

Package of marketing strategies for improving marketing problems of women entrepreneurs

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■ **ABSTRACT** : Entrepreneurship is a more suitable profession for women than regular employment in public and private sectors since they have to fulfil dual roles. Enterprises started by women are no longer confined to conventional fields. The present study was undertaken to package of marketing strategies for improving marketing problems and to develop a guidelines for improving marketing strategies. The total sample for the study comprised of 240 women entrepreneurs from three industrially advanced cities of Punjab namely; Ludhiana, Jalandhar and Amritsar. The selected enterprises were; beauty parlours, boutiques, food-processing units, training schools and direct marketing. Data were collected through personal interview method. The results showed that for improving product strategies majority of the respondents fully agreed that customers satisfaction should be checked. All the respondents fully agreed to adopt the “local communication facilities for attracting more customers” as a major promotional strategy, followed by “product should be attractively packed” and “sale in exhibitions and fairs on regular basis”. In pricing strategies, women entrepreneurs in all the enterprises adopted “discounts as a major pricing strategy”. For the market information, “new markets should be explored” as well as “entrepreneurship education and training should be made compulsory” and “awareness of government policies and regulations” were the major strategies given to the women entrepreneurs.

■ **KEY WORDS** : Entrepreneurship, Entrepreneurial activities, Involvement

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Women have been regarded as the nuclei of a nation and the builder and molder of its destiny. Women are trying their level best to attain quality of opportunity in various ways which are different over the time and among societies. In India, economic development has brought about changes in women's lives in many ways, and one major change is the introduction of entrepreneurship. Entrepreneurship is a more suitable profession for women than regular employment in public and private sectors since they have to fulfil dual roles. In addition, entrepreneurship also changes the position of women from being job-seekers to job givers (Tapuriah, 1988). The role of women as entrepreneurs helps industrial development, promotes economic development and helps to solve the problem of unemployment and poverty. Today, women entrepreneurs represent a group of women who have broken away from the

beaten track and are exploring new avenues of economic participation. Among the reasons for women to run organised enterprises are their skill and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive. During the planning era, a number of institutions / agencies were set up to render assistance to women entrepreneurs by giving training, providing financial assistance and marketing assistance.

In spite of all these facilities and women being equally qualified as men to succeed as entrepreneurs, they still face a number of problems. The main problems faced by Indian women entrepreneurs are; marketing of products, financial constraints, high price of raw material, managerial constraints, technical difficulties, family affairs, child and husband care, lack of entrepreneurial initiative, low level of favourable family background, attitude of society towards women, procedures