve March 25, 2014 from <http://web.edu/ideation/paper/2013-austinBrenemanYang.pdf>.

⁵⁶ Meghrajani, I. & Asthana, A. K. (2013, April). Local Brands Vs National Brands: Brand Quality Perception or Behavioural intention. *Indian Journal of Applied Research*, 3 (4), 267–270.

consumers are mostly the children who are attracted by the packet look, the fancy names of local brands, low prices compare to national brand and easy availability; and that the brand awareness has been made to the consumers through the means of retailers and promotions in TV, newspaper, etc. With regard to tea and milk products, the study further reveals that brand awareness of the products are made by mediums such as retailers, TV, newspaper and others,. The study also reveals that though consumers are aware of the national brand yet they prefer local brand because of factors like price, quantity, and quality, etc. as well as the retailers of the district prefer to hoard local brand more than national brands because of reasons like the large margins and also easy availability of the products.

Kumar (1994)⁵⁷ in “Marketing Management in Small Scale Industries” observes the product decisions and practices of SSI units in Rajasthan. According to the study, the key aspects relating to the product element of the marketing mix includes the product selection and design, product development, product standardization and improvement, packaging and branding. The study also considers other parameters like living standard and educational level of customers; competitors while deciding for new products; sources of new ideas; product standardisation; testing of raw materials and finished products; packaging system; etc.

Second Part: Studies which are exclusively on marketing practices with regard to price.

A study on “Pricing practices among women entrepreneurs: A case study of manufacturing sector in Imphal West district, Manipur” by Chanu and Chanu (2015)⁵⁸,

⁵⁷ Kumar, M. (1994). *Marketing Management in Small Scale Industries*. New Delhi: Good Book Company.

reveals that cost base pricing method is the most widely used practice among micro women entrepreneurs of Imphal West district of Manipur and that these women entrepreneurs also engage in other promotional pricing practices like special event pricing and concessions as well as price cutting, price leadership and discounting. Further, the findings of the study also show that social system has no significant relationship with the pricing practices followed by them.

According to Koshy and Joseph (2011)⁵⁹, price to be charged for products and services is the most haunting question for women entrepreneurs. Their study on “Women Entrepreneurs and the Pricing Dilemma” which was conducted in Kerela shows that majority of the women entrepreneurs do not change their pricing method to gain the optimum benefits during the course of time in their business.

The study conducted by Kumar (1994)⁶⁰ on ‘Marketing Management in Small Scale Industries’ examines about the pricing related strategies and practices. The findings of the study reveal that the SSIs fix the price of their products on the basis of cost plus, parity with competitors, the going price in the market and the paying capacity of the customers. The study further reveals that the SSIs are involve in different types of marketing practices like testing of the sensitivity of demand to price, price cutting, price leadership and price concessions on items like bulk purchase, special occasions, on entry to new market, geographic location and sale of old and unsold stock.

⁵⁸ op. cit. Chanu & Chanu, 2015.

⁵⁹ Moli, P. K. & Marry, J. (2011). Women Entrepreneurs and the Pricing Dilemma. *Indian Journal of Marketing*, 41 (9).

⁶⁰ Kumar, M. (1994). *Marketing Management in Small Scale Industries* (182 – 202). New Delhi: Good Book Company.

Third Part: Studies which are exclusively on marketing practices with regard to promotion.

Yadev (2014)⁶¹, in the study “New media & conventional media” has revealed that new media, which comprises of the internet, websites, online digital newspaper, ICT, etc., is different from the conventional (traditional) media, which comprises of the print newspaper, T.V. and radio. Mitullah and Florence (2012)⁶² in “The application of promotion tools in the marketing performance of selected Micro and Small scale products: A case of Kariobangi Cluster” identifies the promotional mix elements of advertising, sales promotion, publicity and public relations used by the micro and small scale enterprises in Kariobangi. The findings of the study reveal that the most widely used promotional tools among small business enterprises is personal selling and it is through order taking and contact with customers, however according to the study personal selling, advertising, sales promotion and public relations is minimal. The study also reveals that the small business enterprises use tools like posters and leaflets for the purpose of advertising their products.

Clough (2011)⁶³ in the study “Marketing challenges and strategies for micro and small energy enterprises in East Africa”, has revealed that word of mouth is the most effective promotional tool used by energy entrepreneurs which is followed by other tools like hawking, display, community meetings, door – to – door, posters, samples, media, exhibitions and business cards, etc. Other findings of the study show that the

⁶¹ Yadev, K. B. (2014, August). New Media & Conventional Media. *Indian Journal of Applied Research*, 4 (8), 427–429.

⁶² Mitullah & Florence (2012). *The Application of Promotion Tools in the Marketing Performance of Selected Micro and Small Scale Products: A Case of Kariobangi Cluster*. Retrieve March 25, 2014 from <http://ku.ac.ke/schools/business/image/stories/research4/appli...pdf>.

⁶³ Clough, L. (2011, June). Marketing Challenges and Strategies for Micro and Small Energy Enterprises in East Africa. Retrieve May 04, 2015 from http://www.gvepinternational.org/sites/default/files/marketing_report_final_2_1_final_for_web.pdf.

energy entrepreneurs also use promotional tools like advertising (through media like T.V., radio and newspaper, etc.), product demonstration, local sales team and offering of discounts. The study further reveals that the energy entrepreneurs also promote their products through linking with the Community Based Organizations in such manner as presenting at local community meeting and women group's, linking with local institutes, linking with the government department, promoting through NGO status and activities of the group.

A study conducted by Ghosh (2010)⁶⁴ on 'Organisational forms and market intermediaries: a study on rural women entrepreneurs in India' reveals that women entrepreneurs market their products through various means and does not rely on a single marketing channel. According to the study, the various channels of marketing used by the women entrepreneurs are direct selling to customers, fairs, haats, exhibitions, sales by traders and middlemen as well as through contractual tie ups with large cooperate bodies.

Kumar (2004)⁶⁵ in the study "Marketing Practices Used by Women Entrepreneurs: An Empirical Study of Haryana State" reveals that women entrepreneurs are dependent mainly on the customers as a means to advertise their products. The study has also found that women entrepreneurs who have invested more money adopt techniques like pamphlets, hoardings and newspapers for promotion of their products. The study suggests for developing an organised form of cooperative marketing system.

⁶⁴ Ghosh, N. (2010). Organisational Forms and Market Intermediaries: A Study on Rural Women Entrepreneurs in India. *The Indian Journal of Labour Economics*, 53(2), 381–395.

⁶⁵ Kumar, A. (2004, June). Marketing Practices Used By Women Entrepreneurs: An Empirical Study. *International Journal of Environment and Development*, 1 (1), 223–237.

The study on “Trends in Indian Advertising and Media” by Shanker (1998)⁶⁶ reveals that in India a significant change in media scene in India which have taken place during the seventies was characterised by expansion in print and electronic media, and growth in the exposure levels of the urban and rural affluent to mass media. The study also reveals that the change in the media scene in India after independence has brought a compulsive need for the advertisers to adopt a strategic approach.

With regard to the promotional strategies and practices of Small Scale Industries in Rajasthan, Kumar’s (1994)⁶⁷ study on “Marketing Management in Small Scale Industries” reveals that the SSIs in Rajasthan are widely involved in advertising their products through cinema slides, billboards/hoardings, hand bill/leaflets, wall posters/paintings, newspaper, magazines, trade journals, radio and direct mail; and that they are also involved in maintaining advertising budget which is done through the use of methods like percentage of sales, all you can afford, return on investment, competitive parity and build up method. According to the study, there are four forms of sales promotion method which are used by the SSIs and they are: consumer promotion, consumer and trade promotion, trade promotion, and sales force promotion. And the various types of consumer promotion tools are: coupon, sample, price off promotion, premium, competition (contest), demonstration; the consumer/trade promotion tools are calendar, novelties, exhibitions and trade fairs; the trade promotion tools are: buying allowance, free goods, merchandise allowance, cooperative advertising and sales contest and the sales force promotion tools are: bonus, contest and sales meeting. Further, it is found in the study that SSIs also follow personal selling technique of promotion.

⁶⁶ Shanker, R. (1998, March). Trends in Indian Advertising and Media. *Indian Journal of Commerce*, 51 (1), 21–37.

⁶⁷ Kumar, M. (1994). *Marketing Management in Small Scale Industries*. New Delhi: Good Book Company.

Subhramanyam, Krishna and Kannaji (1987)⁶⁸ on “Promotion Mix Strategies in Trade Sector: A case study of commercial establishments in Vishakhapatnam” have identified four variables of promotion element of marketing mix which are personal selling, advertising, sales promotion and appraisal of selling cost. The findings of the study reveal that: (i) the marketing practices followed by trade sectors with regard to personnel selling involves sales through paid work force, which consists of salesman, assistant salesman, helpers, cashier–cum–salesman and managers; (ii) the trade sectors advertise their products through the use of means like newspaper and hoardings; and that (iii) selling cost is incurred mostly for paying out remuneration to sales personnel and in promotional activities like advertising and sales promotion.

Section 3

Studies conducted on marketing practices of enterprises relating to price, product and promotion without being gender specific:

Wirtz, Tuzovic and Kuppelwieser (2014)⁶⁹ in “the role of marketing in today’s enterprises” reveals that the influence of the marketing department on firm’s performance is related primarily to its level of responsibilities and resources than that of the internal contingency factors of a firm’s competitive strategy or institutional attributes. According to the study, the marketing responsibilities of a business firm are development of new products, product positioning, product distribution, market entry strategies, advertising, branding, promotion, competitive intelligence, marketing

⁶⁸ Subrahmanyam, G., Mohan, K. V. & Rao, C. V. K. (1987, October–December). Promotion Mix Strategies in Trade Sector: A Case Study of Commercial Establishments in Vishakhapatnam. *Indian Journal of Commerce*, XLI – 4 (153), 27–32.

⁶⁹ Wirtz, J., Tuzovic, S. & Kuppelwieser, V. G. (2014). The Role of Marketing in Today’s Enterprises. *Journal of Service Management*, 25 (2), 171–194. DOI: 10.1108/JOSM-01-2014-037.

research, public relations, lead generation, and social media. While, the marketing resources of a business firm are market research, corporate, competitive benchmarking, customer analysis, marketing team analysis, customer service feedback, financial metrics, campaign analysis, brand performance analysis, sales/sell through numbers, test panels/focus groups, research and development (R&D) insights, consumer generated reviews and rankings, retail and shopper analysis, online communications, professional journals, blogs and supply chain performance. Further, the findings of the study also assert that the influence of a marketing department is significantly more resources driven in large firms, whereas it is more responsibilities driven in small firms. The study also asserts that a strong marketing department has a positive influence on the firm's performance both directly and indirectly via market orientation.

“A study on marketing practices followed by tomato growers and source of market information” by Srinivas, Venkatareddy and Lakshamn Reddy (2014)⁷⁰ reveals about the materials which are used for packing, means of transport used for the disposal of the product, the nature of product grading, selling place and price determination. According to the study, grading is not a practice for majority of the growers, while some others grade their produce on the basis of size, colour and variety, and price is determined by open auction technique. Further, it is also mentioned that the growers sell their produce on the basis of: on the spot payment, advanced payment and delayed payment; as well as standardisation of the produce are also done on the basis of weight.

⁷⁰ Srinivas, M. V., Venkatareddy, Y. B. & Lakshamn Reddy, B. S. (2014, July–August). A Study on Marketing Practices Followed by Tomato Growers and Source of Market Information. *International Journal of Marketing and Human Resource Management (IJMHRM)*, 5 (4), 01–05. Retrieve from <http://www.iaeme.com/MasterAdmin/UploadFolder/10320140504001/10320140504001.pdf>.

“A study on Marketing Strategies of Small and Medium Sized Enterprises” by Trivedi (2013)⁷¹ mentions that there is a vast possibility of changing marketing practices over time and situation; therefore, there is a need to consider the application of innovative marketing tools. The study lays down the innovative marketing tools that can be used by SMEs for marketing their industrial products which are: Use of website (www) as a promotion tool, Customer Relationship Management (CRM), Digital advertising, Mobile application as a service tool, Reach your best qualified prospects, Improving feedback mechanism, Following up leads and convert it in sales, Generating new sparks (idea) and Cluster approach. However, the study mentions that even with the most applicable marketing practices tools, effective functioning of marketing can be seen only when there is commitment from both the management and people in the organization, when the SMEs starts formulating their goals clearly and when they make proper evaluation of the various innovative marketing alternatives on the basis of their capabilities and resources.

The study “Appraisals of Marketing Practices of Maruti Udyog: A case study of Maruti Udyog Limited” by Stella and Rajeswari (2013)⁷² reveals Maruti Udyog as the market leader and also one of the largest automobile manufacturer in India. According to the study, the marketing practices of Maruti Udyog Company are: use of good technology, uniform pricing of the products, more coverage area, frequent/regular product launch, more varieties of products, offering of healthy annual report, brand image, maximum dealership as compared to other brands, good sales services, cheaper spare parts as compared to other brands, and cheap and reliable quality products, etc.

⁷¹ Trivedi, J. Y. (2013, August). A Study on Marketing Strategies of Small and Medium Sized Enterprises. *Research Journal of Management Sciences*, 2 (8), 20–22.

⁷² Stella, A. J. & Rajeswari, K. (2013, May). Appraisal of Marketing Practices of Maruti Udyog: A Case Study of Maruti Udyog Limited. *Indian Journal of Applied Research*, 3 (5), 97–99.

which have made customers satisfied with their products regarding the design, quality, performance, after sales services, brand image, cost, dealer network, etc. and hence, results in the effective performance of the company by rapidly increasing sales performance.

According to Tripathi and Siddiqui (2012)⁷³ in “Marketing of SME products: A Relationship approach” the relationship approach of marketing that can be adopted by SMEs are: (i) identifying consumer market segments and businesses; (ii) articulating a clear view of the strength, intensity, lifetime, and current and potential value to the company of each of those relationships as well as establishing communication and support linkages with training and product design institutes like exploring partnership in marketing, developing support system and networking with NGOs (Non Government Organizations); and (iii) planning and executing marketing actions to support the relationships involving integrated marketing communications which includes web marketing, public relations, advertisements in specialist magazines and links with professional advisors, etc. and integrated marketing actions like product quality, brand building, pricing strategies, and selection and maintenance of distribution network (backward and forward linkages).

Kumar (2012)⁷⁴ in “A study of Small Scale Industries: Marketing strategies” reveals that majority of the SSI units are neither having marketing personnel nor marketing department and the entrepreneurs personally administered the marketing activities. According to the study, the SSI units are involve in personal selling of their products

⁷³ Tripathi, S. N. & Siddiqui, M. H. (2012). Marketing of SME Products: A Relationship Approach. *ASCI Journal of Management*, 41 (2), 76 – 106. Retrieve from http://journal.asci.org.in/Vol.41%282011-12%29/41_2_shalini.pdf.

⁷⁴ Kumar, A. S. N. (2012, September). A study of Small Scale Industries: Marketing Strategies. *TRANS Asian Journal of Marketing & Management Research*, 1(1), 12 – 20. Retrieve from <http://tarj.in/images/download/AJMMR/AJMMR%20SEPTEMBER%202012%20PAPERS%20PDF/9.2,%20S.N.%20Arjun%20Kumar.pdf>

not only to the individual customers but also to the industrial consumers and some of them are able to sell their product at national market.

According to Kiran, Majumder and Kishore (2012)⁷⁵ today's market is characterised by intense pressured of competition, strong bargaining power of customers and a number of differing products acting as substitutable ones in terms of quality and performance and hence the study asserted that it has become a herculean task for SMEs to draw customers' attention and to capture target market and market share. The study suggests for adopting of integrated business strategy and innovative marketing practices by SMEs. The integrated business strategy which has been suggested by the study includes a combination of the business and market insight, brand positioning, processes and management and operational marketing, while the innovative marketing practices includes: Internet as a Promotional Tool, Customer Relationship Management (CRM); Digital Advertising; ICT as a tool; Permission Marketing; Re-establish Technological Listening Posts; Focus on Fresh Ideas; CSR Activities; and Cluster Approach.

Dore (2011)⁷⁶ in "Seven key marketing strategies for women entrepreneurs" has identified seven basic marketing strategies that work best for women entrepreneurs to market their enterprise and their products or services which are: (i) Choosing a narrow niche to dominate, (ii) Creating a powerful, Self introduction, (iii) Starting a newsletter or blog, (iv) Offer free talks and small scale seminars, (v) Expanding network, and (vi) Rewrite of entrepreneur websites or blogs to focus on keywords.

⁷⁵ Kiran, V., Majumder, M. & Kishore, K. (2012, June). Innovative Marketing Strategies for Micro, Small & Medium Enterprises. *Interdisciplinary Journal Of Contemporary Research In Business*, 4 (2), 1059–1066. Retrieve from <http://journal-archieves19.webs.com/1059-1066.pdf>.

⁷⁶ Dore, J. M. (2011, October). *Seven Key Marketing Strategies for Women Entrepreneurs*. Retrieve March 29, 2012 from <http://selfgrowth.com/articles/seven key marketing>.

“Marketing mix strategies of small manufacturers of India: Punjab” studied by Gautum and Singh (2011)⁷⁷ reveals that direct mail, internet, television, radio, newspaper, magazines and journals, trade fairs, cinema slides, customer-word-of-mouth, small gifts, etc. are the media use by the manufacturers for advertising their products. The study has also found that there is significant difference in the strategies and practices adopted by the manufacturers with regard to the choice of media of advertisement, reason for choosing the media and the targets that advertising aimed to achieve as per the difference in the age and nature of industry.

According to Reijonen and Laukkanen (2010)⁷⁸, the model of customer relationship oriented marketing process includes phases like: information gathering, customer targeting, orientation to customer retention and managing customer profitably. The findings of the study also reveal that SMEs are different from one another in case of their performance regarding managing customer profitably and customer targeting however, they are not much different in case of their performance regarding orientation to customer retention. Further, it is revealed that the customer oriented marketing practices differ between different SMEs and that the SMEs which are micro sized, operated in the industry of other personal services and in consumer markets seem to put less effort into marketing. According to the study, more attention should be paid to enhance the marketing capabilities of SMEs. According to Lindgreen, et al., (2009)⁷⁹ there are five marketing practices; they are Transactional Marketing (TM), Database Marketing (DM), Interaction Marketing (IM), E-marketing (EM) and Network

⁷⁷ Gautum, R. K. & Singh, R. (2011). Marketing Mix Strategies of Small Manufacturers of India: Punjab Experience. *Management & Marketing*, IX (2), 195–216. Retrieve from <http://www.ideas.repec.org/s/aio/manmar.html>.

⁷⁸ Reijonen, H. & Laukkanen, T. (2010). Customer Relationship Oriented Marketing Practices in SMEs. *Marketing Intelligence & Planning*, 28(2), 115–136. DOI 10.1108./02834501011029646.

⁷⁹ Lindgreen, A. D., Buchana, R. B. & Oliver, M. (2009). Do Different Marketing Practices Required Different Leadership Style and Exploratory Study. *Journal of Bank Marketing*, 24 (1).

Marketing (NM). However, according to Marcati, Guido and Peluso (2008)⁸⁰ there are three types of marketing approach which are identified as: *Transactional*, *Relationship* and *Inductional* Marketing. The study also reveals that only few numbers of entrepreneurs in Italy consider marketing as a function and most of them use it as a tactic to increase sale/firm size or as an aid to production and helps them in increasing sales, satisfying customers, communicating, developing brand equity, or new products, analysing new markets and facing competition.

Dragnic (2009)⁸¹ has mentioned in his study “Marketing Activities of Small Business in Croatia: The Case of Splitsko-Dalmatinska Country” that only few numbers of (small) business entities in Croatia maintains marketing department or an employee in charge of marketing for their entity. The study also reveals that there are various kinds of marketing activities performed by the small entities which are: research and analysis of external (macro) environment, research and analysis of customers, research and analysis of competitors, development of products and services, planning and control of product range, planning and control of prices, planning and control of distribution, and planning and control of promotion. Out of these marketing activities, the study reveals that the most frequently conducted marketing activities by majority of the small business entities are product development (which is logically connected with range planning and control) and price planning and control.

Selvarani (2008)⁸² in the study on “Marketing Practices and Constraints in Women Enterprises” reveals the following:

⁸⁰ op. cit. Marcati & Peluso, 2008.

⁸¹ Dragic, D. (2009). Marketing Activities of Small Business in Croatia: The Case of Splitsko-Dalmatinska Country. *Management*, 14 (1), 39-58. Retrieve from <http://www.efst.hr/management/Vol14No1-2009/3-Dragic.pdf>

⁸² Selvarani, K. (2008). Marketing Practices and Constraints in Women Enterprises. In Rathakrishnan L. (Eds), *Empowerment of Women Through Women Entrepreneurship* (418–433). New Delhi: Gyan Publishing House.

- (i) majority of women entrepreneurs established their units without identifying the scope of marketing and sells their products within the district while few others were able to sell their products outside the state as well as outside the country;
- (ii) the products are labelled and branded but majority of the brand is not a registered one;
- (iii) the products are priced mainly on the basis of cost plus margin as their objective is to keep competitors in a weak position;
- (iv) discounts are offered in the form of cash, trade and quantity discount;
- (v) majority of women entrepreneurs are not using any advertising technique and those who are involved in advertising uses newspaper, wall poster, banner advertisement, cinema and big theatres and big notices as a means of advertisement;
- (vi) the women entrepreneurs promote their sales through price deduction, free gifts and samples; and that
- (vii) direct selling, intermediaries and combination of both the means are the methods of distribution used by the women entrepreneurs.

The study of Nagaraja (2004)⁸³ on “the marketing dynamics of handloom products in Chittoor District” has revealed that consumers, cooperative societies, wholesalers and master-weavers and retail traders are the channels distribution of the products while cash sales, credit sales, both cash and credit sales, advances, and sales for repayment of old debts are the primary mode of sales of the handloom weavers.

⁸³ Nagaraja, B. (2004, May). Marketing Dynamics of Textiles: A Case of Handloom Products in Chittoor District. *Indian Journal of Marketing*, XXXIV (5), 9–18.

Smith (2003)⁸⁴ in “Business Growth and Marketing Management Practices amongst Manufacturing SMEs from Australia’s Business Longitudinal Survey” identifies two type of marketing practices approach that can be adopted by the small and medium-sized enterprises (SMEs) in the Australian manufacturing sector which are: the transactional and relational marketing approach. The findings of the study reveal that the transactional marketing covers variables like (A) Product Related Variables which includes the activity of developing or introducing new and substantially changed products or processes, changing the production technology, R&D, and TQM programmes; (B) Promotion Related Variables which involves activities like use of internet for marketing or promotion, use of own web page, and advertisement; (C) Distribution Related variables; (D) Marketing Plans and Sales Forecasting variables which involves activities like budget/sales forecasting, use of formal or strategic business plan; and lastly (E) Business Environment Information Gathering variables which involves activities like use of internet for gathering information and comparing performance with other businesses like marketing and advertising comparisons, quality comparisons, price comparisons, cost comparisons, clients service comparisons, etc. While relational marketing comprises of business networking variables like carrying out formal networking with other businesses, using internet for business networking, business links, etc.

Vivek’s (1996)⁸⁵ study on “Problems and Prospects of Handicraft Industries” reveals that handicrafts sector can be developed to a great extent by popularising their products. According to the study, popularisation or promotion of handicraft products

⁸⁴ Smith, M. (2003). *Business Growth and Marketing Management Practices amongst Manufacturing SMEs from Australia’s Business Longitudinal Survey*. Retrieve May 04, 2015 from <http://www.flinders.edu.au/sabs/business-files/research/papers/2003/03-08.pdf>.

⁸⁵ Vivek, D. (1996). *Indian Entrepreneurship and Industries: Challenges Ahead*. New Delhi: Commonwealth Publishers.

can be done through publicity, journals, cinema, radio, T.V., catalogues, direct mail advertising, mobile shops, show room, exhibitions and trade shows. The study also reveals that promotion should be done in such a way that it reaches different market segments resulting in mass awareness, interest and adoption. Besides, in the study it is found that large retail stores like departmental stores and super markets, and the practices of packaging the products are the other means that can be adopted by the handicraft sector for promoting their products.

“Attitudes towards marketing practices, consumerism and government regulations: an exploratory survey of consumers in India” by Bharadwaj, Thirunarayan and Varadarajan (1991)⁸⁶ analyse the attitude of consumers in Bangalore city towards the philosophy of businesses, product quality, advertising, other market activities, consumer responsibilities, consumerism, government regulation, and prices and price control. With regard to marketing and marketing practices, the study finds that marketing is the exposed arm of business and advertising is the most exposed arm of marketing function. Hence, the study suggests for scrutinising the marketing practices of firms in general and advertising practices in particular, by the government bodies, the media, public interest groups, and others. Further, the study also suggests the business firms to undertake periodic survey of consumer attitudes towards their marketing practices of business.

Regis (1988)⁸⁷ in the study “Marketing in an Age of Diversity” mentions that today is not the world of a single homogeneous market rather it is characterised by

⁸⁶ Bharadwaj, S. G., Thirunarayan, P. N. & Varadarajan, P. R. (1991, January–March). Attitudes Towards Marketing Practices, Consumerism and Government Regulations: An Exploratory Survey of Consumers in India. *Vikalpa*, 16 (1), 15 – 28. Retrieve from www.researchgate.net/publication/238759802_Attitudes_towards.

⁸⁷ Regis, M. K. (1988, September–October). Marketing in an Age of Diversity. *Harvard Business Review*, 5, 88–95.

diversity. The study therefore lays down the necessity on part of the managers to make changes in the way of designing, manufacturing, marketing and selling of their products. Further, the study has identified the meaning of marketing in the age of diversity as: (i) More options for goods producers and more choices for consumers, (ii) Less perceived differentiation among similar products, (iii) Intensified competition with promotional efforts, (iv) Newly minted meanings for words and phrases as marketers try to “invent” differentiation, (v) Disposable information as consumers try to cope with information deluge from print, television, computer terminal, telephone, fax, satellite dish, (vi) Changing leverage criteria as economies of scale give way to economies of knowledge, (vii) Changing company structure as large corporations continue to downsize to compete with smaller niche players that nibble at their markets, and (viii) Smaller wins and fewer chances for gigantic wins in mass markets, but more opportunities for healthy profits in small markets.

Sobita’s (1985)⁸⁸ study on “Marketing Practices of Small Scale Industries in Imphal” found that the production of goods of the SSI units are based on the present demand and needs of the local people and prices are fixed on the basis of cost plus system and quality of the product. The study reveals that the products are sold mostly in the local markets by direct dealing with the individual customers, hence, the distribution channel is very short and there is no standardisation of the products. According to the study, SSIs are not engaged in grading of the products however, they advertise the products mostly in the local newspapers, magazines, exhibitions, etc. The study also found that the SSIs used to sell their products both in cash and credit; and that they allow trade and cash discount at a very low rate.

⁸⁸ Sobita, D. T. (1985). *Marketing Practices of Small Scale Units in Imphal*. Unpublished MBA thesis, Manipur University, Canchipur, Manipur.

The study of Sharma (1985)⁸⁹ on “Marketing Practices of Sports Goods Exporters – A case study of Exporters in Jalandhar” found that manufacturers of sports goods in Jalandhar are selling their goods not only in domestic market but also in foreign markets. According to the study, the majority of the exporters provides after sale services to the customers either through departmental stores, wholesalers or dealers; promote their products through departmental stores and brokers; and follows such other practices as lowering of price; better quality; attractive packaging; good service; reputation of the concern; advertising through magazines and trade fairs. The study concludes that the exporters react according to the situation and does not organised or systematise efforts to boost their exports; and that the demand for their products is created mainly because of the quality and not because of coordinated international marketing approach.

Summary of the Findings from the Review of Literature

The findings from the review of literature has been summed up and presented in order to lay down an easier approach in identifying the variables which are related to marketing practices and which can be used for the study. The summary of the findings from review of literatures is presented here in the form of tables.

Table 2.1: Findings from the Review of Literature on marketing depicted as a problem.

Sl.No.	Details
1.	Findings from the studies related to marketing problems of women entrepreneurs: (i) Product and demand related problems are – stiff competition from branded/cheaper/substitute products, maintaining quality of product, branding, seasonal demand, lack of market information,

⁸⁹ Sharma, D. D. (1985, April-May). Marketing Practices of Sports Goods Exporters – A Case Study of Exporters in Jalandhar (Pb.). *Indian Journal of Marketing*, XV (8-9), 3–10.

	<p>changing market conditions-taste/fashion, slackness in demand, product acceptance, lack of training, segmentation and positioning problems, etc.</p> <p>(ii) Price and sales term related problems are – lack of mobility, dependence on middlemen, poor bargaining power/skill, poor ability to fix the price, marketing cost, low margin, delayed payments, liberal credit terms, etc.</p> <p>(iii) Place and channel of distribution related problems are – transportation, sales in the local market, storage, credit sales, access to market –national/foreign, unavailability of sales point, distribution, etc.</p> <p>(iv) Promotion related problems are – inability to effectively utilize the services of media/internet/ supportive networks, advertisement cost and lack of advertising, lack of skills in sales promotion, lack of capability to make products popular, delay in government purchase, limited resources for publicity, after-sale-services, customer attraction, etc.</p>
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Source: Compiled by the researcher.

Table 2.2: Findings from the review of literatures on studies which are exclusively on marketing practices with regard to product

Sl.No.	Details
1.	<p>Findings from the studies on product element of marketing mix:</p> <p>(i) The product elements of marketing mix are - Product selection and design, Product development, Product Standardization, Packaging, Branding, Labelling, etc.</p> <p>(ii) Product Design Approaches are - ‘Design for Micro-scale Enterprise’ developed by Breneman and Yang (2013).</p>
2.	<p>Findings from the studies on marketing practices of entrepreneurs with regard to product:</p> <p>(i) Nature of new product development are – Own idea in existing product lines, Imitation of existing product, Improvement and Revisions of existing products, Integrated Product and Cost Reductions products.</p> <p>(ii) Techniques of testing new products are – Testing/Analysing of the Products through Laboratory, Soliciting Consensus of Selected</p>

	<p>Customers and Dealers, Self Use and Use by Friends.</p> <p>(iii) Branding and Labelling practices of entrepreneurs are – Spreading brand awareness through means like retailers, T.V, Newspaper.</p> <p>(iv) Packaging practices of entrepreneurs are – Dealer Package, Bulk/Loose Package and Consumer Package.</p> <p>(v) Product standardization techniques are – I.S.I standard, own standard, ISO standard and SIDO etc.</p>
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Source: Compiled by the researcher.

Table 2.3: Findings from the review of literatures on studies which are exclusively on marketing practices with regard to price

Sl.No.	Details
1.	<p>Findings from the studies on price element of marketing mix:</p> <p>(i) Products Pricing Methods are - Cost Plus, Parity with Competitors, Going Price in the Market and Paying Capacity of the Customers etc.</p> <p>(ii) Other Pricing Techniques are – Price Cutting, Price Leadership, Discounting and Concessions etc.</p>

Source: Compiled by the researcher for the present study.

Table 2.4: Findings from the review of literatures on studies which are exclusively on marketing practices with regard to promotion

Sl. No.	Details
1.	<p>Findings from the study on media of promotion:</p> <p>(i) New media are – Internet, Websites, Online Digital Newspaper, etc.</p> <p>(ii) Conventional/traditional media are – Print Newspaper, T.V., Radio, etc.</p>
2.	<p>Findings from the studies on promotion element of marketing mix</p> <p>(i) Forms of promotion are – Personal Selling, Advertising, Sales Promotion and Public Relations.</p> <p>(ii) Other types of promotional practices are – Link with CBO (Community Based Organizations), Business Cards, Common Selling and Advertising Programme, etc.</p> <p>(iii) The Community Based Organizations technique of promotion are –</p> <p>(a) presenting at local community meeting and women group's,</p>

	<ul style="list-style-type: none"> (b) linking with local institutes, (c) linking with the government department, (d) promoting through NGO status and activities of group, (e) promotion through local SACCO, etc.
3.	<p>Findings from the studies on personal selling practice of entrepreneurs:</p> <ul style="list-style-type: none"> (i) Personal selling techniques are – Sales through appointment of members of the family at the time of start up, at later stage of business appointment of salesmen or workforce, etc. (ii) Workforce of an enterprise is – Salesman, Assistant Salesman, Helpers, Cashier–Cum–Salesman and Managers. (iii) Sources of salesman are – Recommendations of Friends/Relatives, Open Advertisement, Employment Bureau, Existing Salesman, Competitor’s Salesman, etc.
4.	<p>Findings from the studies on advertising practice of entrepreneurs:</p> <ul style="list-style-type: none"> (a) Techniques of maintaining advertising budget are – Percentage of Sales, All You Can Afford, R.O.I. Approach, Competitive Parity, Build Up Method, etc. (b) Media of advertising are – Cinema Slides, Newspaper, Bill Boards or Hoardings, Magazines, Radio, Hand Bill–Leaflets, Wall Posters–Paintings, Trade Journals, Direct Mail, etc.
5.	<p>Findings from the studies on sales promotion practice of entrepreneurs:</p> <ul style="list-style-type: none"> (a) Four forms of sales promotion are – Consumer sales promotion, Trade sales promotion, Dealer’s sales promotion and Sales force promotion. (b) Consumer promotion tools are – Coupon, Premium, Sample, Price Off Promotion, Competition (Contest), Demonstration, Money Refund Order, Premium, etc. (c) Trade promotion tools are – Calendar, Novelties, Exhibitions, Trade Fairs, etc. (d) Dealer’s sales promotion tools are – Buying Allowance, Free Goods, Merchandise Allowance, Cooperative Advertising, Sales Contest, etc. (e) Sales force promotion tools are – Bonus, Contest, Sales Meeting, etc.

Source: Compiled by the researcher.

Table 2.5: Findings from the review of literatures on marketing practices of entrepreneurs without being gender specific.

Sl. No.	Details
1.	<p>Findings from the studies on marketing:</p> <ul style="list-style-type: none"> (i) Approaches of Marketing Studies are – Strategic Approach and Practice Approach. (ii) Available marketing models are: <ul style="list-style-type: none"> (a) Marketing concept approach – <i>Transactional, Relationship and Inductional Marketing</i> (b) 4Ps of marketing model of SMEs which includes: <i>Personal, Co Production, Perseverance and the Practice.</i> (c) Five major marketing practices, i.e. Transactional Marketing (TM), Database Marketing (DM), Interaction Marketing (IM), E-marketing (EM) and Network Marketing (NM).
2.	<p>Findings from studies on marketing practices of entrepreneurs:</p> <ul style="list-style-type: none"> (i) The product related marketing practices are – Developing/introducing new product, product branding, labelling, packaging, standardization and grading, after sales services, maintaining inventory stock, product testing, etc. (ii) The Price related marketing practices are: <ul style="list-style-type: none"> (a) Pricing approaches are – Uniform Pricing and Differential Pricing. (b) Methods of uniform pricing are – Cost Plus, Product Quality Based, etc. (c) Other pricing techniques are – Discounts, Allowances, Concessions, Price Cutting and Price Leadership, etc. (a) The promotion related marketing practices are – Advertising, Sales Promotion, Personal Selling, etc. (iii) Other types of marketing practices of entrepreneurs: <ul style="list-style-type: none"> (a) Modes of sales are – Spot Payment/Cash Sales, Advanced Payment, Delayed Payment/Credit Sales, Sales for Repayment of Old Debts, etc. (b) Sales Forecasting, Business Networking and links.

Source: Compiled by the researcher.

2.4 Research Gap

From the review of various existing literatures regarding women entrepreneurship, it is found that a number of researchers have attempted to show the motivating factors, the problems, prospects, etc. of women entrepreneurship in India. Many numbers of researchers have also attempted to show the problems of women entrepreneurs and also identified that marketing is a main problem of entrepreneurs and is not gender specific, however, the problem of marketing is more burdensome in case of women entrepreneurs. The studies on women entrepreneurs of India like Selvarani (2008), Kumar (2004), Sharma (1985), Sobita (1985), Sharma (1985), etc. have attempted to make an analysis about the marketing practices of women entrepreneurs of India, but despite of incorporating the different variables of marketing mix elements, these studies fails to give an in-depth insight into the marketing practices of women entrepreneurs with regard to the academically proposed marketing mix elements i.e. Product, Price, Place, Promotion which are commonly known as 4Ps. Other studies like those of Nagaraja (2004), Mitullah and Florence (2012), Stella and Rajeswari (May, 2013), Meghrajani and Asthana (April, 2013), Srinivas, Venkatareddy and Lakshamn Reddy (July - August, 2014), etc. have tried to revealed about the marketing practices but these studies too were very limited in the sense that they are focused only on some aspects and are not gender specific. International studies conducted by Smith (2003), Marcati, Guido and Peluso (2008), Tripathi and Siddiqui (2012), etc. have tried to study about marketing practices of enterprises by adopting the marketing concept approach i.e. transactional, relationship and inductional marketing approach. Again, studies from India like Kumar (1994), Clough (June, 2011), Dore (2011), Gautum and Singh (2011), Kumar (September, 2012), Trivedi (2013), etc. have studied about marketing from either management point of view or from strategic point of view. This shows that, the

studies reviewed in the literature fails to provide an exclusive study on the marketing practices of women entrepreneurs of India and of Manipur in particular with regard to the Product, Price, and Promotion element of marketing mix. Further, it is also found from the review of literature that there is no specific study which examines about the type of marketing practices which are most relevant and advantageous to the women entrepreneurs. Also, any exclusive study on problems (both in case of women entrepreneurs of India and women entrepreneurs of Manipur) with regard to product, price, promotion and the problems which the entrepreneurs have encountered while practising is not found in the literature. According to MSMED Act 2006, in India, the enterprises are divided into micro, small and medium enterprises. Studies on the marketing practices of the women entrepreneurs of micro, small and medium enterprises in nature is also not found in the literature of women entrepreneurs of the country. The share of women enterprises of India in the MSME sector is 7.3 percent, in case of Manipur, it is 34.55 percent (4th All India Census of Micro, Small and Medium Enterprises)⁹⁰. A large number of women entrepreneurs of Manipur have also been awarded by the Government for their innovative productions. Any study with regard to women entrepreneurs of India do not mention about the emergence of such a group of women entrepreneurs in Manipur who are micro and small in nature and their marketing practices.

Study is also not found in the literature that has tried to show the inter-regional comparison between the marketing problems of women entrepreneurs of India and also among the MSMEs. There is still lack of action research in the field of marketing problems and activities of women entrepreneurs of India. Hence, actions research

⁹⁰ MSME (2011, April). *Final Report: Fourth All India Census of Micro Small and Medium Enterprises*, New Delhi: Development Commissioner, MSME.

aiming towards providing a solution to the marketing problems of women entrepreneurs of India by identifying what type of marketing practices that would best suit the women entrepreneurs of India considering their type of enterprise (mostly micro and small in nature) has become a question of consensus in the present globalised competitive world. The purpose study is to identify the marketing practices of women entrepreneurs of Manipur with regard to product, price and promotion and fill in the gap in existing literature on the marketing practices of the women entrepreneurs of Manipur with regard to Product, Price and Promotion.

2.5 Significance of the Study

Social transformation can be brought only when women start participating in economic activities and women's venture into the world of entrepreneurship is the most significant way (Chanu & Chanu, 2014)⁹¹. In fact, women owned enterprises' contribution is most relevant in today's modern society because of the reasons like (i) increasing demand of the customers can no longer keep resources to remain idle and untapped, (ii) effective exploitation and efficient utilization of resources require effective employment of human resources, (iii) half of the human resources of the world are occupied by women section, (iv) this greater half of the society tend to remain to be the most outreach and outcast section from economic activity, (v) the transformation of women section will bring about great change and transformation both social and economic. Furthermore, the continuously increasing complexity of business operation in the present era embodied by intense competition among producers on the one hand and on the other hand by customers who are increasingly becoming more aware and have

⁹¹ op. cit. Chanu & Chanu, 2014

become decision maker of business enterprises fate, it has therefore become necessity for women entrepreneurs to be marketing oriented and to adopt innovative and creative approach while marketing. Thus, there is a need to know whether women entrepreneurs are facing marketing problems like heavy competition, change of taste and preferences of customers of their products, low demand, etc. which can either hinder their growth or lead to failure of their enterprise. And, if the women entrepreneurs are facing the stated marketing problems then, it becomes important to find out whether women entrepreneurs of Manipur are marketing oriented, whether women entrepreneurs of Manipur are aware of the academically proposed 4Ps of marketing mix and more importantly what are the marketing practices of women entrepreneurs of Manipur and how these practices are developed among them. The present study has been conducted because of the identification of marketing as one of the most important problem face by women entrepreneurs of Manipur. It is hoped that in light of the findings of the study, women entrepreneurs of Manipur become more aware of the various kinds of practices that are available i.e. which are already being in practiced and the kinds of practices that they can adopt in particular situation of their enterprises. Further, the study hopes to throw light on policies and programmes that can be framed for the development of women entrepreneurs of Manipur. In addition, the study is also undertaken to bridge the gap in existing literature of women entrepreneurs of Manipur and marketing practices of adopted by women entrepreneurs with regard to the academically proposed 4Ps of marketing mix excluding the Place element of marketing mix.

2.6 Parameters and Variables of the Study

From the light of the review of existing literatures and in lieu of the research questions, objectives and hypotheses of the study, a number of variables relating to the

product, price and promotion parameters of the study have been identified and subsequently selected. Then, necessary data/information for the study has been gathered with the help of the questionnaire framed on the basis of the selected parameters and variables which are listed in an order as follows:

1. The first parameter of the study comprises of the profile of women entrepreneurs of Manipur which covers variables like: (i) the district in which she belong to, (ii) education, (iii) community, (iv) reasons for setting up enterprise, (v) status of women regarding acquisition of training, (vi) the functional knowledge which women entrepreneurs have, (vii) whether she belongs to nuclear or joint family, (viii) head of the family, (ix) whether women entrepreneur receive support from their family, (x) location of the women enterprise, (xi) whether women enterprise have branch, (xii) whether women enterprises maintains departments, (xiii) type of business set up by the women entrepreneurs, (xiv) source of business idea, (xv) the premise of operation of women enterprise, (xvi) sources of raw materials, (xvii) sources of finance, (xviii) type of product (industrial or consumer products), (xix) the type of consumer products in which women entrepreneurs are engaged in, (xx) nature of consumer product, (xxi) nature of product at the time of establishment, and (xxii) market survey activities, etc.
2. The information on the Product parameter of the study which intends to reflect the practices of women entrepreneurs of Manipur with regard to Product Element of marketing mix are highlighted through five (5) main variables viz. (i) product branding, (ii) product labelling, (iii) product packaging, (iv) product standardization, and (v) product related services.

(A) Product Branding practices adopted by women entrepreneurs of Manipur are highlighted through the use of five (5) sub variables (i) registration of brand

name, (ii) brand marks, (iii) different brand name for product mix, (iv) type of brand name, and (v) type of branding.

(B) Product Labelling practices of women entrepreneurs of Manipur are highlighted by taking up again four (4) sub variables viz. (i) type of labelling technique, (ii) nature of information provided in the label, (iii) maintaining expenditure account for the cost of labelling, and (iv) measuring of the degree of cost incurred through five point scale – Very High (1), High (2), Moderate (3), Low (4) and Very Low (5).

(C) Product Packaging practices of women entrepreneurs of Manipur are highlighted by taking up five (5) sub variables viz. (i) nature of packing practice (as a promotion tool or as a product function), (ii) kind of packing system, (iii) packing form, (iv) kind of packing material, and (v) information provided in the package.

(D) Product standardization practices of women entrepreneurs of Manipur are delineated in the study through two (2) sub variables taken up for the study viz. (i) basis of product standardization, and (ii) technique of standardization.

(E) Providing services for the products can also be regarded as a practice of women entrepreneurs of Manipur and therefore their practices related with after sale services are highlighted in the study by taking up five (5) sub variables viz. (i) type of service (product related service or after sales service), (ii) techniques of product support services, (iii) techniques of after sales services, (iv) agencies providing services, and (v) period of providing the services.

3. The information on the Price parameter of the study which intends to reflect the practices of women entrepreneurs of Manipur with regard to Price Element of

marketing mix are highlighted with the help of eight (2) main variables taken up for the study viz. (a) Pricing of product through employment of techniques/methods of pricing, and (b) promotional pricing.

(A) The important variables that identify the pricing practices of women entrepreneurs of Manipur are (i) the pricing approach (uniform pricing/differential pricing), (ii) methods of uniform pricing, (iii) methods of differential pricing, and (iv) whether methods of pricing differs according to different stages of product life cycle.

(B) The promotional pricing technique is also another practice that can be adopted by women entrepreneurs of Manipur and this practice are highlighted with the help of variable like (i) Special Event Pricing, (ii) Price Cutting, (iii) Price Leadership, (iv) Discounting, and (v) Concessions. Again, the discounting and concession practices of women entrepreneurs of Manipur are revealed through selecting variables like (i) nature of discount, and (ii) type of concession.

4. The information on the Promotion parameter of the study which intends to reflect the practices of women entrepreneurs of Manipur with regard to Promotion Element of marketing mix are highlighted by taking up five (5) main variables which are (i) personal selling, (ii) advertising, (iii) sales promotion, (iv) publicity, and (v) public relations.

(A) Personal selling is another effective practice that can be adopted by women entrepreneurs of Manipur and hence, the study tries to find out the personal selling practices used by women entrepreneurs of Manipur through like (i) techniques of personal selling (order taking or direct marketing), (ii) techniques of order taking, (iii) direct marketing techniques, (iv)

appointment of salesman (v) recruitment method of salesman, and (vi) method of paying the salesman.

(B) Advertising practices of women entrepreneurs of Manipur can be understood with the help of variables like (i) advertising tools, (ii) indoor advertising tools, (iii) outdoor advertising tools, (iv) direct advertising tools, and (v) promotional advertising tools.

(C) Sales Promotion practices of women entrepreneurs of Manipur are highlighted in the study through the use of five (5) sub variables like (i) sales promotion techniques, (ii) consumer sales promotion techniques, (iii) trade promotion techniques, (iv) dealer's sales promotion techniques, and (v) sales force promotion techniques.

(D) Public relations related practice of women entrepreneurs of Manipur are highlighted in the study is reflected through one main variable viz. techniques/tools of public relations.

5. Manipuri society is a patriarchal society and the parameter with regard to social system taken up for the study in order to obtain information on whether social system influences the development of marketing practices of women entrepreneurs of Manipur has employed within it variables like husband, family, tradition and culture, etc. as elements of social system, the area of influence and degree of influence social system has on marketing practices are also highlighted through the use of five point scale – Very High (1), High (2), Moderate (3), Low (4) and Very Low (5).

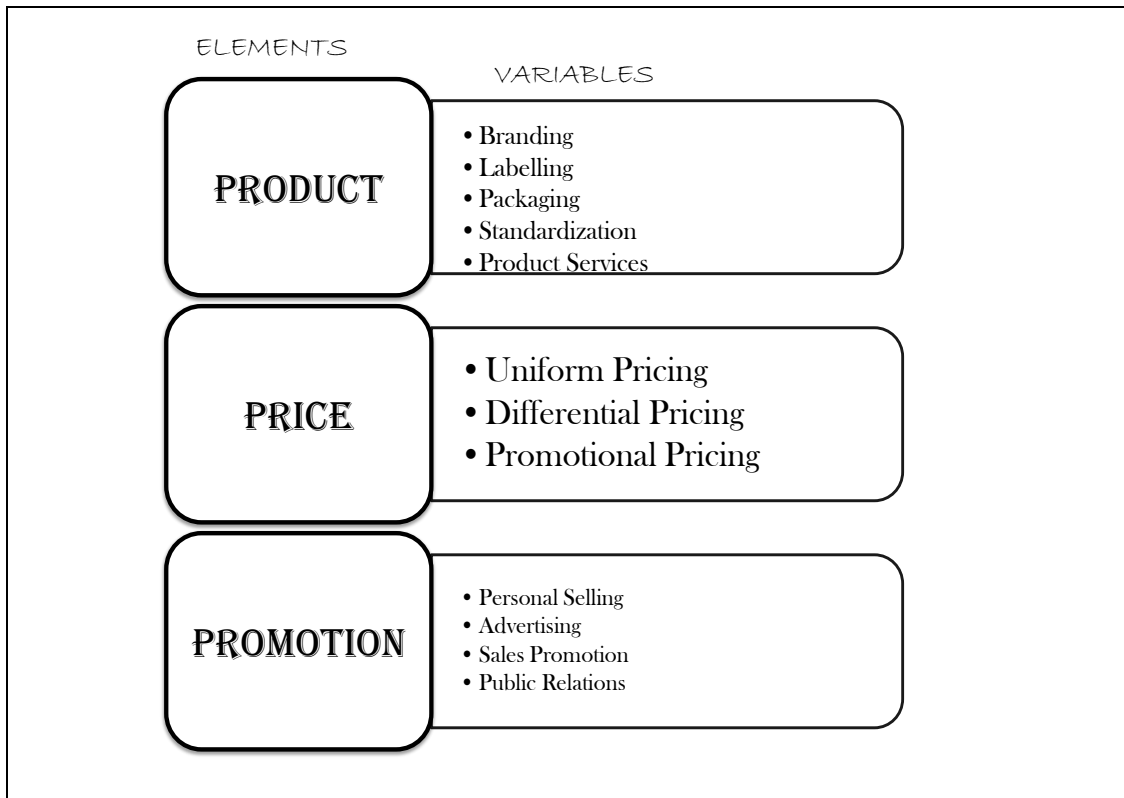


Figure 2.1: Parameters and Variables taken up for the Study.

Source: Compiled by the researcher.