

# Chapter – 4 (Four)

## Findings, Analyses and Interpretations

---

### **4.1 Introduction**

The present chapter of the study is based on the recorded facts which have been collected from sample women entrepreneurs of Manipur. In the process of collecting primary data, structured questionnaire has been used by the researcher and it was filled up by the women entrepreneurs themselves. The present part of the study intends to provide information on the marketing practices with regard to product, price and promotion element of marketing mix through parameters and variables which were taken up after careful analysis of the conceptual theories and existing literatures. The raw data are recorded and processed through the help of IBM-SPSS (20) and presented in the form of tables. The tables act as a valuable tool in making analysis and interpretations of the raw data of the study.

The tables showing the data of the profile of women entrepreneurs of Manipur are presented and analysed in the initial section of the present chapter. Here, the profile of sample women entrepreneurs, the motivating factors, origin of idea generation, whether training was acquired or not and the functional area of their enterprises in which women are engaged, whether they get support from their family in running and operating their enterprise, sources of finance and sources of inputs, etc are clearly depicted in the form of different tables. Further, the meanings of the terminologies which has been used as variable for the study presented in this part of the study are shown in the investigator's guide provided in Annexure IV of the study.

Table 4.1.1 and Table 4.1.2 of the study show the personal profile of the women entrepreneurs of Manipur, Table 4.1.4 show their family profile and Table 4.1.5 and Table 4.1.6 show the profile of their enterprises.

**Table 4.1.1:** Profile of Women Entrepreneurs of Manipur

Distribution of Sample Respondents		Frequency	Percent	Cumulative Percent
Age	31 – 40	60	30.3	30.3
	41 – 50	90	45.5	75.8
	51 – 60	40	20.2	96.0
	61 – 70	5	2.5	98.5
	71 – above	3	1.5	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
The level of educational qualification	Illiterate	2	1.0	1.0
	Basic	41	20.7	21.7
	X pass	40	20.2	41.9
	XII Pass	33	16.7	58.6
	Under graduate	82	41.4	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
Marital Status	Married	117	59.1	59.1
	Single	76	38.4	97.5
	Divorcee	5	2.5	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
Training attended	Yes	128	64.6	64.6
	No	70	35.4	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
The source of the business idea	Own	119	60.1	60.1
	Family	42	21.2	81.3
	Friends	16	8.1	89.4
	Counsellor	2	1.0	90.4
	Others	10	5.1	95.5
	Relatives	9	4.5	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	

Source: Field Survey

The age profile of women entrepreneurs as shown in table 4.1.1 indicates that the entrepreneurial venture among women in Manipur is more common among middle aged groups. That is, out of 198 women entrepreneurs 45.5 percent of them belong to the age group of 41-50, 20.2 percent of them belong to the age group of 51 – 60. The table also shows that there are a sizable number of women entrepreneurs (30.3 percent) at the age group of 31 – 40. A significant finding is that 1.5 percent of women entrepreneurs of Manipur are above 70 years of age. Again, majority of women entrepreneurs are found to be married. That is, 59.1 percent of the study sample is found to be married women while only 38.4 percent of them are single. However, it is also found that 2.5 percent of the women entrepreneurs are divorcee. The higher percentage of married women in the record may be an indication of the dual casualties: (i) the support from their husband is facilitating development of entrepreneurship among women, or (ii) family burden had forced women to become entrepreneurs.

Table 4.1.1 also reveals that, numbers of women entrepreneurs are educated however there are uneducated women entrepreneurs in terms of modern education. That is, out of 198 women entrepreneurs, 1 per cent of them are found to be illiterate. However, majority of them are under graduate, which occupies about 41.4 percent of the total share. Similarly, majority (64.6 percent) of the women entrepreneurs had acquired training from both formal and informal system. The formal sources of acquiring training occupies those training programmes which are organised by the government authorities like EDPs, ITIs, NGOs, etc. while informal sources of acquiring occupies those training programmes which are conducted by the other entrepreneurs, family, relatives, localities, etc. who are already skilled in the area.

Further, Table 4.1.1 also reveals that out of 198 women entrepreneurs, 60.1 percent of them had set up enterprise based on their own idea, 21.2 percent of them

from their family, 8.1 percent of them from their friends and others from their relatives, counsellor, localities, etc. which altogether occupies 10.6 percent of the sample women entrepreneurs of Manipur.

**Table 4.1.2:** Reason for setting up enterprises by women of Manipur

Distribution of Sample Respondents		Frequency	Percent	Cumulative Percent
Reasons	Desire and Willingness	15	7.6	7.6
	To earn income and livelihood	42	21.2	28.8
	To create employment	1	.5	29.3
	To create production	11	5.6	34.8
	Multiple reasons	14	7.1	41.9
	Unemployment	35	17.7	59.6
	Self employment	29	14.6	74.2
	To supplement family income	22	11.1	85.4
	Continuation of family business	11	5.6	90.9
	No other means of livelihood	8	4.0	94.9
	Skill in the field	10	5.1	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	

Source: Field Survey

When enquired about the reason for setting up enterprises, it is found that majority of the women entrepreneurs of Manipur are driven by economic forces and they have become entrepreneurs by chance. This is reflected in Table 4.1.2. The table reveals that 21.2 per cent of the women entrepreneurs chose entrepreneurial activity in order to earn income and livelihood, 17.7 percent of them due to unemployment, 14.6 percent of them in order to be self employed, 11.1 percent of them to supplement income to the family while around 19 percent of the women entrepreneurs had set up enterprises for other reasons like desire and willingness (7.6 percent), to create employment (0.5 percent), to generate production (5.6 percent) and skill in the field (5.1 percent). Hence, it can be stated that majority of the women entrepreneurs in this profession is because of chance not because of choice.

**Table 4.1.3:** Functional areas where the women entrepreneurs of Manipur are involved

Distribution of Sample Respondents		Frequency	Percent	Cumulative Percent
Functional Areas: (A) Sole Decision Making (B) Office Management (C) Active Player in Production Process* (D) Multiple functional areas (including managing finance, sales activities, etc.)	A	3	1.5	1.4
	B	11	5.5	7.0
	C	64	32.3	39.4
	D	8	4.0	43.5
	Both A & C	66	33.3	76.8
	A, B & C	12	6.0	82.8
	Managing finance & C	13	6.5	89.3
	Managing finance, A & C	5	2.5	91.8
	A & B	4	2.0	93.8
	C & Sales activities	5	2.5	96.3
	A, C & Sales activities	7	3.5	100
	<b>Total</b>	<b>198</b>	<b>100.0</b>	

Source: Field Survey

\*The entrepreneur herself is actively involved in manufacturing of the product with other employees.

Table 4.1.3 shows that a sizable number of women entrepreneurs of Manipur are actively involved in the production process (32.3 percent). It is also found that 5.5 percent of them are involved in office management, 4 percent of them in multiple functional areas including managing finance and sales activities, etc.

**Table 4.1.4:** Family profile of women entrepreneurs of Manipur

Distribution of Sample Respondents		Frequency	Percent	Cumulative Percent
<b>The type of family system</b>	Joint family	55	27.8	27.8
	Nuclear family	143	72.2	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
<b>The head of the family</b>	Husband	98	49.5	49.5
	Father	46	23.2	72.7
	Mother	21	10.6	83.3
	Herself	22	11.1	94.4
	Other member of the family	11	5.6	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
<b>Family Support</b>	Yes	119	60.1	60.1
	No	79	39.9	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	

Source: Field Survey

The family profile of women entrepreneurs' (Table 4.1.4) shows that out of 198 women entrepreneurs, majority (72.2 percent) of them belong to nuclear family, among which 49.5 percent are recorded to have husband as the head of their family. Besides, father and other male members of the family are also found to act as the head of the family to which women entrepreneurs belonged to. It is also found that in some families of women entrepreneurs, they themselves or their mother act as the head of the family (11.1 percent and 10.6 respectively). Further, the table also reveals that majority (60.1 percent) of the women entrepreneurs are supported by their family while, 39.9 percent of them are not supported by their family.

**Table 4.1.5:** Profile of Women Owned Enterprises

Distribution of Sample Respondents		Frequency	Percent	Cumulative Percent
The location of the Enterprise	Urban	86	43.5	43.5
	Rural	112	56.5	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
The premise of the enterprise	Own	125	63.1	63.1
	Hired	60	30.3	93.4
	Own & Hired	13	6.6	100.0
	<b>Total</b>	<b>198</b>	100.0	
Branches	Yes	13	6.6	6.6
	No	185	93.4	100.0
	<b>Total</b>	<b>198</b>	100.0	
Departmentalisation	Yes	22	11.2	11.1
	No	176	88.8	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	

Source: Field Survey

From table 4.1.5 it is found that majority of women entrepreneurs (56.5 percent) had set up their enterprises in the rural areas of Manipur however, a sizeable number of women entrepreneurs (43.5 percent) had also set up their enterprises in the urban areas. It means that there is a higher concentration of micro and small based women

enterprises in rural areas of Manipur. Further, it is found that most of the women entrepreneurs do not have branches of their enterprises. However, 6.6 percent of the women entrepreneurs are reported to have branches of their enterprise. Majority of the women entrepreneurs of (63.1 percent) operates at their own premise and 30.3 percent of the total women entrepreneurs operate in rented plots. It is a common parlance among women entrepreneurs to run and operate their enterprise without maintaining separate functional departments. Table 4.1.6 clearly reveals that 88.8 percent of the women entrepreneurs do not have separate departments for their enterprise. Only 11.2 percent of the women entrepreneurs maintain separate departments for sales, production and management, etc.

**Table 4.1.6:** Sources of finance and raw materials of women entrepreneurs of Manipur

Distribution of Sample Respondents		Frequency	Percent	Cumulative Percent	
<b>Source of start up finance:</b>	A	42	21.2	21.4	
	B	21	10.6	31.7	
	A & B	25	12.6	44.1	
	(A) Own fund	C	19	9.5	53.8
	(B) Loan from banks	D	5	2.5	56.6
	(C) Family/Relatives/ Friends	E	4	2.0	58.6
	(D) Local money lenders	A & E	17	8.5	66.9
	(E) Chit Money	G	11	5.5	72.4
	(Marup)*	A & D	27	13.6	86.2
	(F) Multiple sources	A & C	9	4.5	91.0
		C & B	11	5.5	96.6
		D & B	7	3.5	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>		
<b>Source of raw materials</b>	Local markets of Manipur	131	66.2	66.2	
	Markets outside Manipur	3	1.5	67.7	
	Both	64	32.3	100.0	
	<b>Total</b>	<b>198</b>	<b>100.0</b>		

Source: Field Survey

It is revealed from table 4.1.6 that 21.2 percent of the women entrepreneurs start their business from their own source. Some enterprises were established by taking funds

from banks (10.6 percent), local money lenders (2.5 percent), local practice of chit money/Marup (2 percent), etc. On similar note, table 4.1.6 shows the sources from which the women entrepreneurs had obtained raw materials for production. It is found that local markets acts as the largest means of providing raw materials to the women enterprises, that is, 66.2 percent of the women entrepreneurs procured raw materials from local markets. While, a number of women entrepreneurs (1.5 percent) procure raw materials from markets outside Manipur.

**Table 4.1.7:** Women entrepreneurs of Manipur who are involve in development of product and market survey

Distribution of Sample Respondents		Frequency	Percent	Cumulative Percent
<b>New product selection and development:</b> (A) Own idea in existing products (B) Improvement and revisions of existing products (C) Cost Reductions (D) Integrated Product (E) Imitation of others	A	31	15.6	15.6
	B	47	23.7	39.3
	C	11	5.5	44.8
	D	5	2.5	47.3
	E	35	17.6	64.9
	A & B	30	15.1	80.0
	D & E	19	9.5	89.5
	A & E	18	9.0	98.5
	A & D	2	1.0	100.0
	<b>Total</b>	<b>198</b>	<b>100</b>	
<b>Market survey conducted</b>	Yes	40	20.2	20.2
	No	158	79.8	100
	<b>Total</b>	<b>198</b>	<b>100.0</b>	

Source: Field Survey

Table 4.1.7 indicates that majority of the women entrepreneurs are supplementing to an already established product lines by offering to the market, products which are imitative in nature of other existing products (17.6 percent), by improving and revising of the existing products (23.7 percent) and by offering cost reductions products (5.5 percent). None of the women entrepreneurs are seen to create an entirely new market by offering truly unique and innovative products. That is, out of



198 women entrepreneurs, only 15.6 percent of them had made an attempt to offer mere innovation in the existing product lines by applying their own idea. It is also found that 2.5 percent of the sample women entrepreneurs also select and develop products which are integrated in nature.

Table 4.1.7 also reveals that majority (79.8 percent) of the women entrepreneurs do not conduct market survey. However, there are few (20.2 percent) women entrepreneurs who conduct market survey which is generally done before starting the production process in order to help them out in designing the product.

**Table 4.1.8:** Types of product produced by women entrepreneurs of Manipur and types of industry in which they engage

Distribution of Sample Respondents		Frequency	Percent	Cumulative Percent
Type of the product	Industrial Products	0	.0	.0
	Consumer Products	198	100.0	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
The type of consumer product	Convenience goods	17	8.5	8.5
	Shopping goods	158	79.7	88.2
	Speciality goods	11	5.5	93.7
	Unsought goods	12	6.1	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
Type of industry in which the entrepreneur is engaged	Agro	13	6.5	6.5
	Mineral	7	3.5	10.0
	Textile	139	70.2	80.2
	Forest	27	13.6	93.8
	Polymer & Chemical Based Industry	3	1.5	95.3
	Rural Engg. & bio-tech based Industry	9	4.5	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	

Source: Field Survey

Table 4.1.8 indicates the type of products which are produced by the women entrepreneurs of Manipur. From the findings of the study, it is revealed that all the sample respondents are involved in producing consumer oriented goods out of which majority (79.7 percent) of them produce shopping goods, 8.5 percent produce

convenience goods, 5.5 percent produce speciality goods and 6.1 percent produce unsought goods. Further, from the table, it is also found that majority of the women entrepreneurs (70.2 percent) produce textile based industrial products. It is followed by forest based industrial products (13.6 percent), agro based industrial products (6.5 percent), rural engineering and bio-tech based industrial products (4.5 percent), mineral based industrial products (3.5 percent) and polymer and chemical based industrial products (1.5 percent).

**Table 4.1.9:** Nature of products which are manufactured by women entrepreneurs of Manipur

Distribution of Sample Respondents		Frequency	Percent	Cumulative Percent
The nature of the consumer product	Manufacturing wearing Apparel	26	13.1	
	Bakery	4	2.1	15.2
	Furniture	5	2.5	17.7
	Handloom	4	2.1	19.7
	Embroidery	58	29.2	48.9
	Candle works	3	1.5	50.4
	Bandage production	1	.5	50.9
	Tailoring	9	4.6	55.5
	Stone works and carving	3	1.5	57.0
	Fermentation unit	3	1.5	58.5
	Water reed items	7	3.5	62.0
	Brick making	4	2.1	64.1
	Artificial flower making	11	5.5	69.6
	Cane and bamboo products	4	2.1	71.7
	Toy making	1	.5	72.2
	Manufacturing of Almirah	1	.5	72.7
	Woollen Shoe making	1	.5	73.2
	Food processing	5	2.5	75.7
	Wool Knitting	33	16.6	92.3
	Weaving	3	1.5	93.8
	Manufacturing of utensils	1	.5	94.3
	Manufacturing of spices	1	.5	94.8
	Tailoring and Embroidery	9	4.6	99.4
Decorative and water reed items	1	.5	<b>100.0</b>	
<b>Total</b>		<b>198</b>	<b>100.0</b>	

Source: Field Survey

Table 4.1.9 of the study shows that embroidery is the most preferred business of women entrepreneurs of Manipur followed by wool knitting and manufacturing of wearing apparel or readymade garments. Besides, the business of tailoring and manufacturing of water reeds based products are other major area in which enterprises are set up by the women.

## 4.2 Marketing Practices of Women Entrepreneurs with Regard to Product

Product forms the core element of an enterprise. Today, due to changing technology, consumer behaviour and market pattern, product has become much more complex and wider in scope. It is not only required to be of quality oriented but also to be associated with a number of features. Hence, efforts have been made by producers to offer the type of products which not only meet the customers' demand but also excite them to create demand. Therefore, the present part of the study is an attempt to highlight the various kinds of marketing practices followed by women entrepreneurs of Manipur with regard to the Product element of marketing mix. The following tables reveal these.

**Table 4.2.1:** Marketing practices with regard to product elements of marketing mix

Distribution of Sample Respondents		Frequency	Percent	Cumulative Percent
Branding practice	Yes	26	13.1	13.1
	No	172	86.8	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
Labelling practice	Yes	53	26.7	26.7
	No	145	73.3	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
Packaging practice	Yes	71	35.8	35.8
	No	127	64.2	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
Product standardization	Yes	153	77.2	77.2
	No	45	22.8	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
Product related services	Yes	169	85.3	85.3
	No	29	14.7	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	

Source: Field Survey

There are different types of marketing practices which are followed by the women entrepreneurs of Manipur. Table 4.2.1 shows the different types of marketing practices which are followed by the women entrepreneurs of Manipur with regard to product. They are branding, labelling, packaging, standardisation of their products and providing services for their products. The practice of providing services related to the products (85.3 percent) is the most widely used marketing practices of women entrepreneurs of Manipur with regard to product which is followed by the practice of product standardisation (77.2 percent). It is also found that packaging practice is followed by a sizeable number (35.8 percent) of the sample women entrepreneurs of Manipur. However, only 13.1 percent of the sample women entrepreneurs are found to follow branding practices while 26.7 percent of them follow labelling practices. The table indicates that among the marketing practices with regard to product, branding is the least practiced marketing method of the sample women entrepreneurs of Manipur.

**Table 4.2.2:** Branding practices of women entrepreneurs of Manipur

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
Registration of brand name	Yes	0	0.0	0.0	0.0
	No	26	13.1	100.0	100.0
	Invalid System	172	86.9		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
Separate brand name for each product item, mix and line	Yes	3	1.5	11.5	11.5
	No	23	11.6	88.4	100.0
	<b>Total</b>	<b>26</b>	<b>13.1</b>	<b>100.0</b>	
	Invalid System	172	86.9		
<b>Total</b>			<b>100.0</b>		
Type of brand name	Descriptive name	1	.5	3.8	3.8
	Suggestive name	3	1.5	11.5	15.3
	Arbitrary name	4	2.0	15.3	30.6
	Coined name	18	9.0	69.2	100.0
	<b>Total</b>	<b>26</b>	<b>13.1</b>	<b>100.0</b>	
	Invalid System	172	86.9		
<b>Total</b>			<b>100.0</b>		

<b>Type of branding</b>	Corporate branding	22	11.1	84.6	84.6
	Unique branding	4	2.0	15.3	100.0
	<b>Total</b>	<b>26</b>	<b>13.1</b>	<b>100.0</b>	
	Invalid System	172	86.9		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Keeping of Brand mark</b>	Yes	0	0.0	0.0	0.0
	No	26	13.1	<b>100.0</b>	100.0
	Invalid System	172	86.9		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

Out of those sample women entrepreneurs of Manipur who follow branding practices, it is found that none of them registered their brand (in the Registrar of Trade Mark, Kolkata). Majority (84.6 percent) of them practiced corporate branding and none of them maintains separate brand names for different product lines and mix. It is also found that none of the women entrepreneurs of Manipur who had branded their products have brand mark. This is reflected in table 4.2.2. Further, the table shows the type of brand name chosen by the women entrepreneurs of Manipur. It is found that 9 percent of the women entrepreneurs had chosen coined name, 2 percent of them had chosen arbitrary name, 1.5 percent of them had chosen suggestive name and 0.5 percent of them had chosen descriptive brand name.

Table 4.2.3 shows that descriptive label is the most preferred type of labelling practice used by the women entrepreneurs of Manipur (19.7 percent). Besides, the other types of labelling practice used by women entrepreneurs are brand/company name label (5.5 percent) and grade label (1.5 percent). Further, it is found that none of the women entrepreneurs maintain separate account for the cost incurred in labelling. Table 4.2.3 also shows the nature of information provided in the labels of the products of women entrepreneurs of Manipur. The findings of the study reveal that 6 percent of the women

entrepreneurs provide price information whereas 5 percent of women entrepreneurs provide company/brand name in the labels of their products. The other types of information which are provided in the labels of the products of women entrepreneurs are enterprise's address, manufacturing and expiry date, enterprise's telephone number, quantum of contents, etc.

**Table 4.2.3:** Women entrepreneurs of Manipur using labelling

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent	
<b>Type of labelling</b>	Brand/Company name label	11	5.5	20.7	20.7	
	Grade label	3	1.5	5.6	26.3	
	Descriptive label	39	19.7	73.5	100.0	
	<b>Total</b>	<b>53</b>	<b>26.7</b>	<b>100.0</b>		
	Invalid System	145	73.3			
<b>Total</b>		<b>198</b>	<b>100.0</b>			
<b>Information provided in the labels:</b>	A	10	5.0	18.8	18.8	
	B	12	6.0	22.6	41.4	
	(A) Company/Brand name	A, B, C & D	10	5.0	18.8	60.2
	(B) Price	A, B & F	7	3.5	13.2	73.4
	(C) Enterprise address	A, C & E	4	2.0	7.5	80.9
	(D) Manufacturing and expiry data	A, B & G	6	3.0	11.3	92.2
	(E) Telephone	A & B	4	2.0	7.5	100.0
	(F) Quantum of contents	<b>Total</b>	<b>53</b>	<b>26.7</b>	<b>100.0</b>	
	(G) Others	Invalid System	145	73.3		
	<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

Table 4.2.4 shows the various types of packaging practices followed by the women entrepreneurs of Manipur. It is found that among the sample women entrepreneurs of Manipur who follow packaging practice, 91.5 percent of them had used package as a part of their product while only few (8.5 percent) has used package as a part of their product as well as promotional tool. Further, out of those women

entrepreneurs of Manipur who follow packing practice, 84.5 percent of them are found to used consumer package, 5.6 percent used bulk package and 4.2 percent used reuse package system. It is also found that 15.4 percent of the women entrepreneurs who follow packaging practice had provided brand name and labels in their package while majority of them (81.6 percent) do not provide any kind of information in the package.

**Table 4.2.4:** Women entrepreneurs of Manipur using packaging

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
<b>Nature of packing practice</b>	Used as a promotional tool	0	0.0	-	-
	Used as a part of the product	65	32.8	91.5	91.5
	Both the above cases	6	23.0	8.5	100.0
	<b>Total</b>	<b>71</b>	<b>35.8</b>	<b>100.0</b>	
	Invalid System	127	64.2		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Kind of packing system</b>	Consumer Package	60	30.3	84.5	84.5
	Bulk Package	4	2.0	5.6	90.1
	Reuse Package	3	1.5	4.2	94.3
	Consumer & Bulk Package	4	2.0	5.6	100.0
	<b>Total</b>	<b>71</b>	<b>35.9</b>	<b>100.0</b>	
	Invalid System	127	64.2		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Kind of packing material used</b>	Petrochemicals	65	32.8	91.5	91.5
	Wood derivatives	3	1.5	4.2	95.7
	Form	3	1.5	4.2	100.0
	<b>Total</b>	<b>71</b>	<b>35.9</b>	<b>100.0</b>	
	Invalid System	127	64.1		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Kind of information provided in the package</b>	None	58	29.2	81.6	81.6
	Labels	1	.5	1.4	83.0
	Company name	1	.5	1.4	84.4
	Brand name & Labels	11	5.5	15.4	100.0
	<b>Total</b>	<b>71</b>	<b>35.9</b>	<b>100.0</b>	
	Invalid System	127	64.1		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.



**Table 4.2.5:** Standardisation practices of women entrepreneurs of Manipur

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
<b>Technique of standardization</b>	Fixed on the own standard	150	75.7	98.0	98.0
	Fixed on the Manipur Government Standard	3	1.5	1.9	100.0
	<b>Total</b>	<b>153</b>	<b>77.2</b>	<b>100.0</b>	
	Invalid System	45	22.8		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Basis of maintaining standard:</b> (A) Measure (B) Quality (C) Size (D) Weight (E) Design (F) Colour (G) Shape	A	37	18.6	24.1	24.1
	B	12	6.0	7.8	31.9
	C	23	11.6	15.0	46.9
	D	6	3.0	3.9	50.8
	A & C	22	11.1	14.3	65.1
	C & G	22	11.1	14.3	79.4
	C, D & F	4	2.0	2.6	82.0
	B & C	6	3.0	3.9	85.9
	B & E	1	.5	0.6	86.5
	C & D	6	3.0	3.9	90.4
	A & E	7	3.5	4.5	94.9
	A, B & E	7	3.5	4.5	100.0
	<b>Total</b>	<b>153</b>	<b>77.2</b>	<b>100.0</b>	
	Invalid System	45	22.8		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

Product standardisation is a widely used method of marketing practice of women entrepreneurs of Manipur. It is revealed from Table 4.2.5 that 75.7 percent of women entrepreneurs of Manipur maintain standard for their products in various ways such as measure, size, quality, shape, design, weight, colour, etc. It is found that 18.6 percent of the women entrepreneurs maintain product standard on the basis of measure, 11.6 percent of them on the basis of size, 6 percent of them on the basis of quality and 3 percent of them on the basis of weight. Further, the table also reveals only 1.5 percent of the total women entrepreneurs follow the standard fixed by the Government of Manipur

in case of standardisation of product. It is found from the field survey that women entrepreneurs who follow this practice are the producer of bandages and gauge and these products are sold to hospitals and pharmacies.

**Table 4.2.6: Women entrepreneurs of Manipur using product related services**

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
<b>Kind of services</b>	Product Support service	64	32.3	37.8	37.8
	After sale service	19	9.5	11.2	49.0
	Both	86	43.4	50.8	100.0
	<b>Total</b>	<b>169</b>	<b>85.3</b>	<b>100.0</b>	
	Invalid System	29	14.7		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Technique of product support services</b>	Order taking	123	62.1	82.0	82.0
	Delivery & Order taking	24	12.1	16.0	98.0
	Order taking, Delivery & Maintenance	3	1.5	2.0	100.0
	<b>Total</b>	<b>150</b>	<b>75.7</b>	<b>100.0</b>	
	Invalid System	48	24.2		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Technique of after sale service</b>	Repair	39	18.1	37.1	37.1
	Replacement	29	14.6	27.6	64.7
	Refund	1	.5	.9	65.6
	Replacement of faulty items & Refund	23	11.6	21.9	87.5
	Repair & Replacement	12	6.0	11.4	98.9
	Repair & Refund	1	.5	.9	100.0
	<b>Total</b>	<b>105</b>	<b>53.0</b>	<b>100.0</b>	
	Invalid System	93	46.9		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Appointment of agencies providing after sales services</b>	Yes	8	4.0	4.8	4.8
	No	158	79.7	95.1	100.0
	<b>Total</b>	<b>166</b>	<b>83.8</b>	<b>100.0</b>	
	Invalid System	32	16.1		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

From the Table 4.2.6, it is found that among the sample women entrepreneurs who follow the practice of providing product related services, 37.8 percent of them are found to provide product support services while 11.2 percent of them are found to provide after sale services. However, about half of the sample women entrepreneurs of Manipur (50.8 percent) provide both product support services and after sales services. Among the sample women entrepreneurs of Manipur who are involved in providing product support services, it is found that order taking is the most widely used method (82 percent) of the women entrepreneurs of Manipur. Other methods of product support services provided by the women entrepreneurs are delivery and maintenance. Further, it is also found that women entrepreneurs provide after sales services in varied ways. They are repairing of the products (18.1 percent) and replacement of faulty items (14.6 percent).

### **Hypothesis Testing:**

H<sub>1</sub>: There is no significant difference between educational qualifications of women entrepreneurs of Manipur and their marketing practices with regard to branding and labelling of the products.

For the purpose of testing the hypothesis of the study, the data presented in Table 4.2.7 are used. Accordingly, the chi square method has been employed which is processed through SPSS and the result has been analysed.

**Table 4.2.7:** Cross tabulation between educational level and branding and labelling practice

Distribution of Sample Respondents		What is the level of educational qualification?					Total
		illiterate	Basic	X pass	XII Pass	Under graduate	
Branding practice	Yes	0	5	4	1	15	26
	No	2	36	36	32	67	172
<b>Total</b>		<b>2</b>	<b>41</b>	<b>40</b>	<b>33</b>	<b>82</b>	<b>198</b>
Labelling practice	Yes	0	10	7	12	24	53
	No	2	31	33	21	58	145
<b>Total</b>		<b>2</b>	<b>41</b>	<b>40</b>	<b>33</b>	<b>82</b>	<b>198</b>

Source: Field Survey

**Table 4.2.8:** Chi Square test result for H<sub>1</sub>

Details		Value	df	Asymp. Sig. (2-sided)
Branding	Pearson Chi-Square	5.687 <sup>a</sup>	4	.224
	Likelihood Ratio	6.765	4	.149
	Linear-by-Linear Association	1.425	1	.233
	N of Valid Cases	198		
Labelling	Pearson Chi-Square	4.414 <sup>b</sup>	4	.353
	Likelihood Ratio	4.992	4	.288
	Linear-by-Linear Association	1.501	1	.221
	N of Valid Cases	198		

Source: Field Survey

**Table 4.2.9:** Summary of the hypothesis test result (H<sub>1</sub>)

Hypotheses Testing	Branding	Labelling
Value (Asymp.Sig.)	.224 > 0.01 .224 > 0.05 .224 > 0.10	.353 > 0.01 .353 > 0.05 .353 > 0.10
Result	Accept	Accept

Since the test results shows acceptance in all the cases, hence the hypothesis of the study is accepted. Therefore, it can be stated that there is no significant difference

between educational qualifications of women entrepreneurs of Manipur and their marketing practices with regard to branding and labelling of the products.

From the result obtain from testing of  $H_1$ , it is found that:

- i) Higher level of educational qualification is not equal to higher number of women entrepreneurs using branding practice.
- ii) Higher level of educational qualifications is not equal to higher number of women entrepreneurs using labelling practice.

Hence, it can be inferred that the marketing practices of women entrepreneurs of Manipur with regard to branding and labelling is independent of their educational qualifications.

Sub hypotheses have also been developed in addition to the hypothesis 1 of the study. These are:

$H_0$ : There is no significant difference between educational qualifications of women entrepreneurs of Manipur and their marketing practices with regard to packaging of the products.

$H_0$ : There is no significant difference between educational qualifications of women entrepreneurs of Manipur and their marketing practices with regard to standardisation of the products.

$H_0$ : There is no significant difference between educational qualifications of women entrepreneurs of Manipur and their marketing practices with regard to product services.

The above sub hypotheses have been tested with the help of data obtained from Table 4.2.10 through chi square method. The hypotheses test results are presented in tables (4.2.11 and 4.2.12).

**Table 4.2.10:** Cross tabulation between educational level and packaging, standardisation and product related services

Distribution of Sample Respondents		What is the level of educational qualification?					Total
		illiterate	Basic	X pass	XII Pass	Under graduate	
Packaging practice	Yes	0	14	11	16	30	71
	No	2	27	29	17	52	127
<b>Total</b>		<b>2</b>	<b>41</b>	<b>40</b>	<b>33</b>	<b>82</b>	<b>198</b>
Standardization practice	Yes	1	25	35	27	65	153
	No	1	16	5	6	17	45
<b>Total</b>		<b>2</b>	<b>41</b>	<b>40</b>	<b>33</b>	<b>82</b>	<b>198</b>
Product services	Yes	2	29	37	29	72	169
	No	0	12	3	4	10	29
<b>Total</b>		<b>2</b>	<b>41</b>	<b>40</b>	<b>33</b>	<b>82</b>	<b>198</b>

Source: Field Survey

**Table 4.2.11:** Chi Square test result for sub hypotheses

Details		Value	df	Asymp. Sig. (2-sided)
Packaging	Pearson Chi-Square	4.692 <sup>a</sup>	4	.320
	Likelihood Ratio	5.314	4	.257
	Linear-by-Linear Association	.828	1	.363
	N of Valid Cases	198		
Standardisation	Pearson Chi-Square	10.004 <sup>a</sup>	4	.040
	Likelihood Ratio	9.484	4	.050
	Linear-by-Linear Association	3.040	1	.081
	N of Valid Cases	198		
Services	Pearson Chi-Square	9.552 <sup>a</sup>	4	.049
	Likelihood Ratio	8.876	4	.064
	Linear-by-Linear Association	2.858	1	.091
	N of Valid Cases	198		

Source: Field Survey

**Table 4.2.12:** Summary of the hypothesis test result of the sub hypotheses

Hypotheses Testing	Packaging	Standardisation	Services
Value (Asymp.Sig.)	.320 > 0.01 .320 > 0.05 .320 > 0.10	.040 > 0.01 .040 > 0.05 <b>.040 &lt; 0.10</b>	.049 > 0.01 .049 > 0.05 <b>.049 &lt; 0.10</b>
Result	Accept	Reject	Reject

**Table 4.2.13: Symmetric Measures**

Nominal by Nominal	Standardisation		Product Related Services	
	Value	Approx. Sig.	Value	Approx. Sig.
Phi	.225	.040	.220	.049
Cramer's V	.225	.040	.220	.049
N of Valid Cases	198		198	

Source: Field Survey

The test results shows acceptance as well as rejection of the sub hypotheses. Therefore, it can be stated that there is no significant difference between educational qualifications of women entrepreneurs of Manipur and their marketing practices with regard to packaging however, there is significant difference between educational qualifications of women entrepreneurs of Manipur and their marketing practices with regard to standardisation and product related services. The Phi and Cramer's V value obtained for product standardisation is 0.225 and that of product related service is 0.220 which indicates that the degree of significance is positive and low in both the cases.

From the result obtain from testing of the sub hypotheses, it is found that:

- i) Higher level of educational qualification is not equal to higher number of women entrepreneurs using packaging practice.
- ii) Higher level of educational qualifications is equal to higher number of women entrepreneurs using standardisation practice.
- iii) Higher level of educational qualifications is equal to higher number of women entrepreneurs using the practice of providing product related services.

Hence, it can be inferred that the marketing practices of women entrepreneurs of Manipur with regard to packaging is independent of their educational qualifications. However, the marketing practices of women entrepreneurs of Manipur with regard to product standardisation and product related service is dependent on their educational qualifications at a low degree.

## **Benefits of Product Related Marketing Practices to Women Entrepreneurs of Manipur:**

The above tables of the study had shown the various kinds of marketing practices followed by women entrepreneurs with regard to the product of their enterprise. The following table 4.2.14 reveals that whether the marketing practices adopted by the women entrepreneurs of Manipur with regard to product had benefitted them in carrying out their business.

The table 4.2.14 shows that out of those women entrepreneurs of Manipur who follow branding, labelling, packaging, standardisation practice and also practice relating to product related services; for 89.5 percent of the women entrepreneurs the practice of branding is beneficial, for 89.7 percent of the women entrepreneurs the practice of labelling is beneficial, for 41.8 percent of the women entrepreneurs the practice of packaging is beneficial, for 98.2 percent of the women entrepreneurs the practice of product standardisation is beneficial and for 87.9 percent of the women entrepreneurs the practice of providing services for their products is beneficial to them in carrying out their business.

However, it is also found that the marketing practices which are followed by the women entrepreneurs of Manipur with regard to product are not benefiting their enterprise. For 10.5 percent of the women entrepreneurs the practice of branding is not beneficial, for 10.3 percent of the women entrepreneurs the practices of labelling is not beneficial, for 51.9 percent of the women entrepreneurs the practice of packaging is not beneficial, for 1.8 percent of the women entrepreneurs the practice of standardisation is not beneficial, for 12.1 percent of the women entrepreneurs the practice of providing services for their products is not beneficial to their enterprise.



**Table 4.2.14:** Benefits from different types of product related practices followed by women entrepreneurs of Manipur

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
<b>Branding</b>	Yes	17	11.7	89.5	89.5
	No	2	1.4	10.5	100.0
	<b>Total</b>	<b>26</b>	<b>13.1</b>	<b>100.0</b>	
	Invalid System	172	86.9		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Labelling</b>	Yes	35	24.1	89.7	89.7
	No	4	2.8	10.3	100.0
	<b>Total</b>	<b>53</b>	<b>26.7</b>	<b>100.0</b>	
	invalid System	145	73.3		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Packaging</b>	Yes	25	17.2	48.1	48.1
	No	27	18.6	51.9	100.0
	<b>Total</b>	<b>71</b>	<b>35.8</b>	<b>100.0</b>	
	Invalid System	127	64.2		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Standardization</b>	Yes	110	75.9	98.2	98.2
	No	2	1.4	1.8	100.0
	<b>Total</b>	<b>153</b>	<b>77.2</b>	<b>100.0</b>	
	Invalid System	45	22.8		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Services</b>	Yes	109	75.2	87.9	87.9
	No	15	10.3	12.1	100.0
	<b>Total</b>	<b>169</b>	<b>85.3</b>	<b>100.0</b>	
	Invalid System	29	14.7		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

Table 4.2.15 indicates the degree of benefit provided by the various types of marketing practices followed by the women entrepreneurs of Manipur with regard to Product. It is found that the degree of benefit provided by branding practice is high, labelling practice is moderate, packaging practice is low, standardisation practice is high

and the benefit derived from the practice of providing product related services is moderate.

**Table 4.2.15:** Extent of benefits from different types of product related practices followed by women entrepreneurs of Manipur

Details	N		Median
	Valid	Invalid	
The degree of benefit provided by branding	26	172	2*
The degree of benefit provided by labelling	53	145	3**
The degree of benefit provided by packaging	71	127	4**
The degree of benefit provided by standardisation	153	45	2*
The degree of benefit provided by product services	169	89	3**

Source: Field Survey

1. \*Indicates high degree; \*\* Indicates moderate degree; \*\*\*Indicates low degree
2. For measuring the extent of benefits the five point scale has been used in the study. They are: 1 – very high; 2 – High, 3 – Moderate; 4 – Low and 5 – Very Low.

Table 4.2.16 shows the nature of benefits derived from various practices relating to product element of marketing mix. It is revealed that product related practices like branding, labelling, packaging, standardisation and product related services has assisted 23.4 percent of the women entrepreneurs in meeting customers need, 19.3 percent in meeting customer's need as well as achieving enterprises' objectives, 13.1 percent of in maintaining enterprise's name and meeting customers demand, and another 9 percent in attracting and retaining customers. Besides, the findings also show that product related marketing practices has also provided benefit to women entrepreneurs Manipur in product identification, product protection, image building, etc.

**Table 4.2.16:** Nature of benefits from different types of product related practices followed by women entrepreneurs of Manipur

Distribution of Sample Respondents		Frequency	Percent	Cumulative Percent
Nature of benefit	Meeting customers need	47	23.7	23.7
	Achieving enterprise's objectives	8	4.0	27.7
	Maintaining company's name & meeting customers demand	26	13.1	40.8
	Meeting customers need & Image building	12	6.0	46.8
	Product Identification & Enterprise's benefit	11	5.5	52.3
	Product Identification and Protection, Image Building	11	5.5	57.8
	Meeting customers need, attracting customers, Image building & Product identification	9	4.5	62.3
	Meeting customers need & achieving enterprise's objectives	38	19.1	81.4
	Customer attraction & Retention	17	8.5	89.9
	Enterprise's identification & customer attraction	6	3.0	92.9
	image building & Customer attraction	5	2.5	95.4
	Image building, Customer attraction & retention	8	4.0	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	

Source: Field Survey

### 4.3 Marketing Practices of Women Entrepreneurs with Regard to Price

Like product, price is also an important element of marketing mix. It also plays an important role in creating demand of the product if the market is price sensitive market. Hence, an important question for all the enterprises in such situation is how to fix the price for their products. “Price is the cost that customer is willing to bear for the product and the way it is made available to him. It represents on a unit basis what the company receives for the product which is being marketed” (Meenakshi & Kumar, 2006)<sup>1</sup>. This part of the study is an attempt to highlight the various methods and techniques which are used by the sample women entrepreneurs of Manipur while fixing prices for their products. An in-depth data analysis is also presented in this part. The types of pricing practices which have been followed by the entrepreneurs are collected from different literatures.

**Table 4.3.1:** Marketing practices of women entrepreneurs of Manipur with regard to Price element of Marketing Mix

Distribution of Sample Respondents		Frequency	Percent	Cumulative Percent
Uniform pricing of the products	Yes	198	100.0	100.0
	No	0	0.0	
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
Differential pricing of the products	Yes	71	35.9	35.9
	No	127	64.1	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
Promotional pricing	Yes	132	66.6	66.6
	No	66	33.4	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
Uniform pricing at different phases of Product Life Cycle	Yes	29	14.6	14.6
	No	169	85.4	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	

Source: Field Survey

The marketing practices of women entrepreneurs of Manipur with regard to price element of marketing mix are shown in Table 4.3.1. The table reveals that women

<sup>1</sup> op. cit Meenakshi & Kumar, 2006

entrepreneurs of Manipur fix the price of their products in different ways. However, it is found that uniform methods of pricing are used by all the sample women entrepreneurs of Manipur; the differential methods of pricing are used by 35.9 percent of them and the promotional methods of pricing are used by 66.6 percent. It is also found that 14.6 percent of the sample women entrepreneurs use different methods of uniform pricing at different phases of the product life cycle (PLC) while 84.5 percent of the sample women entrepreneurs use the same method of uniform pricing in all the phases of product life cycle. .

**Table 4.3.2** Women entrepreneurs of Manipur using different methods of Uniform and Differential Pricing

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
<b>The method of uniform pricing</b>	Cost plus based	126	63.6	63.6	63.6
	Competition based	24	12.1	12.1	75.7
	Demand based	8	4.1	4.1	79.8
	Cost & Competition based	14	7.1	7.1	86.9
	Administered pricing	26	13.1	13.1	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	<b>100.0</b>	
<b>The method of differential pricing</b>	Location pricing	9	4.5	12.6	12.6
	Time pricing	12	6.0	16.9	29.5
	Product form pricing	18	9.0	25.3	54.8
	Customer segment pricing	11	5.5	15.4	70.2
	Location & Time pricing	3	1.5	4.2	74.4
	Customer segment & Product form pricing	11	5.5	15.4	89.8
	Customer segment & Time pricing	7	3.5	9.8	100.0
	<b>Total</b>	<b>71</b>	<b>35.8</b>	<b>100.0</b>	
Invalid System		127	64.1		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

Table 4.3.2 reveals about the various types of uniform methods of pricing which are followed by the women entrepreneurs of Manipur. The cost plus base method is used by 63.6 percent of the women entrepreneurs, administered pricing by 13.1 percent

of them, competition based by 12.1 percent of them, demand based method by 4.1 percent of them respectively. However, 7.1 percent of the women entrepreneurs use both cost based and competition based method while fixing prices for their products.

. Further, the table also reveals the different types of differential pricing methods which are used by women entrepreneurs of Manipur. Out of 71 women entrepreneurs who follow this practice of pricing, 9 percent of them use product form pricing whereas time based pricing by 6 percent, customer segment pricing by 5.5 percent and location based pricing by 4.5 percent of the women entrepreneurs of Manipur.

**Table 4.3.3:** Women entrepreneurs of Manipur using different methods of uniform pricing at different phases of PLC

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
<b>Method of uniform pricing at the initial period of PLC</b>	Cost based	26	13.1	89.6	89.6
	Demand based	3	1.5	10.3	100.0
	<b>Total</b>	<b>29</b>	<b>14.6</b>	<b>100.0</b>	
	Invalid System	169	85.4		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Method of uniform pricing adopted at present stage of PLC</b>	Competition based	13	6.5	44.8	44.8
	Administered pricing	7	3.5	24.1	68.9
	Demand based	1	.5	3.4	72.3
	Cost & Competition based	8	4.0	27.5	100.0
	<b>Total</b>	<b>29</b>	<b>14.6</b>	100.0	
	Invalid System	169	85.4		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

Table 4.3.3 reveals that, at the initial period of their product life cycle, women entrepreneurs use cost based method (13.1 percent) and demand based method (1.5 percent) of uniform basis of price fixation. However, at the present stage of the product life cycle, the women entrepreneurs are also found to use other methods of uniform basis of pricing. Out of 26 women entrepreneurs of Manipur who have reported for

following different methods of uniform pricing practices at different phases of Product Life Cycle, 6.5 percent of them use competition based method of pricing, 4 percent of them cost and competition based pricing method, 3.5 percent of them administered pricing and 0.5 percent of them use demand based method of pricing their products at the current stage of their product life cycle.

**Table 4.3.4:** Women entrepreneurs of Manipur using promotional pricing practices

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
<b>Special event pricing</b>	Yes	32	16.1	24.2	24.2
	No	100	50.5	75.7	100.0
	<b>Total</b>	<b>132</b>	<b>66.6</b>	<b>100.0</b>	
	Invalid System	66	33.4		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Price cutting</b>	Yes	45	22.7	34.0	34.0
	No	87	43.9	65.9	100.0
	<b>Total</b>	<b>132</b>	<b>66.6</b>	<b>100.0</b>	
	Invalid System	66	33.4		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Price leadership</b>	Yes	33	16.6	25.0	25.0
	No	99	50.0	75.0	100.0
	<b>Total</b>	<b>132</b>	<b>66.6</b>	<b>100.0</b>	
	Invalid System	66	33.4		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Discounting</b>	Yes	61	30.8	46.2	46.2
	No	71	35.8	53.7	100.0
	<b>Total</b>	<b>132</b>	<b>66.6</b>	<b>100.0</b>	
	Invalid System	66	33.4		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Concession</b>	Yes	56	28.2	42.4	42.4
	No	76	38.3	57.5	100.0
	<b>Total</b>	<b>132</b>	<b>66.6</b>	<b>100.0</b>	
	Invalid System	66	33.4		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

From Table 4.3.4, it can be seen that different methods of promotional pricing have been followed by the women entrepreneurs of Manipur. The various promotional pricing methods followed by the women entrepreneurs are special event pricing, price cutting, price leadership, discounting and concession. It is found that 16.1 percent of the women entrepreneurs of Manipur follow special event pricing practice, 22.7 percent of them follow price cutting practice, 16.6 percent of them follow price leadership practice, 30.8 percent of them follow discounting practice and 28.2 percent follow the practice of providing concession. However, when enquired about the use of cash rebates and allowances which are also other important methods of promotional pricing, it is found that none of the sample women entrepreneurs of Manipur follow such practice till date. This implies that the methods of cash rebates and allowances fail to take root among the women entrepreneurs of Manipur.

**Table 4.3.5:** Women entrepreneurs of Manipur using discounts and concessions

Parameters and Variables		Frequency	Percent	Valid Percent*	Cumulative Percent
Nature of discount	Trade & Cash discount	3	1.5	4.9	4.9
	Trade discount	38	19.2	62.3	67.2
	Cash discount	20	10.1	32.7	100.0
	<b>Total</b>	<b>61</b>	<b>30.8</b>	<b>100.0</b>	
	Invalid System	137	69.2		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
The type of concession	Quantity Concession	26	13.1	46.4	46.4
	Price & quantity concession	12	6.0	21.4	67.8
	Price concession	18	9.1	32.2	100.0
	<b>Total</b>	<b>56</b>	<b>28.2</b>	<b>100.0</b>	
	Invalid System	142	71.8		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

Out of those women entrepreneurs who give discounts and concessions to their customers, it is found from Table 4.3.5 that cash discounts and trade discounts are the



popular methods of discounting while price and quantity concessions are the popular methods of concessions. It is also found that among the women entrepreneurs involved in discounting, trade discount is provided by 62.3 percent of them and cash discount by 32.7 percent of them while 4.9 percent of them are involved in both the cash discount and trade discount. Further, it is also found that among the sample women entrepreneurs of Manipur who are involved in providing concession 46.4 percent of them provide quantity concession, 32.2 percent of them provide price concession and 21.4 percent of them provide both the quantity and cash concession to their customers.

### **Hypothesis Testing:**

H<sub>2</sub>: There is no other practice than the cost plus pricing practice in fixing the price of the products of women entrepreneurs of Manipur.

For the purpose of testing the present hypothesis of the study, the sample women entrepreneurs are classified on the basis of the industry group wherein their entrepreneurial activity belonged to. The various types of industry groups are: Agro based industry, Mineral based industry, Textile based industry, Forest based industry, Polymer and Chemical based industry, and Rural-engineering and Bio-tech based industry. Accordingly, the pricing methods of the sample respondents are distributed. The data is presented in Table 4.3.6.

**Table 4.3.6:** Cross tabulation between type of industry and uniform pricing methods

Distribution of Sample Respondents		Type of Industry						Total
		Agro	Mineral	Textile	Forest	Polymer & Chemical	Rural Engg. & Bio-tech	
Cost	Yes	8	0	99	13	3	3	126
	No	5	7	40	14	0	6	72
<b>Total</b>		<b>13</b>	<b>7</b>	<b>139</b>	<b>27</b>	<b>3</b>	<b>9</b>	<b>198</b>
Competition	Yes	4	4	12	1	0	3	24
	No	9	3	127	26	3	6	174
<b>Total</b>		<b>13</b>	<b>7</b>	<b>139</b>	<b>27</b>	<b>3</b>	<b>9</b>	<b>198</b>
Demand	Yes	0	0	7	1	0	0	8
	No	13	7	132	26	3	9	190
<b>Total</b>		<b>13</b>	<b>7</b>	<b>139</b>	<b>27</b>	<b>3</b>	<b>9</b>	<b>198</b>
Administered	Yes	2	0	12	8	0	4	26
	No	11	7	127	19	3	5	172
<b>Total</b>		<b>13</b>	<b>7</b>	<b>139</b>	<b>27</b>	<b>3</b>	<b>9</b>	<b>198</b>
Cost & Competition	Yes	0	3	9	2	0	0	14
	No	13	4	130	25	3	9	184
<b>Total</b>		<b>13</b>	<b>7</b>	<b>139</b>	<b>27</b>	<b>3</b>	<b>9</b>	<b>198</b>

Source: Field Survey

**Table 4.3.7:** Chi square test result of H<sub>2</sub>

Details	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.817 <sup>a</sup>	5	.000
Likelihood Ratio	26.558	5	.000
Linear-by-Linear Association	.659	1	.417
N of Valid Cases	198		

Source: Field Survey

**Table 4.3.8:** Summary of the hypotheses test results (H<sub>2</sub>)

<b>Hypotheses Testing</b>	<b>Cost Based Pricing</b>
Value (Asymp.Sig.)	.000 < 0.01
Result	<b>Reject</b>

**Table 4.3.9:** Symmetric measures (H<sub>2</sub>)

<b>Nominal by Nominal</b>		<b>Value</b>	<b>Approx. Sig.</b>
Nominal by Nominal	Phi	.347	.000
	Cramer's V	.347	.000
N of Valid Cases		198	

Source: Field Survey

The result obtained from hypothesis testing clearly shows that not only cost plus pricing, but also there are other pricing practices which are followed by the women entrepreneurs of Manipur.

### **Benefits of Price Related Marketing Practices to Women Entrepreneurs of Manipur:**

The previous tables relating to marketing practices of women entrepreneurs of Manipur with regard to price have highlighted the different forms of pricing practices which have been followed by the women entrepreneurs of Manipur. However, the following Tables (4.3.10, 4.3.11 and 4.3.12) reflect the benefits which are derived by the women entrepreneurs of Manipur from these practices.

**Table 4.3.10:** Benefits from different types of pricing practices followed by women entrepreneurs of Manipur

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
<b>Benefit of uniform pricing</b>	Yes	198	100.0	100.0	100.0
	No	0	0.0		
	<b>Total</b>	<b>198</b>	<b>100.0</b>		
<b>Benefit of differential pricing</b>	Yes	64	32.3	90.2	90.2
	No	7	3.5	9.8	100.0
	<b>Total</b>	<b>71</b>	<b>35.8</b>	<b>100.0</b>	
	Invalid System	127	64.2		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Benefit of promotional pricing</b>	Yes	128	64.6	96.9	96.9
	No	4	2.0	3.1	100.0
	<b>Total</b>	<b>132</b>	<b>66.6</b>	<b>100.0</b>	
	Invalid System	66	33.1		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

Table 4.3.10 shows that for cent percent of the sample women entrepreneurs of Manipur, the uniform approach of pricing can provide benefit to their enterprise. Out of 35.9 percent of the total women entrepreneurs who follow differential pricing practice, 90.2 percent of them are found to have obtained benefit from such practice while only 9.8 percent of them do not get benefit. It is also found that out of 66.6 percent of the total women entrepreneurs who follow promotional pricing practice, 96.9 percent of them are benefited by such practice while only 3.1 percent of them are not benefited.

**Table 4.3.11:** Extent of benefits from different types of pricing practices followed by women entrepreneurs of Manipur

Details	N		Median
	Valid	Invalid	
The degree of benefit provided by uniform pricing methods	145	0	2*
The degree of benefit provided by differential methods of pricing	52	93	3**
The degree of benefit provided by promotional methods of pricing	97	48	3**

Source: Field Survey

1. \*Indicates high degree; \*\* Indicates moderate degree
2. For measuring the extent of benefits the five point scale has been used in the study. They are: 1 – very high; 2 – High, 3 – Moderate; 4 – Low and 5 – Very Low.

Table 4.3.11 shows the degree of benefit derived from the different forms of marketing practices followed by women entrepreneurs of Manipur with regard to price element of marketing mix. It is revealed from this table that differential pricing and promotional pricing practices give positive impact among the women entrepreneurs of Manipur with the data showing a record of moderate degree of benefit derived from these practices. However, a high degree of benefit has been obtained by the women entrepreneurs of Manipur from the uniform pricing practice.

Table 4.3.12 of the study reflects the various ways in which the different forms of marketing practices with regard to price element of marketing mix have benefited them. It is shown that practices like uniform pricing, differential pricing and promotional pricing has helped 26.2 percent of the women enterprises in earning their target return, 15.1 percent of them in earning not only their target return but also in increasing their sales and 9.5 percent of them in making profit. Besides, the other types of benefits which are derived from the price related marketing practices to women entrepreneurs of Manipur are attracting customers, resistance to competition, etc.

**Table 4.3.12:** Nature of benefits from different types of pricing practices followed by women entrepreneurs of Manipur

<b>Distribution of Sample Respondents</b>		<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
<b>The nature of benefit derived from different types of pricing practices</b>	Earning target return	52	26.2	26.2
	Making profit	20	10.1	36.3
	Earning target return & attracting customers	19	9.5	45.8
	Profit making & Increasing sales	26	13.1	58.9
	Making profit, Increasing sales & Attracting customers	19	9.5	68.4
	Earning target return & Increasing sales	30	15.1	83.5
	Making profit & attracting customers	18	9.0	92.5
	Resistance to competition & Earning target return	5	2.5	95.0
	Attracting customers & Increasing sales	9	4.5	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	

Source: Field Survey

Table 4.3.12 shows about the benefits. It is inferred from the table that different types of benefit can be derived from the particular pricing practice which is followed by the women entrepreneurs of Manipur.

## 4.4 Marketing Practices of Women Entrepreneurs with Regard to Promotion

No sale can take place without conveying message of any sort through one or the other means/mediums of promotion whether it is that of large and multinational companies or that of micro and small enterprises. In this situation, it has become important to enquire whether women entrepreneurs of Manipur use promotional tools, if found what are the tools and techniques of promotion which have been employed for their enterprises and whether these tools and techniques are rendering benefit to their enterprise(s) is also required to be enquired. The present part of the study provides a detail information and analysis of the various types of marketing practices followed by the women entrepreneurs of Manipur with regard to promotion element of marketing mix.

**Table 4.4.1:** Marketing practices with regard to Promotion element of Marketing Mix

Distribution of Sample Respondents		Frequency	Percent	Cumulative Percent
<b>Personal selling</b>	Yes	198	100.0	100.0
	No	0	0	
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
<b>Advertising</b>	Yes	75	37.8	37.8
	No	123	62.1	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
<b>Sales promotion</b>	Yes	116	58.5	58.5
	No	82	41.4	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
<b>Public relations</b>	Yes	14	7.0	7.0
	No	184	92.9	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	

Source: Field Survey

Table 4.4.1 of the study shows the various kinds of marketing practices followed by the women entrepreneurs of Manipur with regard to promotion element of marketing

mix. From the Table, it is found that the women entrepreneurs of Manipur practice all the four basic forms of promotion viz. Personal Selling, Advertising, Sales Promotion and Public Relation. The recorded data shows that personal selling is practiced by all the women entrepreneurs of Manipur. It is also found that advertising is another practice for a sizeable number (37.8 percent) of women entrepreneurs of Manipur. Further, it is also found that public relations is practiced by 7 percent of the women entrepreneurs however, in case of sales promotion it is found that majority (58.5 percent) of the sample women entrepreneurs of Manipur follow this practice in order to promote their enterprise and its products. It can be stated that besides personal selling, which is followed by all the sample women entrepreneurs of Manipur, sales promotion is a widely used form of promotion.

**Table 4.4.2:** Women entrepreneurs of Manipur practicing Personal Selling

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
<b>Personal selling approach</b>	Direct marketing	44	22.2	22.2	22.2
	Both direct marketing and order taking	154	77.8	77.8	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	<b>100.0</b>	
<b>Order taking techniques</b>	Direct response marketing	146	73.7	94.8	94.8
	Direct response marketing & catalogue selling	8	4.0	5.2	100.0
	<b>Total</b>	<b>154</b>	<b>77.8</b>	100.0	
	Invalid System	44	22.2		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Direct marketing techniques</b>	Sale at own premise	173	87.4	87.4	87.4
	Door-to-door selling & sale at own premise	4	2.0	2.0	89.4
	Sale at own premise & collecting bill from customers	15	7.6	7.6	97.0
	Sale at own premise & visiting customers in groups	6	3.0	3.0	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	<b>100.0</b>	

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.



The various types of personal selling techniques which are followed by the women entrepreneurs of Manipur are shown in Table 4.4.2. The table reveals that 77.8 percent of the women entrepreneurs promote their product through both the methods of personal selling (i.e. order taking and direct marketing) while a sizeable number (22.2 percent) of them promote their products through direct marketing method. Out of 154 women entrepreneurs who practice order taking techniques, the most common method is direct response marketing (73.7 percent). It is also found that the most common method of direct marketing followed by the women entrepreneurs of Manipur are sale at own premise (87.4 percent).

**Table 4.4.3:** Women entrepreneurs of Manipur using salesmanship

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
<b>Appointment of salesman</b>	Yes	19	9.5	9.5	9.5
	No	179	90.4	90.3	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	<b>100.0</b>	
<b>Method of recruiting salesman</b>	Advertisement	3	1.5	15.8	15.7
	Recommendation	8	4.0	42.1	57.8
	Existing employees	8	4.0	42.1	100.0
	<b>Total</b>	<b>19</b>	<b>9.5</b>	<b>100.0</b>	
	Invalid System	179	90.4		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

Table 4.4.3 shows that salesmanship is another method of personal selling which is followed by 9.5 percent of the women entrepreneurs of Manipur, out of which 42.1 percent of them appoint salesman on the basis of the recommendation from their employees and others i.e. 15.8 percent of them has appointed salesman through

advertisement and 42.1 percent of them has appointed their own existing employees as salesman.

**Table 4.4.4:** Women entrepreneurs of Manipur using advertising

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
Indoor advertising	Yes	11	5.5	14.5	14.5
	No	64	32.4	85.5	100.0
	<b>Total</b>	<b>75</b>	<b>37.9</b>	<b>100.0</b>	
	Invalid System	123	62.1		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
Outdoor advertising	Yes	1	.7	1.8	1.8
	No	74	37.2	98.2	100.0
	<b>Total</b>	<b>75</b>	<b>37.9</b>	<b>100.0</b>	
	Invalid System	123	62.1		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
Direct advertising	Yes	10	4.8	12.7	12.7
	No	65	33.1	87.3	100.0
	<b>Total</b>	<b>75</b>	<b>37.9</b>	<b>100.0</b>	
	Invalid System	123	62.1		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
Promotional advertising	Yes	75	37.9	100.0	100.0
	No	0	0.0	0.0	
	Invalid System	123	62.1	<b>100.0</b>	
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

Table 4.4.4 and Table 4.4.5 indicate that out of 75 women entrepreneurs who follow advertising practice, 37.9 percent of them are found to use promotional pricing practices like window display and interior display and showrooms; whereas 5.5 percent of them use indoor advertising mediums like television and newspapers; 4.8 percent of them use direct advertising mediums like booklets and catalogues and 0.7 percent of them use outdoor advertising mediums like painted display.

**Table 4.4.5: Women entrepreneurs of Manipur using different advertising mediums**

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
<b>Medium of indoor advertising</b>	Newspaper	3	1.4	25.0	25.0
	Television	8	4.1	75.0	100.0
	<b>Total</b>	<b>11</b>	<b>5.5</b>	<b>100.0</b>	
	Invalid System	187	94.5		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Medium of outdoor advertising</b>	Painted display	1	.7	100.0	100.0
	Invalid System	197	99.3		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Direct advertising mediums</b>	Booklets/Catalogues	10	4.8	100.0	100.0
	Invalid System	188	95.2		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
	Interior display	34	17.2	45.5	45.5
	Window display	12	6.2	16.4	61.9
	Show rooms	4	2.1	5.5	67.4
	Window & Interior display	25	12.4	32.7	100.0
	<b>Total</b>	<b>75</b>	<b>37.9</b>	<b>100.0</b>	
	Invalid System	123	62.1		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

From Table 4.4.6, it is found that among the different types of sales promotion practice, consumer sales promotion, trade promotion and dealer's sales promotion are the methods of sales promotion used by the women entrepreneurs of the sample study. However, it is also found that the sales force promotion method which is an important method of promoting sales is not found to be used by none of the sample women entrepreneurs of Manipur. This implies that the sales force promotion method fails to take root among the women entrepreneurs of Manipur.

**Table 4.4.6: Women entrepreneurs of Manipur using Sales Promotion**

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
<b>Consumer sales promotion</b>	Yes	82	41.4	70.6	70.6
	No	34	17.2	29.4	100.0
	<b>Total</b>	<b>116</b>	<b>58.6</b>	<b>100.0</b>	
	Invalid System	82	41.4		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Trade promotion</b>	Yes	80	40.0	68.2	68.2
	No	36	18.6	31.8	100.0
	<b>Total</b>	<b>116</b>	<b>58.6</b>	<b>100.0</b>	
	Invalid System	82	41.4		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Dealer promotion</b>	Yes	22	11.0	18.8	18.8
	No	94	47.6	81.2	100.0
	<b>Total</b>	<b>116</b>	<b>58.6</b>	<b>100.0</b>	
	Invalid System	82	41.4		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Sales force promotion</b>	No	116	58.6	100.0	100.0
	Invalid System	82	41.4		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

Table 4.4.6 has further shown that out of 116 sample women entrepreneurs of Manipur who practice sales promotion as a method of promoting of their enterprises, 70.6 percent of them are found to practice consumer sales promotion 62.8 percent trade promotion and 18.8 percent dealer's promotion respectively. This indicates that consumer sales promotion is the most widely used method of sales promotion among the sample women entrepreneurs of Manipur. However, there are different techniques of consumer sales promotion, trade promotion and dealers' promotion which are followed by the women entrepreneurs of Manipur. Table 4.4.7 shows the different types of the techniques of sales promotion practices which are followed by the sample women entrepreneurs of Manipur.

**Table 4.4.7:** Women entrepreneurs of Manipur using different techniques of Consumer and Trade and Consumer Sales Promotion

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
Consumer sales promotion techniques	Demonstration	38	19.3	46.7	46.7
	Demonstration & Free trials	12	6.2	15.0	61.7
	Sample, Demonstration & Free trials	11	5.5	13.3	75.0
	Free trials	6	2.8	6.7	81.7
	Sample & Demonstration	11	5.5	13.3	95.0
	Sample	3	1.4	3.3	98.3
	Contest & Demonstration	1	.7	1.7	100.0
	<b>Total</b>	<b>82</b>	<b>41.4</b>	<b>100.0</b>	
	Invalid System	116	58.6		
<b>Total</b>	<b>198</b>	<b>100.0</b>			
Trade and consumer promotion techniques	Exhibitions	27	13.8	34.5	34.5
	Trade fairs	15	7.6	19.0	53.4
	Exhibitions & Trade fairs	37	18.6	46.6	100.0
	<b>Total</b>	<b>80</b>	<b>40.0</b>	<b>100.0</b>	
	Invalid System	118	60.0		
<b>Total</b>	<b>198</b>	<b>100.0</b>			

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

From Table 4.4.7, it is found that among the techniques of consumer sales promotion practice, demonstration has been commonly used by the sample women entrepreneurs of Manipur (46.7 percent) whereas free trials by 6.7 percent of them, sample by 3.3 percent of them and contest as well as demonstration by 1.7 percent of them. Similarly, among the techniques of trade and consumer promotion practice, it is found that 34.5 percent of the sample women entrepreneurs of Manipur have taken part in exhibitions, 19 percent of them in trade fairs and 46.6 percent of them in both the trade fair and exhibition which was organised by the state and central government and other institutions/organisations.

**Table 4.4.8:** Women entrepreneurs of Manipur using techniques of Dealers' Sales Promotion and Public relations

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
<b>Dealer promotion techniques</b>	Merchandise allowance	3	1.4	12.5	12.5
	Free gift	19	9.7	87.5	100.0
	<b>Total</b>	<b>22</b>	<b>11.0</b>	<b>100.0</b>	
	Invalid System	176	89.0		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
<b>Public relation techniques</b>	Press release	1	.7	10.0	10.0
	Press release & Radio forecast	6	2.8	40.0	50.0
	Radio forecast, Video release, Events	3	1.4	20.0	70.0
	Events & Fact Sheets	3	1.4	20.0	90.0
	Events	1	.7	10.0	100.0
	<b>Total</b>	<b>14</b>	<b>6.9</b>	<b>100.0</b>	
	Invalid System	184	93.1		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

Table 4.4.8 shows the various types of tools and techniques of dealer's sales promotion and public relations which are used by the sample women entrepreneurs of Manipur. From the table, it is found that free gift to the dealers and retailers is common among women entrepreneurs while merchandise allowance is a practice for few (1.4 percent) women entrepreneurs of Manipur. Further, the table also shows that from among women who are involved in maintaining public relations, 0.7 percent of them are found to conduct press release, again another 0.7 percent of the them are found to conduct events like choosing of the best mother and child of the year, fashion shows, participating in concerts, etc. as a tool for maintaining public relations. Besides, radio forecast, video release, fact sheets, etc. are also found to be used by women entrepreneurs as a tool for maintaining public relations. However, among all the tools of

public relations used by the sample women entrepreneurs of Manipur, it is found that majority (2.8 percent) of them are involved in press release and radio forecast about their enterprise and themselves.

### Hypothesis Testing:

H<sub>3</sub>: 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.

For the purpose of testing the above hypothesis of the study, the data presented on Table 4.4.9 is used and the result of the test is analysed after the table. The present hypothesis is tested with the help of chi square method processed through SPSS.

**Table 4.4.9:** Cross tabulation between educational level and Promotion related practices

Distribution of Sample Respondents		Level of educational qualifications					Total
		illiterate	Basic	X pass	XII Pass	Under graduate	
Advertising	Yes	2	14	11	14	34	75
	No	0	27	29	19	48	123
<b>Total</b>		<b>2</b>	<b>41</b>	<b>40</b>	<b>33</b>	<b>82</b>	<b>198</b>
Sales promotion	Yes	2	18	17	18	62	116
	No	0	23	23	15	20	82
<b>Total</b>		<b>2</b>	<b>41</b>	<b>40</b>	<b>33</b>	<b>82</b>	<b>198</b>
Public relation	Yes	0	4	1	0	9	14
	No	2	37	39	33	72	184
<b>Total</b>		<b>2</b>	<b>41</b>	<b>40</b>	<b>33</b>	<b>82</b>	<b>198</b>

Source: Field Survey

**Table 4.4.10:** Chi square test result of H<sub>3</sub>

Details		Value	df	Asymp. Sig. (2-sided)
Advertising	Pearson Chi-Square	6.091 <sup>a</sup>	4	.192
	Likelihood Ratio	6.774	4	.148
	Linear-by-Linear Association	.595	1	.441
	N of Valid Cases	198		
Sales promotion	Pearson Chi-Square	19.390 <sup>a</sup>	4	.001
	Likelihood Ratio	20.547	4	.000
	Linear-by-Linear Association	12.783	1	.000
	N of Valid Cases	198		
Public relations	Pearson Chi-Square	6.288 <sup>a</sup>	4	.179
	Likelihood Ratio	8.852	4	.065
	Linear-by-Linear Association	.546	1	.460
	N of Valid Cases	198		

Source: Field Survey

**Table 4.4.11:** Summary of the hypotheses test results (H<sub>3</sub>)

Hypotheses Testing	Advertising	Sales Promotion	Public Relations
Value (Asymp.Sig.)	.192 > 0.01 .192 > 0.05 .192 > 0.10	<b>.001 &lt; 0.01</b>	.179 > 0.01 .179 > 0.05 .179 > 0.10
Result	Accept	Reject	Accept

Source: Field Survey

**Table 4.4.12:** Symmetric measures (H<sub>3</sub>)

Nominal by Nominal	Sales Promotion	
	Value	Approx. Sig.
Phi	.313	.001
Cramer's V	.313	.001
N of Valid Cases	198	

Source: Field Survey

The hypothesis test result obtained shows that there is no significant difference between the educational qualifications of women entrepreneurs of Manipur and their advertising and public relations practices. However, there is significant difference between the educational qualifications of women entrepreneurs of Manipur and their



sales promotion practices. The Phi and Cramer's V value obtained for sales promotion is 0.313 which indicates that the degree of significant is positive and moderate.

From the result obtain from testing of H<sub>3</sub>, it is found that:

- i) Higher level of educational qualification is not equal to the higher number of women entrepreneurs following advertising practice.
- ii) Higher level of educational qualifications is not equal to the adoption of public relations practice of women entrepreneurs of Manipur.
- iii) Higher level of educational qualification is equal to the adoption of sales promotion practices of women entrepreneurs of Manipur at a moderate rate.

Hence, it can be inferred that the marketing practices of women entrepreneurs of Manipur with regard to advertising and public relations is independent of their educational qualifications. However, the marketing practice of women entrepreneurs of Manipur with regard to sales promotion is dependent on the educational qualifications at moderate degree.

### **Benefits of Promotion Related Marketing Practices to Women Entrepreneurs of Manipur:**

The previous tables relating to the marketing practices of women entrepreneurs of Manipur with regard to promotion has laid down the various tools, techniques and method which are followed by the women entrepreneurs for the purpose of promoting themselves, their enterprise and its products. The later part of the study intends to provide information on the benefits rendered by those practices to the sample women entrepreneurs of Manipur in carrying out their business. Therefore, Table 4.4.13 of the study presents whether the promotion related practices which are adopted by the sample

women entrepreneurs have benefitted them and if such practices have benefitted them then the extent/degree of benefit and the nature of benefit have been presented.

From the Table 4.4.13, it is found that the practice of personal selling benefits all the sample women entrepreneurs of Manipur. It is also found that out of 45 sample women entrepreneurs who practice advertising, 93.9 percent of them are found to have obtained benefit from this practice while only 6.1 percent of them are found to be not benefitted by this practice. Out of 116 sample women entrepreneurs who practice sales promotion, it is found that 91.8 percent of them are benefitted from this practice while only 8.2 percent of them are found to be not benefitted.

**Table 4.4.13:** Benefits from different types of promotion practices followed by women entrepreneurs of Manipur

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
Personal selling	Yes	198	100.0	100.0	100.0
	No	0	-	-	-
<b>Total</b>		<b>198</b>	<b>100.0</b>		
Advertising	Yes	42	21.2	93.3	93.3
	No	3	1.5	6.6	100.0
	<b>Total</b>	<b>45</b>	<b>22.7</b>	<b>100.0</b>	
	Invalid System	153	77.3		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
Sales promotion	Yes	106	53.5	91.3	91.3
	No	10	5.0	8.6	100.0
	<b>Total</b>	<b>116</b>	<b>58.5</b>	<b>100.0</b>	
	Invalid System	82	41.4		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
Public relations	Yes	11	5.5	78.5	78.5
	No	3	1.5	21.5	100.0
	<b>Total</b>	<b>14</b>	<b>7.0</b>	<b>100.0</b>	
	Invalid System	184	93.0		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.

Table 4.4.14 indicates the degree of benefit derived from the different forms of promotional pricing practices followed by women entrepreneurs of Manipur with regard to promotion element of marketing mix. It is found from this table that the degree of benefit obtained is high in case of personal selling practice while it is moderate in case of advertising and sales promotion practices. However, a significant finding of the study is that though the public relations practice benefits the sample women entrepreneurs, the degree of benefit is low.

**Table 4.4.14:** Extent of benefits from different types of promotion practices followed by women entrepreneurs of Manipur

Details	N		Median
	Valid	Invalid	
The degree of benefit provided by personal selling	198	0	2*
The degree of benefit provided by advertising	33	112	3**
The degree of benefit provided by sales promotion	85	60	3**
The degree of benefit provided by public relations	10	135	4***

Source: Field Survey

1. \* Indicates high degree; \*\*Indicates moderate degree; \*\*\*Indicates low degree
2. For measuring the extent of benefits the five point scale has been used in the study. They are: 1 – very high; 2 – High, 3 – Moderate; 4 – Low and 5 – Very Low.

Table 4.4.15 of the study reveals the various ways in which the promotion related marketing practice have benefitted the women entrepreneurs of Manipur. From the table, it is found that creation of demand, market penetration, customer attraction, resistance to competition, capturing market share, market penetration, etc. are the common benefits which are derived by the women entrepreneurs of Manipur from the promotion related marketing practices. However, it is found that 25.5 percent of the sample women entrepreneurs of Manipur have been able to create customer's demand

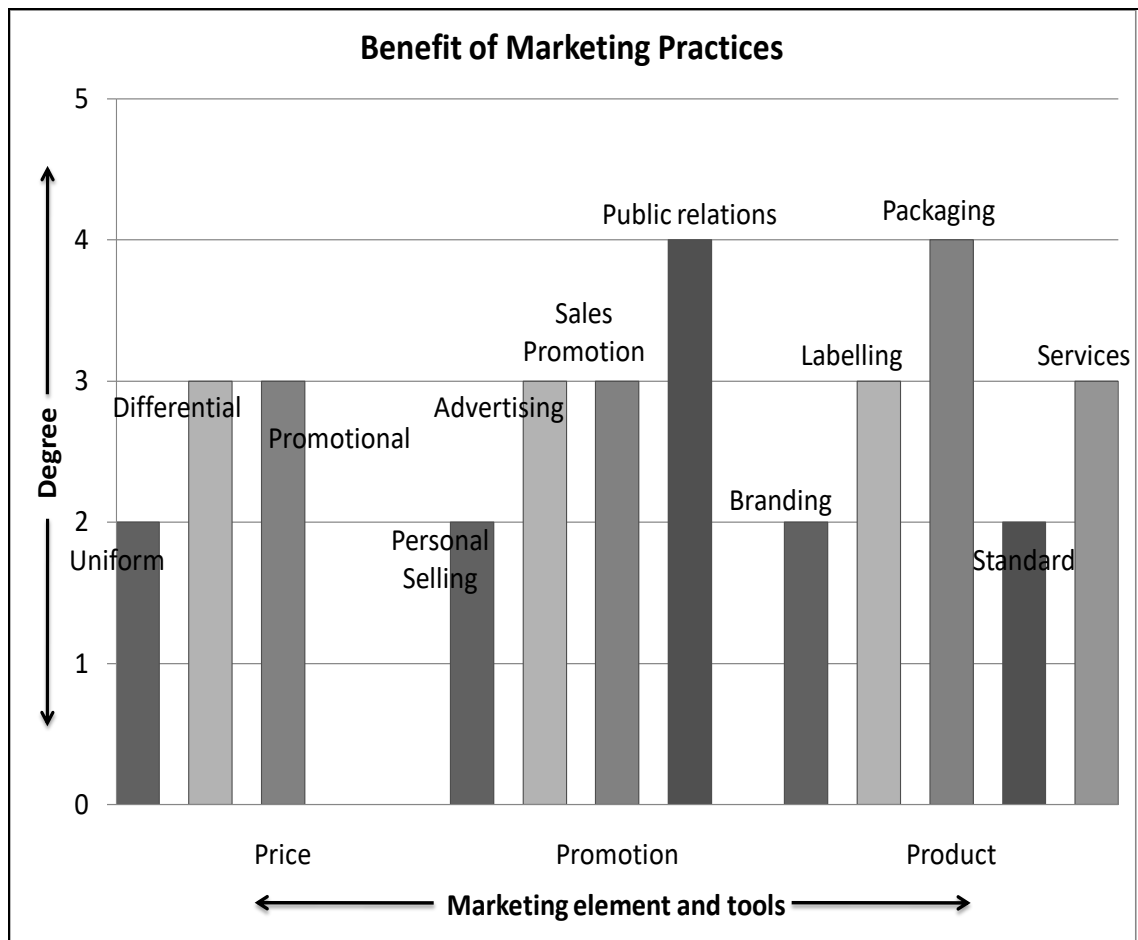
for their products due to promotional practices adopted by them. This implies that promotional practice is a useful tool in creating demand for the products of women entrepreneurs of Manipur.

**Table 4.4.15:** Nature of benefits from different types of pricing practices followed by women entrepreneurs of Manipur

<b>Distribution of Sample Respondents</b>		<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
<b>the nature of benefit derived from adopting various kinds of practice in relation to promotion</b>	Creation of demand	50	25.5	25.5
	Capturing market share	8	4.1	29.6
	Market penetration	3	1.4	31.0
	Creation of demand, market penetration & attracting customers	4	2.1	33.1
	Creation of demand & Penetration of market	33	16.6	49.7
	Customer attraction & Creation of demand	35	17.9	67.6
	Capturing market share & Creating demand	26	13.1	80.7
	Resistance to competition & Capturing market share	12	6.2	86.9
	Resistance to competition & market penetration	15	7.6	94.5
	Creation of demand, market penetration & resistance to competition	6	2.8	97.3
	Customer attraction, Creation of demand & Resistance to competition	6	2.8	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	

Source: Field Survey

**Figure 4.1:** The Degree of benefit derived from marketing practices with regard to Product, Price and Promotion.



Source: Field Survey

\* Scale of vertical axis: 1 indicates very high degree; 2 indicates high degree; 3 indicates moderate degree; 4 indicates low degree and 5 indicates very low degree.

## **4.5 Influence of Social System on Marketing Practices of Women Entrepreneurs of Manipur**

The present part of the study is based on the assumption that women entrepreneurs of Manipur always take decision under the influence of the prevailing social system of Manipur. Here, “a social system may be defined as a plurality of individual actors who are engaged in more or less stable interaction according to shared cultural norms and meanings. Individuals constitute the basic interaction units. But the interacting units may be groups or organisation of individuals within the system” (Parsons, 1991)<sup>2</sup>. Further, according to Charles P. Loomis, the social system is composed of the patterned interaction of visual actors whose relation to each other are mutually oriented through the definition of the mediation of pattern of structured and shared symbols and expectations (Mondal, 2015)<sup>3</sup>. The present social system of Manipur is patriarchy social system. A patriarchy social system can be defined as a set of social relations between men and women, which have a material base, and which, though hierarchical, establish or create independence and solidarity among men that enable them to dominate women (Jagger & Rosenberg, 1984)<sup>4</sup>. That means, women are not entitled to the same level of freedom and independence as are entitled to men in this kind of social system. Because of the patriarchy social system prevailing in Manipur, women are always dependent on men in making decision concerning to themselves or their children. This also finds way in the decision making function of women regarding their entrepreneurial venture. It means that the prevailing patriarchy social system of

---

<sup>2</sup> Parsons. T. (1991). *The Social System*. London: Routledge & Kargan Paul Ltd. Retrieve from <http://www.ebookstore.tandf.co.uk/>.

<sup>3</sup> Mondal, P. (2015). Social System: Meaning, Elements, Characteristics and Types. Retrieved March 26, 2016 from <http://www.yourarticlelibrary.com/sociology/social-system-meaning-elements-characteristics-and-types/8524/>

<sup>4</sup> Jagger, M. A. and Rosenberg, S. P. (1984). *Feminist Frameworks (Eds.)*. New York: MC Grew-Hill.

Manipur will also have a positive impact on the marketing practices of women entrepreneurs of Manipur with regard to product, price and promotion element of marketing mix. Based on this assumption, data has been collected which would help in highlighting whether social system influence on women entrepreneurs of Manipur in adopting their marketing practices. For the purpose, questions of such nature are asked: (i) whether husband, father, male family members and relatives influence in adopting marketing practices for the women owned enterprise; and (ii) if yes, the degree of influence, etc. The degree of influence is measured through five point scale, i.e. Very High – 1, High – 2, Moderate – 3, Low – 4 and Very Low – 5. Consequently, the collected data are recorded and presented in Table 19.1 and 19.2 of the study. Hence, the present part of the study reflects the influence of social system on the marketing practices of women entrepreneurs of Manipur with regard to product, price and promotion and the degree of influence of social system on the marketing practices of women entrepreneurs of Manipur.

**Table 4.5.1:** Influence of social system on the marketing practices of women entrepreneurs of Manipur with regard to Product, Price and Promotion.

Distribution of Sample Respondents		Frequency	Percent	Cumulative Percent
Influence of social system on Product	Yes	78	39.3	39.3
	No	120	60.7	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
Influence of social system on Price	Yes	45	22.7	22.8
	No	153	77.3	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	
Influence of social system on Promotion	Yes	53	26.7	26.9
	No	145	73.3	100.0
	<b>Total</b>	<b>198</b>	<b>100.0</b>	

Source: Field Survey

Table 4.5.1 indicates that social system influences the development of marketing practice of women entrepreneurs of Manipur. That is, out of 198 sample women

entrepreneurs of Manipur it is found that 39.3 percent of them are influenced by social system and the degree of influenced is identified to be high. It is also found that social system influenced 22.8 percent of the women entrepreneurs in following their marketing practices with regard to price while 26.9 percent of them are found to be influenced by the social system prevailing in Manipuri society while following promotion related practices. However, the extent of influence exercise by social system is found to be moderate in case of price related marketing practices and high in case of promotion related marketing practices of women entrepreneurs of Manipur.

**Table 4.5.2:** Women entrepreneurs of Manipur who are influenced by men in following marketing practices

Distribution of Sample Respondents		Frequency	Percent	Valid Percent*	Cumulative Percent
Product	Husband	63	31.8	80.8	80.8
	Father	9	4.5	11.5	92.3
	Male Relatives	1	0.5	1.2	93.5
	Other male member of the family	5	2.5	6.5	100.0
	Total	78	39.3	100.0	
	Invalid System	120	60.7		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
Price	Husband	35	17.6	77.8	77.8
	Father	6	3.0	13.3	91.1
	Male relatives	1	0.5	2.2	93.3
	Other member of the family	3	1.5	6.7	100.0
	Total	45	22.7	100.0	
	Invalid System	153	77.3		
<b>Total</b>		<b>198</b>	<b>100.0</b>		
Promotion	Husband	38	19.2	71.7	71.7
	Father	14	7.0	26.4	98.1
	Male Relatives	1	0.5	1.9	100.0
	Total	53	26.7	100.0	
	Invalid System	145	73.3		
<b>Total</b>		<b>198</b>	<b>100.0</b>		

Source: Field Survey

\* Indicates the percentage taken up for those sample women entrepreneurs of Manipur who are involved in the particular marketing practice.



Table 4.5.2 reveals that out of 78 sample entrepreneurs of Manipur, majority (80.8 percent) of them are influenced by husband in making decisions regarding product related marketing practices whereas 11.5 percent are influenced by father, 6.5 percent by other male member of the family and 1.2 percent by male relatives. From the Table 4.5.2 it also is found that out of 45 sample women entrepreneurs of Manipur whose marketing practice is being influence by the social system prevailing in Manipur which is a patriarchy social system, majority (77.8 percent) of them are influence by their husbands in decision regarding pricing practice, 13.3 percent by father, 6.7 percent by the other male member of the family and 0.5 percent of them are influenced by male relatives respectively. Further the table also reveals that out of 53 sample women entrepreneurs of Manipur, majority (71.7 percent) are influenced by husband in following the marketing practise with regard to promotion element of marketing mix. It is also found that father (26.4 percent) and male relatives (1.9 percent) also influenced women entrepreneurs in following the marketing practices with regard to promotion element of marketing mix.

**Table 4.5.3:** Extent of influence of social system on marketing practices of women entrepreneurs of Manipur

Details	N		Median
	Valid	Invalid	
Degree of influence of social system on Product related practices	198	0	2*
Degree of social system on price related practices	198	0	3**
Degree of social system on promotion related practices	198	0	2*

Source: Field Survey

1. \*Indicates high degree; \*\*Indicates moderate degree
2. For measuring the extent of benefits the five point scale has been used in the study. They are: 1 – very high; 2 – High, 3 – Moderate; 4 – Low and 5 – Very Low.

## Hypothesis Testing:

H<sub>4</sub>: There is no significant difference between social system in Manipuri society and development of marketing practices with regard to three P(s) of marketing mix among the women entrepreneurs of Manipur.

For the purpose of testing the present hypothesis of the study, the sample women entrepreneurs are classified on the basis of the industry group wherein their entrepreneurial activity belonged to. The various types of industry groups are: Agro based industry, Mineral based industry, Textile based industry, Forest based industry, Polymer and Chemical based industry, and Rural-engineering and Bio-tech based industry. Accordingly, the influence of social system on the marketing practices of women entrepreneurs of Manipur with regard to product, price and promotion are distributed. The data is presented in Table 4.5.3 below.

**Table 4.5.4:** Cross tabulation between type of industry and influence of social system on marketing practice of women entrepreneurs of Manipur

Parameters and Variables		Type of business						Total
		Agro	Mineral	Textile	Forest	Polymer & Chemical	Rural Engg. & bio-tech	
Influence of social system on Product related practices	Yes	7	3	49	11	1	7	78
	No	6	4	90	16	2	2	120
<b>Total</b>		<b>13</b>	<b>7</b>	<b>139</b>	<b>27</b>	<b>3</b>	<b>9</b>	<b>198</b>
Influence of social system on Price related practices	Yes	6	1	26	8	2	2	45
	No	7	6	113	19	1	7	153
<b>Total</b>		<b>13</b>	<b>7</b>	<b>139</b>	<b>27</b>	<b>3</b>	<b>9</b>	<b>198</b>
Influence of social system on Promotion related practices	Yes	6	3	29	10	2	3	53
	No	7	4	110	17	1	6	145
<b>Total</b>		<b>13</b>	<b>7</b>	<b>139</b>	<b>27</b>	<b>3</b>	<b>9</b>	<b>198</b>

Source: Field Study

**Table 4.5.5:** Chi square test result of H<sub>4</sub>

Details		Value	df	Asymp. Sig. (2-sided)
Influence of social system on Product related practices	Pearson Chi-Square	7.792 <sup>a</sup>	5	.168
	Likelihood Ratio	7.732	5	.172
	Linear-by-Linear Association	.963	1	.327
	N of Valid Cases	198		
Influence of social system on Price related practices	Pearson Chi-Square	9.659 <sup>a</sup>	5	.086
	Likelihood Ratio	8.411	5	.135
	Linear-by-Linear Association	.042	1	.838
	N of Valid Cases	198		
Influence of social system on Promotion related practices	Pearson Chi-Square	9.976 <sup>a</sup>	5	.076
	Likelihood Ratio	9.299	5	.098
	Linear-by-Linear Association	.017	1	.895
	N of Valid Cases	198		

Source: Field Survey

**Table 4.5.6:** Summary of the hypotheses test results (H<sub>4</sub>)

Hypotheses Testing	Influence of social system on Product related practices	Influence of social system on Price related practices	Influence of social system on Promotion related practices
Value (Asymp.Sig.)	.168 > 0.01 .168 > 0.05 .168 > 0.10	.086 > 0.01 .086 > 0.05 <b>.086 &lt; 0.10</b>	.076 > 0.01 .076 > 0.05 <b>.076 &lt; 0.10</b>
Result	Accept	Reject	Reject

Source: Field Survey

**Table 4.5.7:** Symmetric measures (H<sub>4</sub>)

Nominal by Nominal	Price		Promotion	
	Value	Approx. Sig.	Value	Approx. Sig.
Phi	.221	.086	.224	.076
Cramer's V	.221	.086	.224	.076
N of Valid Cases	198		198	

Source: Field Study

The hypothesis test result obtained shows that there is no significant difference between social system of Manipur and adoption of marketing practices with regard to Product element of marketing mix among the women entrepreneurs of Manipur. However, there is significant difference between social system of Manipur and adoption of marketing practices with regard to Price and Promotion element of marketing mix

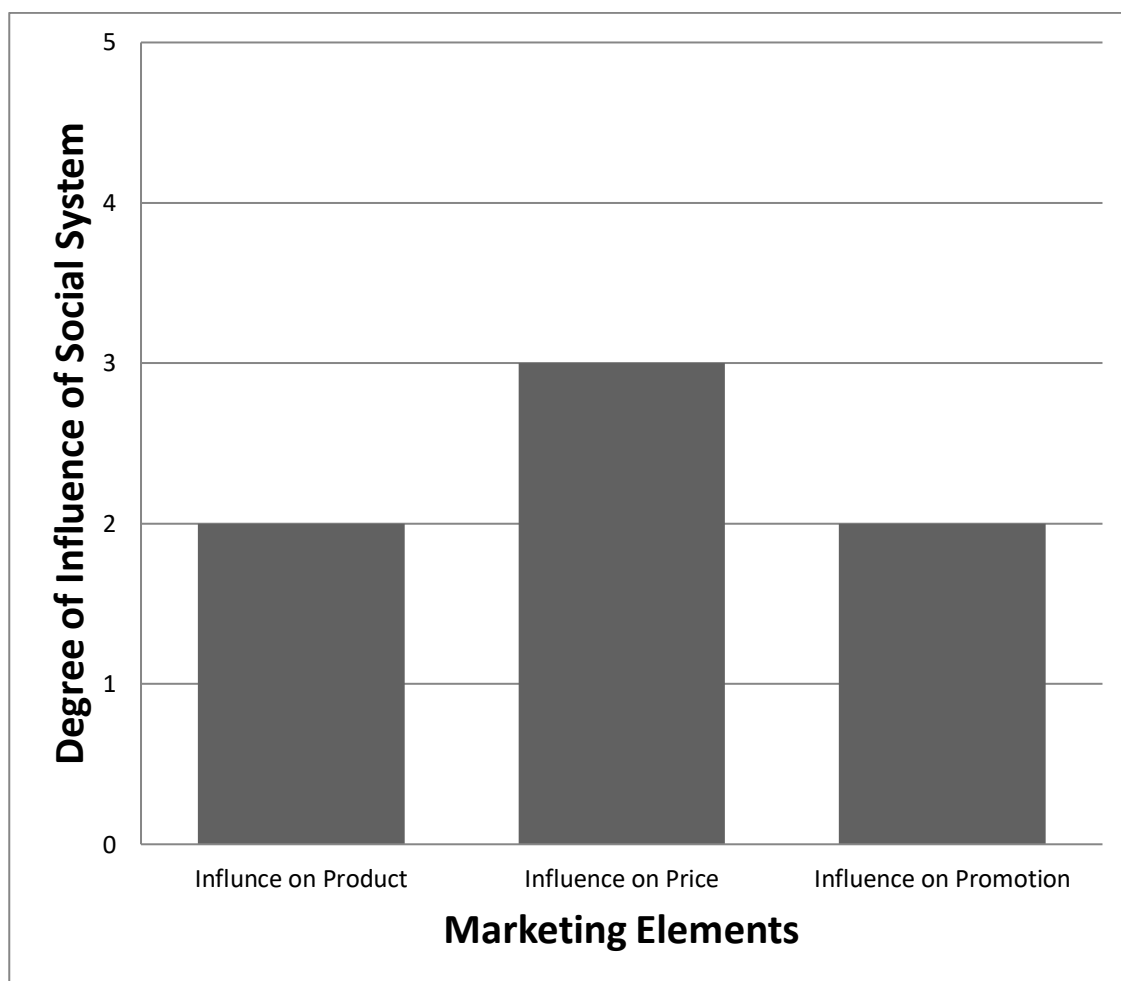
among the women entrepreneurs of Manipur. Again, the Phi and Cramer's V value for influence of social system on price is 0.221 and that of promotion is 0.224 which indicates that the degree of significant is positive and moderate in case of price while it positive and low in case of promotion.

From the result obtain from testing of H<sub>4</sub>, it is found that:

1. The prevailing social system of Manipur does not influence women entrepreneurs of Manipur in following product related marketing practices.
2. The prevailing social system of Manipur influences women entrepreneurs of Manipur in following price related marketing practices.
3. The prevailing social system of Manipur influences women entrepreneurs of Manipur in following promotion related marketing practices.

Hence, it can be inferred that the marketing practices of women entrepreneurs of Manipur with regard to product is independent of the social system prevailing in Manipuri society. However, the marketing practices of women entrepreneurs of Manipur with regard to price and promotion is dependent on the social system which is prevailing in Manipuri society.

**Figure 4.2:** The Degree of influence of social system on the marketing practices of women entrepreneurs of Manipur with regard to Product, Price and Promotion.



Source: Field Survey

\* Scale of Vertical Axis: 1 indicates very high degree; 2 indicates high degree; 3 indicates moderate degree; 4 indicates low degree and 5 indicates very low degree.