

# Chapter – 5 (Five)

## Summary, Conclusions and Suggestions

---

### **5.1 Introduction**

This part of the study is concerned with the presentation of a brief summary of the main text of the study including the findings from primary data, which is followed by give a brief conclusion of the status of marketing practices of women entrepreneurs of Manipur on the basis of the findings of the study; finally suggestions and scope for future research are given in lieu of the findings of the study.

### **5.2 Summary**

The present study “Marketing practices of women entrepreneurs of Manipur with regard to select marketing mix” is presented in the form of three main parts. The first part comprises of the preliminary section which incorporates within it the title page, the content page, declaration, acknowledge, certificate, list of tables and figures, and abstract of the study. The second part is the main text part of the study which again comprises of five chapters and the last part, that is, the third part of the thesis comprises of the bibliography, appendix and other glossaries.

As mentioned, the main text of the study has five chapters in it of which the first chapter is presented under the title introduction, second chapter is presented under the title review of literature, third chapter is presented under the title research design and methodology, fourth chapter is presented under the title findings, analysis and

interpretations and the last chapter is presented under the title summary, suggestions and conclusions.

The first chapter of the main text is concerned with the introduction of the main theme of the study and as such in the initial part of the chapter an attempt has been made to identify marketing area as a problem for women entrepreneurs of Manipur which need to be studied in order to highlight how marketing has been done through adoption of what types of marketing practices. In this process, the concept of marketing and marketing practices has been disclosed. Along with it, an overview of women entrepreneurs of India as well as Manipur has been presented. The first chapter has pointed out that there are different ways in which marketing has been perceived by different individuals and organisations or concern groups. It is known from the Chapter 1 that marketing itself is not a new phenomenon and has been conceptualise long back from early period however, the term marketing practices has started to take attention from academicians at recent times only. The term marketing practices is not yet conceptualised at institutional level and is used in a more contextualised manner. It can be inferred that although much of the academicians had failed to place emphasis on the term marketing practices, however, for entrepreneurs and marketers who are actually involve in marketing, practice is not a new one. It has also been pointed out in the chapter that it is important for entrepreneurs especially women entrepreneurs to be marketing oriented and to adopt adequate and proper marketing practices. Above, Chapter 1 has also laid down the conceptual or theoretical framework which is necessary to build a theoretical base for carrying out the present study. The theoretical framework has acted as a guide in obtaining the necessary parameters and variables of the study on the basis of which objectives of the study would be fulfilled.

In chapter two of the study an extensive review of existing literatures has been made with the help of which parameters and variables of the study were drawn. Therefore, the parameters of the study are Product, Price and Promotion and the variables are branding, labelling, packaging, standardisation, product support services, uniform pricing methods, differential pricing methods, promotional pricing methods, personal selling, advertising, sales promotion and public relations, etc. These parameters and variables which were drawn from review of literatures in Chapter 2 and from the theoretical framework in Chapter 1 have helped in achieving the objectives of the study and in deriving at conclusions and inferences. The Chapter 2 has also highlighted the gap in the existing literatures which reveals that extensive studies on marketing practices adopted by women entrepreneurs is a gap in the literature on women entrepreneurship especially those studies which are conducted on marketing practices by taking up 4Ps of marketing mix.

Chapter three (3) of the study has incorporated within it the objectives of the study and along with it, testable hypotheses were also presented which would help in drawing better inferences for the study. It has also laid down the research methodology which acts as a guide in framing the structure and design that will assist in fulfilling three basic purpose of the study: (i) identifying and deriving at the most appropriate and adequate tools and techniques that will help in investigating the contemporary trends in marketing practices among women entrepreneurs of Manipur, (ii) identifying and deriving at the most appropriate and adequate tools that will facilitate the task of compiling and presenting of the facts/events, and (iii) identifying and deriving at the most appropriate and adequate statistical tools that will help in analysing the recorded facts, testing of hypotheses and in bringing out the most suitable measure or decision to the problem of the study, which will ultimately validate the purpose of the study. The

operational definition of the study has also been furnished in Chapter 3. Alongside, the introduction of the study area, i.e. Manipur state has also been made. This has helped to understand the entrepreneurial potentials of the state apart from its social, cultural, traditional and economic areas, etc. Here, it has been pointed out that every district of Manipur is endowed with distinctive features which can contribute to entrepreneurial activities in the state.

In chapter four of the study, the findings from primary data regarding marketing practices of women entrepreneurs of Manipur who are engaged in manufacturing of products has been presented. The findings of the study reflects the details regarding the general profile of the women entrepreneurs of Manipur and the types of marketing practices adopted by them with regard to Product, Price and Promotion element of marketing mix. Above, the finding of the study also reveals the various types of benefits which have been derived by the women entrepreneurs of Manipur from the adoption of different types of marketing practices. Whether women entrepreneurs of Manipur are influenced by the social system is also presented in Chapter 4 of the study.

At last, chapter five has presented the summaries of the study, necessary suggestions for improvement and better performance of women entrepreneurs with regard to marketing of their products has been made and finally the main conclusion drawn with regard to the study is presented.

### **5.2.1 Major Findings of the Study**

The summary of the findings of the study cover the following areas:

- (a) The general profile of women entrepreneurs of Manipur.
- (b) The marketing practices of women entrepreneurs of Manipur with regard to product.

- (c) The marketing practices of women entrepreneurs of Manipur with regard to price.
- (d) The marketing practices of women entrepreneurs of Manipur with regard to promotion.
- (e) Whether social system influence the marketing practices of women entrepreneurs of Manipur.

**5.2.1(a) Major findings of the study on the general profile of women entrepreneurs of Manipur:**

- (i) Majority (45.5 percent) of the women entrepreneurs of Manipur belong to the age group of 41-50, while 20.2 percent of them belong to the age group of 51 – 60, 30.3 percent belonged to the age group of 31-40 and only 1.5 percent of the women entrepreneurs belonged to the 70 years of age.
- (ii) Majority of the women entrepreneurs (59.1 percent) are married.
- (iii) Few (1.0 per cent) women entrepreneurs of Manipur are illiterate in terms of modern education system, while majority (41.4 percent) of them are graduate
- (iv) Majority of the women entrepreneurs (64.6 percent) acquire training from both the formal and informal sources.
- (v) Source of business idea for women entrepreneurs are family, friends, relatives, counsellor, etc. However, majority of them (60.1 percent) have established their business out of their own idea.
- (vi) Women entrepreneurs of Manipur set up business enterprises because of reasons like to earn income and livelihood, unemployment, self employed, supplement family income, desire and willingness, to generate employment and create

production, continuation of family line of business, etc. out of which the reason to earn income and livelihood (21.2 percent) occupies the highest.

- (vii) Women entrepreneurs of Manipur are involved in various kinds of functional activity like sole decision making, office management, participation in manufacturing of the products, managing finance, sales activities, etc. However, among all the functional activities, women entrepreneurs are mostly involved in production process (33.2 percent).
- (viii) Majority of the women entrepreneurs of Manipur (72.2 percent) are from nuclear family of which again 49.5 percent are recorded to have husband as the head of their family.
- (ix) Majority of the women entrepreneurs of Manipur (60.1 percent) are supported by their family.
- (x) Majority of the women entrepreneurs of Manipur (56.5 percent) are from rural areas while 43.4 percent are from urban areas.
- (xi) Majority of the women entrepreneurs (63.1 percent) establish their business enterprises at their own premise while 30.3 percent in rented plots and 6.6 percent in both their own place as well as rented plots.
- (xii) Majority of the women entrepreneurs (93.4 percent) do not have branches for their enterprises.
- (xiii) Majority of the women entrepreneurs of Manipur (88.8 percent) do not maintain different functional departments within their enterprise while only few (11.2 percent) have different functional departments in their enterprise.
- (xiv) Majority of the women entrepreneurs of Manipur (21.2 percent) finance their enterprises by their own funds while others from sources like loan from banks,

loan from financial institutions, local practice of chit money (marup), borrowed money from local moneylenders, family, friends, relatives, etc.

- (xv) Majority of the women entrepreneurs of Manipur (66.1 percent) procure raw materials for their enterprise from local markets, 1.5 percent from national markets and 32.3 percent from both the local and national markets.
- (xvi) Majority of the women entrepreneurs (79.7 percent) do not conduct market survey while only 20.2 percent are involve in market survey before as well as after production process.
- (xvii) All the women entrepreneurs manufacture consumer goods and such goods are mostly in the form of shopping goods (79.7 percent), while only 8.5 percent, 6.0 percent and 5.5 percent of the sample women entrepreneurs produce convenience, unsought and speciality goods, respectively.
- (xviii) Women entrepreneurs of Manipur are mostly engaged in textile based business (70.2 percent). While, 1.5 percent of the women entrepreneurs are found to be engaged in polymer and chemical based industry.
- (xix) Majority of the women entrepreneurs of Manipur manufacture embroidery products (29.2 percent) and knitted wool products (16.6 percent). Besides these, the products which are manufactured by the women entrepreneurs are: wearing apparel, baker, furniture, candle works, bandage/gauge, tailoring, stone works and carving, decorative items, water reed items, artificial flower, cane and bamboo products, toy, almirah, food processing, spices, utensils, woollen shoe, weaving, etc.

### **5.2.1(b) Major findings of the study with regard to product related marketing**

#### ***practices of women entrepreneurs of Manipur:***

- (i) Majority of the women entrepreneurs of Manipur does not follow branding (86.9 percent), labelling (73.1 percent) and packaging (64.1 percent) marketing practices.
- (ii) Majority of the women entrepreneurs of Manipur follow the practice of standardisation of their products (77.2 percent) and providing services with regard to the product (85.5 percent).
- (iii) Out of the women entrepreneurs who practice branding, 11.5 percent of them are involved in maintaining separate brand for each product item and line.
- (iv) Out of the women entrepreneurs who follow branding practice, 84.6 percent of them use corporate type of branding while the other 15.3 percent of them use unique branding.
- (v) For majority of the women entrepreneurs who follow labelling practice (74.5 percent), descriptive labelling is a practice while 20.7 percent of them use brand/company label and 5.6 percent use grade label.
- (vi) All the sample women entrepreneurs do not maintain separate account for the cost incurred in labelling.
- (vii) Out of the women entrepreneurs of Manipur who use labelling practice 22.6 percent of them provide price information in the labels of their products. However, women entrepreneurs are also found to put up information like brand/company name, manufacturing and expiry date, enterprise's address, telephone number, etc.



- (viii) Out of those women entrepreneurs who follow packaging practices, 91.5 percent of them use package as a part of the product while only 8.4 percent of them use package as a promotional tool.
- (ix) Out of those women entrepreneurs who follow packaging practices, 84.5 percent of them use consumer package, 5.6 percent each use bulk package also another 5.6 percent use both the consumer and bulk package, while 4.2 percent of them use reuse system of packaging.
- (x) Petrochemicals are used by 91.5 percent of the women entrepreneurs as a material for packing their products. Wood derivatives are used by 4.2 percent of the women entrepreneurs and leather by 4.2 percent.
- (xi) Out of those women who use packing practice 81.6 percent do not provide any kind of information on the package. However, 15.4 percent of them provide brand name and labels in the package, 1.4 percent company name and 1.4 percent provide labels in their package.
- (xii) For majority of the women entrepreneurs who follow product standardisation practice (98.0 percent), own technique of maintaining standard is the method of product standardisation while 1.9 percent of them follow the standard fixed by the Government of Manipur.
- (xiii) Women entrepreneurs who provide both the after sales services and the product support services 43.4 percent of them provide both the services, while 32.3 percent of them provide product support services and 9.5 percent of them provide after sales services.
- (xiv) The marketing practices of women entrepreneurs of Manipur with regard to product element of marketing mix (i.e. branding, labelling, packaging, product

standardisation and product related services) is independent of their educational qualifications.

- (xv) The practice of branding provides benefit to 11.7 percent of the sample women entrepreneurs of Manipur.
- (xvi) The practice of labelling provides benefit to 24.1 percent of the sample women entrepreneurs of Manipur.
- (xvii) The practice of packaging provides benefit to 17.2 percent of the sample women entrepreneurs of Manipur.
- (xviii) The practice of product standardisation provides benefit to 75.9 percent of the sample women entrepreneurs of Manipur.
- (xix) The practice of product related services provides benefit to 75.2 percent of the sample women entrepreneurs of Manipur.
- (xx) For 23.7 percent of the sample women entrepreneurs of Manipur, the product related marketing practices are benefiting their enterprises in meeting customers' need.
- (xxi) The product related marketing practices assist women entrepreneurs of Manipur in meeting customers' need, meeting customers' demand and achieving enterprises' objectives, product identification, product protection, image building, attracting customers, retention of customers and enterprise's identification.

**5.2.1(c) Major findings of the study with regard to price related marketing practices of women entrepreneurs of Manipur:**

- i) All the sample women entrepreneurs follow uniform methods of pricing their products.

- ii) Among the uniform methods of pricing the products, the cost plus method is used by 63.3 percent of the women entrepreneurs, administered method of pricing by 13.1 percent, competition based pricing by 12.1 percent and demand based pricing by 4.0 percent. 7.0 percent of the women entrepreneurs have combined both the cost plus and competition based pricing while fixing the prices of their products.
- iii) 35.8 percent of the women entrepreneurs follow differential pricing technique while majority (64.2 percent) of them do not follow this practice.
- iv) Out of those women entrepreneurs who charge differential prices for their products on the basis of time, location, product form, customer segment, etc., majority of them 25.3 percent are engaged in product form method of fixing different prices for their products, 15.4 percent customer segment pricing method, 16.9 percent time pricing method, and 12.6 percent location pricing method, etc.
- v) For majority of the sample women entrepreneurs of Manipur (66.6 percent), promotional approach of pricing their products is a marketing practice.
- vi) Out of those women entrepreneurs who follow promotional pricing practices, discounting is the most widely used method with a record of 30.8 percent of the women entrepreneurs. This is followed by concession method (28.2 percent) and special event pricing method (24.2 percent).
- vii) For majority of the sample women entrepreneurs of Manipur (85.4 percent), pricing of the products on the basis of their life cycle is not a marketing practice except for 14.6 percent of them.

- viii) It is not only cost based pricing method which are adopted by women entrepreneurs practice rather different other methods pricing are used by the sample women entrepreneurs of Manipur.
- ix) All the sample women entrepreneurs of Manipur who use uniform methods of pricing, this practice benefit them at a high degree.
- x) For 32.3 percent of the women entrepreneurs, the practice of differential pricing benefits them at a moderate degree.
- xi) For 64.6 percent of the women entrepreneurs, the practice of promotional pricing benefits them at a moderate degree.
- xii) For 26.2 percent of the sample women entrepreneurs of Manipur, price related practices benefit their enterprises in earning their target return.
- xiii) The benefit provided by price related marketing practices to women entrepreneurs of Manipur are making profit, earning target return, attracting customers, increasing sales and resistance to competition.

**5.2.1(d) Major findings of the study with regard to promotion related marketing practices of women entrepreneurs of Manipur:**

- i) Except for public relations, the practice of personal selling, advertising and sales promotion are common among women entrepreneurs of Manipur.
- ii) All the sample women entrepreneurs of Manipur follow the practice of personal selling.
- iii) Salesmanship is a practice which has failed to take proper root among women entrepreneurs of Manipur with a record of 9.5 percent of them appointing salesman for their enterprise among which again, in majority of the cases (42.9 percent) the existing employees act as salesman.

- iv) For majority of the women entrepreneurs of Manipur (62.1 percent), advertising is not a marketing practice. However, out of 37.9 percent of the women entrepreneurs who follow advertising practices, the practice of advertising in televisions, newspapers, painted display, booklets and catalogues, and interior display are the most common ones.
- v) For majority of the women entrepreneurs of Manipur (58.5 percent), sales promotion is a marketing practice and the different types of sales promotion practices follow by them are: samples, demonstration, exhibitions and trade fairs and free gifts to retailers/dealers.
- vi) For majority of the women entrepreneurs (93.0 percent), public relation is not a practice for promoting their enterprise and its product. However, out of 7.0 percent of the women entrepreneurs who follow public relations practices, the practice of making press release and radio forecast are the most preferred ones.
- vii) The advertising and public relations practice followed by the women entrepreneurs of Manipur is independent of their educational qualifications. However, the educational qualifications of the women entrepreneurs of Manipur has a positive significance on their sales promotion practice.
- viii) The practice of personal selling provides benefit to all the women entrepreneurs of Manipur.
- ix) The practice of advertising provides benefit to 21.2 percent of the women entrepreneurs.
- x) The practices of sales promotion provides benefit to 53.5 percent of the women entrepreneurs.
- xi) The practice of public relations provides benefit to 5.5 percent of the women entrepreneurs.

- xii) For 25.5 percent of the sample women entrepreneurs of Manipur, promotion related practice helps them in the creation of demand.
- xiii) The benefits provided by promotion related marketing practices of women entrepreneurs of Manipur are: creation of demand, market penetration, customer attraction, capturing market share, and resistance to competition, etc.

***5.2.1 (e) Major findings of the study on whether social system influences the marketing practices of women entrepreneurs of Manipur:***

- i) Though 39.3 percent of the sample women entrepreneurs have reported that social system influences them in following marketing practices with regard to product however, the influence is not significant. Hence, the marketing practices of women entrepreneurs of Manipur with regard to product are independent of the social system prevailing in Manipuri society.
- ii) Though few (22.7 percent) sample women entrepreneurs of Manipur have reported that social system influences them in following price related marketing practices, the influence is significant. Hence, the marketing practices of women entrepreneurs of Manipur with regard to price are dependent on the social system which is prevailing in Manipuri society.
- iii) Though few (26.7 percent) sample women entrepreneurs of Manipur have reported that social system influences them in following price related marketing practices, the influence is significant. Hence, the marketing practices of women entrepreneurs of Manipur with regard to promotion are dependent on the social system which is prevailing in Manipuri society.

### **5.3 Conclusions**

It is clear from the present study that women entrepreneurs of Manipur are not customer centric. They are still at the stage of sales oriented concept of marketing. Although, customers needs and wants have been considered by some of the women entrepreneurs, their focus is still on selling the product rather than compliance to the concept of “customers are decision maker – they decide the fate of an enterprise”. In fact, the marketing approaches of women entrepreneurs of Manipur still have a long way to go in comparison to large and multi-national companies. And, as such the study contends the necessity and importance of informing, educating and training the women entrepreneurs especially in the area of marketing so that they can go hand in hand with not only the prevailing market trends but also with the changing trends of the customers.

With regard to product element of marketing mix, women entrepreneurs of Manipur practice different kinds of marketing practices to develop as well as dispose off their products (Branding, labelling, packaging, standardisation and providing services for the products are the various kinds of marketing practices found among women entrepreneurs of Manipur) though branding, labelling and packaging are not widely adopted practice. It clearly indicates that these practices are at the preliminary stage. Similarly, standardisation is also in developing stage despite of being practiced among women entrepreneurs. The product related marketing practices, however, able to help women entrepreneurs in meeting customers need and demand, maintaining company's name and building image, product identification and protection, customer attraction, customer retention, etc. Further, the study also asserts that the development of marketing practices among women entrepreneurs with regard to product is independent of influence from husband, family, tradition, custom, etc. However, the

case is not the same for all as some women entrepreneurs are found to be influenced positively and some are negatively by present social system.

With regard to price element related marketing practice of women entrepreneurs of Manipur, the study concludes that cost based pricing method is the most widely used practice among women entrepreneurs of Manipur and that the women entrepreneurs also follow the practice of charging different prices on the basis of location, time, product form and customer segment, etc. The women entrepreneurs are also found to employ promotional pricing practices like special event pricing, price cutting and leadership, discounting, concession, etc. among which discounting is most widely used method. However, techniques like differential pricing had failed to take a significant place among women entrepreneurs of Manipur although this can be seen to have taken root in the state. The various kinds of practices followed by women entrepreneurs are pricing of the products on a uniform basis, adopting different methods of pricing at different stages of product life cycle, charging different price to different people, place, product form, time, etc. Such practices also bring different forms of benefits to the enterprise like in making profit, earning target return, attracting customers, increasing sales, resistance to competition, etc. The study also asserts that though social system of Manipuri society plays an important role in influencing the decision making function of some of the women entrepreneurs of Manipur with regard to their marketing practices related to price, the influence is not significant for the state as a whole. It is prevalent in some cases that social system has a very high influence on women entrepreneurs while adopting the methods and techniques in charging differential or uniform prices for their products and fixing prices on the basis of promotional aspects however, the numbers of such women entrepreneurs are found to be less. Hence, the study concludes that social



system fails to strongly influence the women entrepreneurs of Manipur in adopting the kind of marketing practices they prefer while fixing the prices of their products.

According to marketing theory, there are four major forms of promotion and these are personal selling, advertising, sales promotion and public relations. Since women entrepreneurs are found to practice all the major forms of promotion, it can be concluded that the promotion element of marketing mix is not a new and an unusual phenomenon among women entrepreneurs of Manipur. The most common and widely practiced form of promotional practices by women entrepreneurs of Manipur are personal selling through order taking in the form of direct response marketing and direct marketing through sale at own premise; advertising of the products by using television and newspapers as a medium of indoor advertisement, using of painted display as a medium of outdoor advertisement, use of booklets and catalogues as a medium of direct advertisement and arranging for interior display of the products as a means of promotional advertisement; involving in sales promotion through techniques like demonstration and samples as a medium of consumer sales promotion, participating in exhibitions and trade fairs as a medium of trade promotions and giving merchandise allowance and gift gifts to the retailers/dealers/agents as a medium of dealer's promotion; and also by creating public relations through organising events, press release, radio forecast, etc. And, these practices are playing a significant role among women owned enterprises of Manipur by making contribution in the area of capturing market share, resisting competition, creating demand, attracting customers, and market penetration, etc. Further, the study reveals that the social system prevailing in Manipuri society does not have a significant influence on the development and adoption of modern marketing practices by the women entrepreneurs of Manipur with regard to promotion.

Hence, from the findings of the study, it can be concluded that though women entrepreneurs of Manipur are not highly qualified in terms of modern education, they follow different types of modern marketing practices which are mentioned in the literature of marketing. However, in the present market driven economy, women entrepreneurs of Manipur need to change their marketing practices from producer centric to customer centric approach.

## **5.4 Suggestions**

The suggestions of the study is intended to be drawn separately for the women entrepreneurs who is the subject matter of the study and the government agencies who are involved in promoting and developing women entrepreneurship in India as well as in Manipur. The study recognises one important aspect of entrepreneurship development which is that growth and development of women entrepreneurship is dependent on a number of factors. One of these factors is the social environment of women entrepreneurs. Social environment can put hindrance to women entrepreneurs with regard to the selection of suitable marketing practices by women entrepreneurs for their enterprises. Keeping this in view, the study has incorporated some suggestive measures to the women entrepreneurs as well as social groups and individuals who involve in promoting women entrepreneurship in Manipur.

### **(A) Suggestions to Women Entrepreneurs:**

Prior to suggesting women entrepreneurs for some direct measures, the study intends to begin with highlighting the general business environment under which they operate their enterprise.

Women entrepreneurs should realise the fact that time has changed and it has brought about changes in the behaviour of the consumers. The consumers in today's marketing system is projected to be characterised by full market knowledge who has the ability to exercise power in making decision regarding the design, quality, services, etc. and other features of the product. Besides the product, modern consumers are also found to be concerned about the nature of the enterprise as to how they are promising the consumers for better offerings and better services in their offerings. In fact, today consumers not only buy the product but along with it they also buy the concept of the product. And, numbers of enterprises are already operating in the markets which had been made promises for better product offerings and services in their offerings to the public. In this background, the present study has therefore made an attempt to suggest women entrepreneurs with regard to their marketing practices.

The suggestions to the women entrepreneurs of Manipur are:

1. According to 'Comparative Cost Theory' a country needs to specialise in production of those commodities which is favourable by virtue of its climate; natural resources; skill of its people and capital equipments. Here, women who are willing to take up entrepreneurial venture are suggested to operate in area where it would not be a costly affair and difficult in getting the required raw materials, equipments, skill, etc.
2. To be tactical and wise in their choices regarding the elements, tools and techniques of marketing. For these, women entrepreneurs need to make themselves aware of the different elements and tools of marketing available, regarding their benefits and advantages and the situation wherein the elements can be put to use. Hence, acquisition of training is suggested to women entrepreneurs in the area of marketing for the purpose of developing marketing knowledge as well as skill.

3. Since, majority of the women entrepreneurs of the study sample are engaged in textile business, the following suggestions are made:

- i) Premise with adequate infrastructure and space for some promotional activities like interior display, window display and show rooms, etc.
- ii) Product design - The product design both at the time of establishment and during different phases of PLC should be unique and distinctive in character.
- iii) Branding – Branding indicates two basic elements in the minds of the consumers: (a) product is distinct and different; and (b) has higher value. Women entrepreneurs can choose to follow the practice of branding of the products when they are certain about the quality of their products and their ability to make consistent and wide spread supply of the product. The women entrepreneurs can also choose to adopt cluster or co-branding which is the practice of combining two or more brands.
- iv) Labelling and Packaging – Labelling and packaging is not always a favourable marketing practice in case of some products. However, women entrepreneurs can follow the practice of packaging and labelling of their products to identify and promote their products wherever necessary.
- v) While labelling and packaging their products, women entrepreneurs should placed focused on four points – the colour, the design, the shape and the words. Because, the emerging market is not just about choosing colour, shape, design and words as per entrepreneurs’ choice rather it is about identifying and indicating the traits of the product to the customers.

The above suggestions are also relevant in cases of women entrepreneurs dealing in those agro based business and forest based business taken up in the study.

4. From the findings of the study, it is known that the women entrepreneurs of Manipur are highly engaged in cost based method of price fixation. Estimating cost incurred in production is indeed a necessary step to be taken up by women entrepreneurs; however, minimising the cost of production is a more vital question. Hence, again it is suggested to them the following with regard to charging prices for their products:

- i) Women entrepreneurs should always consider and make themselves aware of the prices charged by other competitors.
- ii) Women entrepreneurs should neither resolved to fixation of the prices of their products at a much lower cost or at a too high cost. Charging lower prices than compare to others often tends to receive negative indication of the product from the customers while charging higher price may lead to the failure of attracting potential customers and loss of existing customers in the long run.
- iii) Discount, concessions and allowances are other means of promotional pricing that can be followed by women entrepreneurs instead of resolving to the policy of charging lower prices for their products.

5. It is also observed from the study that entrepreneurs need to build image in the mind of the customers in order to be successful. However, building image is sophisticated task for women entrepreneurs. It involves advertising, personal selling, sales promotion, public relations and other promotional tools. Hence, the study makes the following suggestions to women entrepreneurs for achieving better performance in their promotional activities:

- i) Direct method of selling, i.e. face-to-face interaction with customers is the most effective tool of capturing more perspective purchasers. Hence,

customers should always be made convenient, confident, convinced and positive about their purchases. The women entrepreneurs should always bear in mind that 'customers are the critics, they decide about their products and ultimately their enterprise and hence, they should put all the efforts to impress their critics'.

- ii) Women entrepreneurs should organise trade fairs and exhibitions for their products in a periodic manner. This will help them not only in earning target return but also in building image in the long run.
- iii) Public relations activities such as organising programmes and participating in events like contests, sponsoring in social related programmes as well as campaigns organised in the interest of the public, etc. is particularly relevant in the context of Manipur. Such practices help in displaying to the public the ideology of the enterprise. And also serves as the greatest tool to build image.
- iv) Though the demand for the products of an enterprise may be high, however without proper feedback mechanism, it is tough to find out the direction in which the enterprise is moving ahead. Customers can reveal many facets of their enterprises and it is always best for enterprises to have knowledge about the existing and potential customers. Hence, using of feedback mechanism is suggested to women entrepreneurs. However, it should be noted that such type of survey should not be irritating in nature and should be done as an object of establishing meaningful relationship.

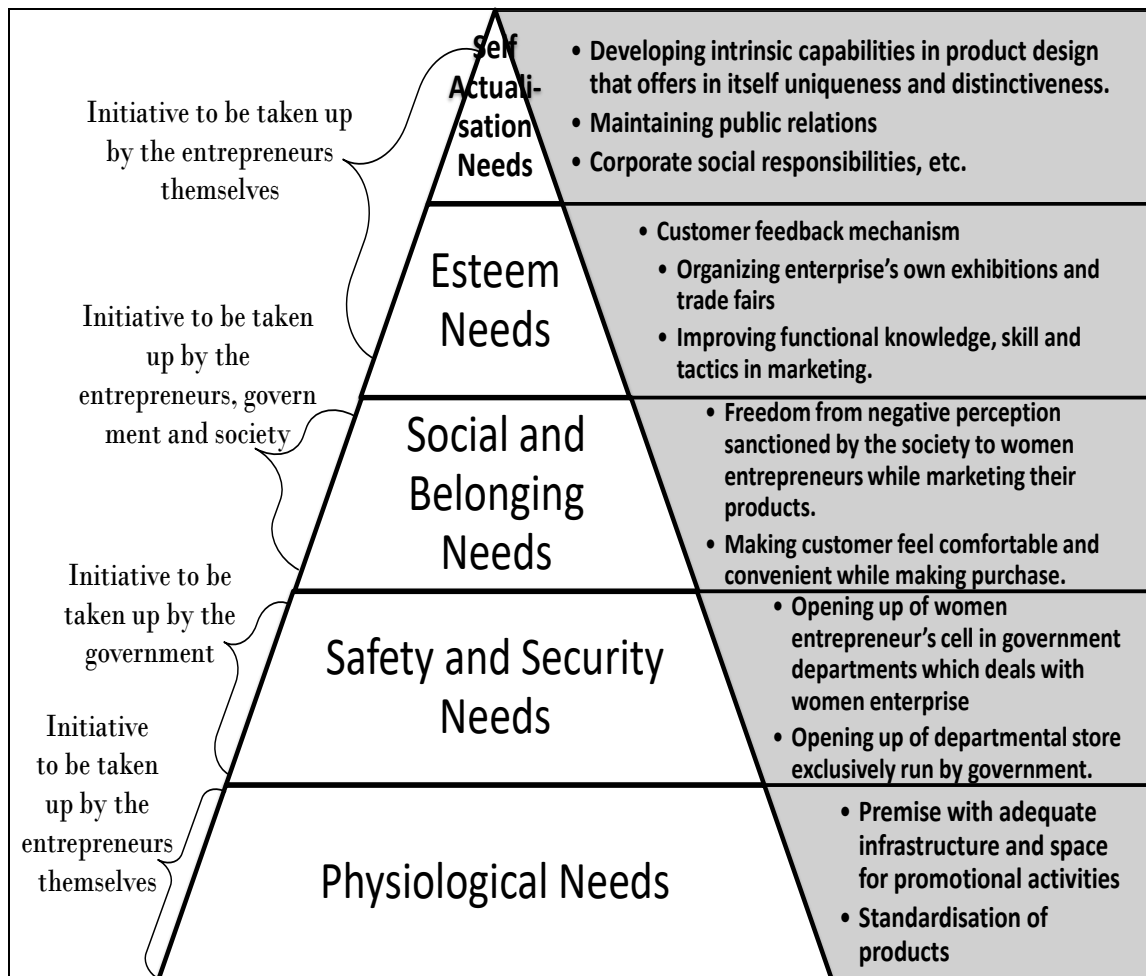
### **(B) Suggestions to Government Agencies:**

Women entrepreneurs need promotion and encouragement. The biggest source of promotion comes from the Government agencies. Their promotional activities can play significant role to a great extent in encouraging women entrepreneurs to grow and develop. Hence, the study makes the following suggestions to the government.

1. Opening up of women entrepreneur's cell in government departments which deal with women enterprises.
2. Training facilities in marketing area should be made available to women entrepreneurs engaged in both the organised and unorganised sector specifically at regional level.
3. Opening up a departmental store at state level exclusively run by the government for the purpose of selling the products of women entrepreneurs. This will make it easier for customers to reach the products manufactured by women entrepreneurs and for women entrepreneurs to reach the customers.

Further, the study in conciliation with the Henry Fayol's five hierarchical needs of human beings makes the following general suggestions to the women entrepreneurs of Manipur with regard to their marketing practices. This is shown in Figure 5.

Figure 5 of the study put forwards the framework which can be used by the women entrepreneurs for better performance in marketing. The needs mentioned in the framework are the marketing requirement which needs to be fulfilled by the women entrepreneurs themselves and other stakeholders.



**Figure 5.1:** Highlight of the suggestions made to women entrepreneurs of Manipur in the area of Marketing.

Source: Compiled by the researcher.

#### **5.4 Limitations of the Study:**

1. The study concentrates only on manufacturing sector and has ignored service sector from the purview.
2. The place, an important element of marketing mix has not been studied.
3. The emphasis of the study is on the marketing practices followed by women entrepreneurs and does not consider how these practices have been developed among them.



4. Though the study has pointed out whether social system has influenced the marketing practices of women entrepreneurs, however the direction (positive or negative) of this influence is excluded from the scope of the study.
5. The governmental effort on promoting marketing of the products by the women entrepreneurs of Manipur and improving their marketing skills has not been covered in the study.
6. The data is of contemporary in nature and it may change with change in time.
7. The study is concentrated only on organised sector and unorganised sector are ignored from the purview of the study. This may result in different views and responses from them.
8. Sample unit of statistical significance may have been overlook as the study is based on the convenience method of sampling.

## **5.5 Scope for Future Research**

It is observed in the present study that though a number of studies were conducted on women entrepreneurship particularly in India however, there are certain aspects which remain unexplored. Hence, the present part of the study made an attempt to point out the areas of women entrepreneurship in which researches may be conducted are as follows:

1. A large number of women entrepreneurs of Manipur have been awarded by the Government for their innovative productions. Any study with regard to women entrepreneurs of India do not mention about the emergence of such a group of women entrepreneurs in Manipur who are micro and small in nature and their marketing practices. A study may be carried out in this area.

2. It can be seen from the review of literatures that marketing has been identified as a main problem face by women entrepreneurs of India, however no study is found in the literature that has tried to show the inter regional comparison between the marketing problems of women entrepreneurs of India and also among the MSMEs. Hence, a study may be conducted to fill in this gap in the literature.
3. Studies may be conducted to identify the potential areas women entrepreneurs in the North-East India,
4. Studies may also be conducted to explore the impact of the marketing strategies and practices followed by the women entrepreneurs in the financial performance of enterprises
5. Studies may also be done to find out the direction of influence of social system on development of women entrepreneurs may also be studied.
6. Further, studies may also be done to find out how modern marketing practices has been developed among women entrepreneurs of Manipur.
7. Comparative studies on women entrepreneurs of Manipur and other states of India may also be conducted.