

Research Article



Business Strategies for Rural Women Entrepreneurs in India

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ABSTRACT

Entrepreneurs play very important role in socio-economic welfare of the country. They identify the needs of the business, purchase the other factors of production and coordinate them for some productive purposes. They are the innovators, researchers and risk-takers of the company. Due to the mixed economy in India, Marketing problem is the biggest problem faced by women entrepreneurs. Women entrepreneurs incessantly face the problems in marketing their products. It is one of the core problems as this area is mainly dominated by males and even women with adequate experience fail to make a dent. Because it involves a lot of running about. Women entrepreneurs also find it difficult to capture the market and make their products popular. Lot of the women entrepreneurs have imperfect organizational set up to drive in a lot of money for canvassing and advertisements. They have to face severe competition from organized industries. They have also to face a stiff competition with the men entrepreneurs who easily involve in the promotion and development area and carry out easy marketing of their products with both the organized sector and their male counterparts. Such a competition ultimately results in the insolvency of women entrepreneurs, but women entrepreneurs in Tamilnadu do not have proper marketing strategy and decision took in their business. In this research study, we examine the marketing problems faced by women entrepreneurs in running their enterprises and designed the marketing strategy for women entrepreneurs with special reference to some selected Small Scale units in Tamilnadu and also provide suggestions to them how to marketing their products or services to become successful entrepreneurs.

Keywords: Small Scale, socio-economic, Women entrepreneurs, organized sector and marketing strategy.

INTRODUCTION

Women in business are a recent phenomenon in India. By and large they had confide themselves to petty business and tiny cottage industries. Women entrepreneurs engaged in business due to push and pull factors, which encourage women to have an independent occupation and stands on their own legs. Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. The International Labor Organization defines an entrepreneur as a person with a set of characteristics that typically includes self-confidence, result-oriented, risk taking, leadership, originality and future-oriented. It referred to women entrepreneurs as those who innovate, imitate or adopt a business activity. Given that entrepreneurship is the set of activities performed by an entrepreneur, it could be argued that being an entrepreneur precedes entrepreneurship. In any case, the entrepreneurial definitions described above highlight the aspects of risk-taking, innovating and resource organizing. The number of women entrepreneurs has grown over a period of time. Small business plays a vital role in the economies of both developed and developing countries, representing well over 90 percent of all manufacturing in the world

(Wijewardena and Cooray, 1995¹). Table 1 reveals that among the small scale industrial units owned by women entrepreneurs in India, Kerala tops the list with 1.39 lakh units, followed by Tamil Nadu with 1.30 lakh units. Tamilnadu ranks second in the total number of small-scale units owned by women entrepreneurs in India. Nevertheless, the folklore is that some of these enterprises collapse within a few years of their start up of those operating some grow rapidly, while many others lag behind or grow slowly.

Several studies in Canada and the United States indicate that the problems facing male and female entrepreneurs are different. As Birley (1989)² notes, while general models of entrepreneurship may hold true for men and women, entrepreneurship is an activity that is situational and culturally bound. The role of women has traditionally been seen (by both men and women) to be that of wife and mother. This, combined with the lack of prior employment and managerial experience faced by many women (Hisrich and Brush, 1984³; Fisher, 1993⁴), may result in differing market entry choices in the case of female entrepreneurs. Women also bear most of the responsibility for childcare and home management and these responsibilities often lead to work family conflicts.

Women Entrepreneurs in India

Entrepreneurs play very important role in socio-economic welfare of the country. They identify the needs of the business, purchase the other factors of production and



coordinate them for some productive purposes. They are the innovators, researchers and risk-takers of the company. Due to the mixed economy in India, both public and private entrepreneurship exists here. Large scale sectors are under the public entrepreneurship. The middle and small scale sectors are under the private entrepreneurship. In order to develop entrepreneurship in this sector, Government of India has stepped towards the Entrepreneurship Development Programmes (Lathwal, 2011⁵).

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their own legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them (Goyal and Prakash, 2011⁶).

Research Hypotheses and Methodology

Marketing problem is the biggest problem faced by women entrepreneurs. Women entrepreneurs incessantly face the problems in marketing their products. It is one of the core problems as this area is mainly dominated by males and even women with adequate experience fail to make a dent. For marketing the products women entrepreneurs have to be at the mercy of middlemen who pocket the hunk of profit. Although the middlemen exploit the women entrepreneurs, the purging of middlemen is tricky, because it involves a lot of running about. Women entrepreneurs also find it difficult to capture the market and make their products popular. Lot of the women entrepreneurs have imperfect organizational set up to drive in a lot of money for canvassing and advertisements. They have to face severe competition from organized industries. They have also to face a stiff competition with the men entrepreneurs who easily involve in the promotion and development area and carry out easy marketing of their products with both the organized sector and their male counterparts. Such a competition ultimately results in the insolvency of women entrepreneurs. This study focuses on the marketing problems of women entrepreneurs in Tamilnadu and suggests marketing strategies for women entrepreneurs in Tamilnadu.

Objectives of the Study

- ❖ To examine the marketing problems faced by women entrepreneurs in running their enterprises efficiently and profitably in Tamilnadu.
- ❖ To design the marketing strategy for women entrepreneurs with special reference to some selected Small Scale units in Tamilnadu.
- ❖ To provide suggestions to the women entrepreneurs in Tamilnadu in marketing their products or services to become successful entrepreneurs.

Null and Alternative Hypotheses

We propose following hypotheses to study the marketing problems faced by women entrepreneurs in Tamilnadu.

Null Hypothesis (H₁)

There is no significant relationship between sales promotion and business success of women entrepreneurs

Alternative Hypothesis (H_{1A})

There is significant relationship between sales promotion and business success of women entrepreneurs

Null Hypothesis (H₂)

There is no significant relationship between networking and clustering and business success of women entrepreneurs

Alternative Hypothesis (H_{2A})

There is significant relationship between networking and clustering and business success of women entrepreneurs

Null Hypothesis (H₃)

There is no significant relationship between brand and technology and business success of women entrepreneurs

Alternative Hypothesis (H_{3A})

There is significant relationship between brand and technology and business success of women entrepreneurs

Null Hypothesis (H₄)

There is no significant relationship between pricing strategy and business success of women entrepreneurs

Alternative Hypothesis (H_{4A})

There is significant relationship between pricing strategy and business success of women entrepreneurs

Null Hypothesis (H₅)

There is no significant relationship between visual media advertisement and business success of women entrepreneurs



Alternative Hypothesis (H_{5A})

There is significant relationship between visual media advertisement and business success of women entrepreneurs

Null Hypothesis (H₆)

There is no significant relationship between print media advertisement and business success of women entrepreneurs

Alternative Hypothesis (H_{6A})

There is significant relationship between print media advertisement and business success of women entrepreneurs

Null Hypothesis (H₇)

There is no significant relationship between distribution channel and business success of women entrepreneurs

Alternative Hypothesis (H_{7A})

There is significant relationship between distribution channel and business success of women entrepreneurs

Null Hypothesis (H₈)

There is no significant relationship between direct selling and business success of women entrepreneurs

Alternative Hypothesis (H_{8A})

There is significant relationship between direct selling and business success of women entrepreneurs

Null Hypothesis (H₉)

There is no significant relationship between product variety and business success of women entrepreneurs

Alternative Hypothesis (H_{9A})

There is significant relationship between product variety and business success of women entrepreneurs

Null Hypothesis (H₁₀)

There is no significant relationship between industry types on business success of women entrepreneurs

Alternative Hypothesis (H_{10A})

There is significant relationship between industry type on business success of women entrepreneurs

Null Hypothesis (H₁₁)

There is no significant relationship between age and business success of women entrepreneurs

Alternative Hypothesis (H_{11A})

There is significant relationship between age and business success of women entrepreneurs

Null Hypothesis (H₁₂)

There is no significant relationship between educational qualification and business success of women entrepreneurs

Alternative Hypothesis (H_{12A})

There is significant relationship between educational qualification and business success of women entrepreneurs

Null Hypothesis (H₁₃)

There is no significant relationship between sales and business success of women entrepreneurs

Alternative Hypothesis (H_{13A})

There is significant relationship between sales and business success of women entrepreneurs

Null Hypothesis (H₁₄)

There is no significant relationship between profit making and business success of women entrepreneurs

Alternative Hypothesis (H_{14A})

There is significant relationship between profit making and business success of women entrepreneurs

Analysis and Interpretation**Table 1:** Industry Type

Industry Type	Percent	Cumulative percent
Service	64.3	64.3
Manufacturing	35.7	100.0
Total	100.0	

Source: primary data

From the above table it is inferred that majority of women entrepreneurs are doing service oriented business. Some of them are doing manufacturing oriented business.

Table 2: Age of the Women Entrepreneurs

Age	percent	Cumulative percent
20-25	1.0	1.0
26-30	14.5	15.5
31-35	10.6	26.1
35-40	11.6	37.6
41-45	38.5	76.1
Above 45	23.9	100.0
Total	100.0	—

Source: primary data

From the above table relating to age, it is inferred that majority of the women entrepreneurs are belonging to the age group of 41-45 years, 14.5 percentage of women



entrepreneurs are belonging to the age group of 26-30 years, 10.6 percentage of women entrepreneurs are belonging to the age group of 31-35 years, whereas lower age limit is 20-25 years.

Table 3: Educational Qualification

Qualification	percent	Cumulative percent
Schooling	87.9	87.9
U.G	10.1	98.0
Others	2.0	100.0
Total	100.0	

From the above table it is inferred that majority of women entrepreneur's educational qualification is less than 12th standard. 10.1 percentage of women entrepreneurs studied under graduation.

Table 4: Business Success of the Women Entrepreneurs

Business success	Percent	Cumulative percent
Agree	90.0	90.0
Disagree	10.0	100.0
Total	100.0	—

Source: primary data

From the above table it is inferred that majority of women entrepreneur are success in their business. 10 percentages of them are failure in their business.

Table 5: Sales per Annum

Sales per annum (in Rs)	Percent	Cumulative percent
>5 lakhs	52.5	52.5
5-10 lakhs	42.8	95.3
10-15 lakhs	4.7	100.0
Total	100.0	

From the above table it is inferred that majority of women entrepreneur are getting less than 5 lakhs rupees sales per annum. 42.8 percentages of women entrepreneurs are getting 5-10 lakhs rupees profit per annum. 4.7 percentages of women entrepreneurs are getting 10-15 lakhs rupees profit per annum.

Table 6: Profit per Annum

Profit per annum (in Rs)	Valid percent	Cumulative percent
>5 lakhs	86.1	86.1
5-10 lakhs	11.5	97.6
10-15 lakhs	2.4	100.0
Total	100.0	

Source: primary data

From the above table it is inferred that majority of women entrepreneur are getting less than 5 lakhs rupees profit per annum. 11.5 percentages of women entrepreneurs are getting 5-10 lakhs rupees profit per annum. 2.4 percentages of women entrepreneurs are getting 10-15 lakhs rupees profit per annum.

Identifying the Marketing Factors in Women Entrepreneur's Business

Factor analysis is a general name denoting a class of procedures primarily used for data reduction and summarization. In marketing research, there may be a large number of variables, most of which are correlated and which must be reduced to a manageable level. Relationships among sets of many interrelated variables are examined and represented in terms of a few underlying factors. In analysis of variance, multiple regression, and Discriminant analysis, one variable is considered as the dependent or criterion variable, and the others as independent or predictor variables. However, no such distinction is made in factor analysis. Rather, factor analysis is an interdependence technique in that an entire set of interdependent relationships is examined. Factor analysis is used in the following circumstances:

1. To identify underlying dimension, or factors, that explains the correlations among a set of variables. For example, a set of lifestyle statements may be used to measure the psychographic profiles of consumers. These statements may then be factor analyzed to identify the underlying psychographic factors,
2. To identify a new, smaller set of uncorrelated variables to replace the original set of correlated variables in subsequent multivariate analysis.
3. To identify a smaller set of salient variables from a larger set for use in subsequent multivariate analysis.

Mathematically, factor analysis is somewhat similar to multiple regression analysis, in that each variable is expressed as a linear combination of underlying factors. The amount of variance a variable shares with all other variables included in the analysis is referred to as communality. The covariation among the variables is described in terms of a small number of common factors plus a unique factor for each variable. These factors are not overtly observed. If the variables are standardized, the factor model may be represented as:

$$X_i = A_{i1} F_1 + A_{i2} F_2 + A_{i3} F_3 + \dots + A_{im} F_m + V_i U_i$$

Where $X_i = i^{\text{th}}$ standardized variable

A_{ij} = standardized multiple regression coefficient of variable i on common factor j

F = common factor

V_i = standardized regression coefficient of variable i on unique factor i

U_i = the unique factor for variable i

m = number of common factors

The unique factors are uncorrelated with each other and with the common factors. The common factors themselves can be expressed as linear combinations of the observed variables.

$$F_i = W_{i1} X_1 + W_{i2} X_2 + W_{i3} X_3 + \dots + W_{ik} X_k$$

Where

F_i = estimate of i^{th} factor

W_i = weight or factor score coefficient

K = number of variables

It is possible to select weights or factor score coefficients so that the first factor explains the largest portion of the total variance. Then a second set of weights can be selected, so that the second factor accounts for most of the residual variance, subject to being uncorrelated with the first factor. This same principle could be applied to selecting additional weights for the additional factors. Thus, the factors can be estimated so that their factor scores, unlike the values of the original variables, are not correlated. Furthermore, the first factor accounts for the highest variance in the data, the second factor the second highest, and so on. Several statistics are associated with factor analysis.

We have tested Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy. Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is an index used to examine the appropriateness of factor analysis. High values (between 0.5 and 1.0) indicate factor analysis is appropriate. Values below 0.5 imply that factor analysis may not be appropriate. In our study Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is 0.685 and it indicate factor analysis is appropriate. We have Bartlett's test of sphericity is a test statistic used to examine the hypothesis that the variables are uncorrelated in the population. In other words, the population correlation matrix is an identity matrix; each variable correlates perfectly with itself ($r=1$) but has no correlation with the other variables ($r=0$). Bartlett's test of sphericity is significant. A Correlation matrix is a lower triangle matrix showing the simple correlation, r , between all possible pairs of variables included in the analysis. The diagonal elements, 1 which are all 1, are usually omitted.

Communality is the amount of variance a variable shares with all the other variables being considered. This is also the proportion of variance explained by the common factors. The eigen value represents the total variance explained by each factor. Factor loadings are simple correlations between the variables and the factors. A factor loading plot is a plot of the original variables using the factor loading as coordinates. A factor matrix contains the factor loadings of all the variables on all the factors extracted. Factor scores are composite scores estimated for each respondent on the derived factors. Percentage of

variance is the percentage of the total variance attributed to each factor.

Table 7: Communalities of Independent Variables

Independent Variables	Initial	Extraction
Targeting	1.000	0.706
Segmentation	1.000	0.608
Product Variety	1.000	0.675
Latest Trend And Technology	1.000	0.604
Packaging And Labelling	1.000	0.527
Brand Name	1.000	0.632
Franchising	1.000	0.564
Cost Plus Pricing	1.000	0.767
Equal To The Market Price	1.000	0.801
Price Bundling	1.000	0.681
Sales Promotion	1.000	0.530
Price Discounts	1.000	0.558
Network And Cluster	1.000	0.637
Profit Making	1.000	0.750
Brand Value And Awareness	1.000	0.701
Network And Cluster Helps To Increase Product Variety	1.000	0.728
Through Retail	1.000	0.664
Through Wholesale	1.000	0.679
Through Agents And Broker	1.000	0.697
Direct Selling	1.000	0.709
Word Of Mouth	1.000	0.660
Radio And Television Ads	1.000	0.503
Flyers, Pamphlets And Newspaper	1.000	0.652
Social Media Ads	1.000	0.648
CSR Activities	1.000	0.583
Customer Relation	1.000	0.503

Extraction Method: Principal Component Analysis.

It is possible to compute as many principal components as there are variables, but in doing so, on parsimony is gained. In order to summarize the information contained in the original variables, a smaller number of factors should be extracted. The question is, how many? Several procedures have been suggested for determining the number of factors. These include a priori determination and approaches based on eigen values, scree plot, percentage of variance accounted for, split-half reliability, and significance tests. Determination based on eigen values - In this approach, only factors with eigen values greater than 1.0 are retained; the other factors are not included in the model. An eigen value represents the amount of variance associated with the factor. Hence, only factors with a variance greater than 1.0 are included.



Factors with variance less than 1.0 are no better than a single variable. Determine based on percentage of variance - In this approach, the number of factors extracted is determined so that the cumulative percentage of variance extracted by the factors reaches a satisfactory level. What level of variance is satisfactory depends upon the problem. However, it is recommended that the factors extracted should account for at least 60 percent of the variance. Our factor analysis result shows that the factors extracted account for at least 64 percent of the variance.

An important output from factor analysis is the factor matrix, also called the factor pattern matrix. The factor matrix contains the coefficient used to express the standardized variables in terms of the factors. These coefficients, the factors loadings, represent the correlations between the factors and the variables. A coefficient with a large absolute value indicates that the factor and the variable are closely related. The coefficient of the factor matrix can be used to interpret the factors. Although the initial or unrotated factor matrix indicates the relationship between the factors and individual variables, it seldom results in factors that can be interpreted, because the factors are correlated with many variables.

Therefore, through rotation, the factor matrix is transformed into a simpler one that is easier to interpret. In rotating the factors, we would like each factor to have nonzero, or significant, loadings or coefficients for only some of the variables. Hence, different, methods of rotation may result in the identification of different factors. The most commonly used method for rotation is the varimax procedure. This is an orthogonal method of rotation that minimizes the number of variables with high loadings on a factor, thereby enhancing the interpretability of the factors. Orthogonal rotation results in factors that are uncorrelated.

The final step in factor analysis involves the determination of model fit. A basic assumption underlying factor analysis is that the observed correlation between variables can be attributed to common factors. Hence the correlations between the variables can be deduced or reproduced from the estimated correlations between the variables and the factors. The differences between the observed correlations (as given in the input correlation matrix) and the reproduced correlations (as estimated from the factor matrix) can be examined to determine model fit. These differences are called residuals. If there are many large residuals, the factor model does not provide a good fit to the data and the model should be reconsidered.

We have used 27 variables in the questionnaire. They are follows Price bundling, sales promotion, price discounts, networking and clustering, profit making, brand value awareness, networking and clustering helps to increase product variety, segmentation, latest trend and

technology, brand name, franchising, cost plus price, equal to the market price, radio and television advertisement, social media advertisement, CSR activities, customer relationship, word of mouth, flyer, pamphlets and newspaper advertisement, retail, wholesale, agent and broker, direct selling, targeting and product variety.

Above 27 variables have been reduced as 9 variable like sales promotion, networking and clustering, brand and technology, pricing strategy, visual media advertisement, print media advertisement, distribution channels, direct selling and product variety. Price bundling, sales promotion and price discounts reduced as sales promotion. Networking and clustering, profit making, brand value awareness, networking and clustering helps to increase product variety reduced as networking and clustering. Segmentation, latest trend and technology, brand name and franchising reduced as brand and technology. Cost plus price and equal to the market price reduced as pricing strategy. Radio and television advertisement, social media advertisement, CSR activities and customer relationship reduced as visual media advertisement. Word of mouth, flyer, pamphlets and newspaper advertisement reduced as print media advertisement. Through retail and through wholesale reduced as distribution channel. Agent and broker and direct selling reduced as direct selling. Targeting and product variety reduced as product variety.

Contribution of the Marketing Factors to the Business Success of Women Entrepreneurs

Multiple regression involves a single dependent variable and two or more independent variables. The general form of the multiple regression model is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_k X_k + e.$$

Which is estimated by the following equation:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + \dots + b_k X_k$$

As before, the coefficient a represents the intercept, but the b s are now the partial regression coefficients. The least squares criterion estimates the parameters in such a way as to minimize the total error SS_{res} . This process also maximizes the correlation between the actual values of Y and the predicted values.

Most of the statistical terms described under bivariate regression also apply. To multiple regression, the statistics are used: Adjusted R^2 - R^2 , coefficient of multiple determination, is adjusted for the number of independent variables and the sample size to account for diminishing returns. After the first few variables, the additional independent variables do not make much contribution. Coefficient of multiple determination - The strength of association in multiple regression is measured by the square of the multiple correlation coefficient, R^2 , which is also called the coefficient of multiple determination. The F test is used to test the null hypothesis that the coefficient of multiple determination



in the population, R^2_{pop} , is zero. This is equivalent to testing the null hypothesis $H_0: \beta_1 = \beta_2 = \beta_3 \dots = \beta_k = 0$. The test statistic has an F distribution with k and $(n - k - 1)$ degrees of freedom. The partial regression coefficient, b_1 ,

denotes the change in the predicted value, Y , per unit change in X_1 when the other independent variables, X_2 to X_k , are held constant.

Table 8: Contribution of the Marketing Factors to the Business Success of Women Entrepreneurs

Marketing Factors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
(Constant)	3.729	0.025	-	150.991	0.000
Sales promotion	0.319	0.025	0.439	12.908	0.000
Network and cluster	0.074	0.025	0.102	2.987	0.003
Brand and technology	0.153	0.025	0.210	6.165	0.000
Pricing	0.043	0.025	0.060	1.755	0.080
Visual media advertisement	0.053	0.025	0.073	2.158	0.032
Print media advertisement	0.089	0.025	0.122	3.602	0.000
Distribution	0.169	0.025	0.232	6.824	0.000
Direct selling	0.106	0.025	0.146	4.304	0.000
product variety	0.418	0.025	0.574	16.882	0.000

Business success = 3.729 + 0.319 (sales promotion) + 0.074 (networking and clustering) + 0.153 (brand and technology) + 0.043 (pricing strategy) + 0.053 (visual media advertisement) + 0.089 (print media advertisement) + 0.169 (distribution channel) + 0.106 (direct selling) + 0.418 (product variety).

The model has covered 84% variance and F value is significant. Among the above 9 marketing factors, the product variety, sales promotion, distribution channel and brand and technology have higher impact on business success to the women entrepreneurs. Following the above 4 factors, the direct selling, print media advertisement, networking and clustering and visual media advertisement have impact on the women entrepreneur business success. Pricing strategy does not have impact on women entrepreneur's business success.

If one unit sales promotion increase leads to 0.319 units business success increase. When one unit networking and clustering increase leads to 0.074 units business success increase. While one unit brand and technology increase leads to 0.153 units business success increase. If one unit pricing strategies increase leads to 0.043 units business success increase. When one unit visual media advertisement increase leads to 0.053 units business successes increase. While print media advertisement increase leads to 0.089 units business successes increase. If one unit distribution channel increase 0.169 units business successes increase. When one unit direct selling increase 0.106 units business successes increase. While one unit product variety increase leads to 0.418 units business success increase.

Product variety has impact on women entrepreneur business success. Hence Hypothesis (H_9) which says there is no significant relationship between product variety and business success of women an entrepreneur is rejected.

So there is a significant relationship between Product variety and business success of women entrepreneurs. Sales promotion has impact on women entrepreneur business success. Hence Hypothesis (H_1) which says there is no significant relationship between sales promotion and business success of women an entrepreneur is rejected. So there is a significant relationship between Sales promotion and business success of women entrepreneurs. Distribution channel has impact on women entrepreneur business success. Hence Hypothesis (H_7) which says there is no significant relationship between distribution channel and business success of women an entrepreneur is rejected. So there is a significant relationship between distribution channel and business success of women entrepreneurs.

Brand and technology has impact on women entrepreneur business success. Hence Hypothesis (H_3) which says there is no significant relationship between brand and technology and business success of women entrepreneurs is rejected. So there is a significant relationship between brand and technology and business success of women entrepreneurs. Direct selling has impact on women entrepreneur business success. Hence Hypothesis (H_8) which says there is no significant relationship between direct selling and business success of women entrepreneurs is rejected so there is a significant relationship between direct selling and business success of women entrepreneurs.

Print media advertisement has impact on women entrepreneur business success. Hence Hypothesis (H_6) which says there is no significant relationship between print media advertisement and business success of women an entrepreneur is rejected. So there is a significant relationship between print media advertisement and business success of women

entrepreneurs. Networking and clustering has impact on women entrepreneur business success. Hence Hypothesis (H_2) which says there is no significant relationship between networking and clustering and business success of women an entrepreneur is rejected. So there is a significant relationship between networking and clustering and business success of women entrepreneurs.

Visual media advertisement has impact on women entrepreneur business success. Hence Hypothesis (H_5) which says there is no significant relationship between visual media advertisement and business success of women an entrepreneur is rejected. So there is a significant relationship between visual media advertisement and business success of women entrepreneurs.

Pricing strategy does not have impact on women entrepreneur's business success. Hence Hypothesis (H_4) which says there is no significant relationship between pricing strategy and business success of women an entrepreneur is accepted.

So it is proof that there is no significant relationship between pricing strategy and business success of women entrepreneurs.

RESULTS AND IMPLICATIONS

- Majority of the women entrepreneurs are belong to the age group of 41-45 years.
- Majority of women entrepreneurs are running their business successfully.
- Majority of women entrepreneurs are doing service oriented business.
- Majority of women entrepreneur are getting less than 5 lakhs rupees profit per annum. 11.5 percentages of women entrepreneurs are getting 5-10 lakhs rupees profit per annum. 2.4 percentages of women entrepreneurs are getting 10-15 lakhs rupees profit per annum.
- Majority of women entrepreneur are getting less than 5 lakhs rupees sales per annum. 42.8 percentages of women entrepreneurs are getting 5-10 lakhs rupees profit per annum. 4.7 percentages of women entrepreneurs are getting 10-15 lakhs rupees profit per annum.
- Majority of women entrepreneur's educational qualification is less than 12th standard.
- Product variety, sales promotion, distribution channel and brand and technology have higher impact on business success to the women entrepreneurs.
- Direct selling, print media advertisement, network and cluster and visual media advertisement have impact on the women entrepreneur business success.
- Pricing strategy does not have impact on women entrepreneur business success.

SUGGESTIONS AND CONCLUSION

Today's successful companies have majorly focused and heavily committed only on marketing strategies. Marketing, more than any other business function, deals with customers by delivering satisfaction. Marketing strategies means marketing logic by which the business units hopes to achieve its marketing objectives. The researcher has studied various marketing strategies for women entrepreneurs in Tamilnadu. The results of the study have indicated that the women entrepreneurs have to improve their marketing strategies like Short-term incentives to encourage the purchase or sale of a product or service. Which means women entrepreneur should use sales promotion as their marketing strategy, Sales promotion such as price discount and price bundling. Branding helps buyers in many ways. Brand name helps consumers identify products that might benefit them. So women entrepreneurs should improve their brand and technology according to the latest trend. Brand and technology such as brand name, segmentation, Franchising, adopting with latest trend and technology. Explore the individual success in the female entrepreneurial networking process using a mixed methodology.

Networking and clustering leads to improve the business success of the women entrepreneurs. Networking and clustering such as profit making, brand value and awareness, network and cluster helps to increase product variety of the women entrepreneur's business. Visual media advertisement and print media advertisement are paid form of non -personal presentation and promotion of ideas, goods, or services by an identified sponsor is essential for the women entrepreneur's business success. Visual media advertisement and print media advertisement such as radio and television ads, social media ads, CSR activities, customer relation, flyers and pamphlets and newspaper. Network made up of the company, suppliers, distributors, and ultimately customers who partner with each other to improve the performance of the entire system. Which means distribution channel should be effective in their business. Distribution channels are retail and wholesale. Direct selling or direct communication with carefully targeted individual consumers is impact on women entrepreneur's business success. Direct selling such as direct sales force, agents and brokers. Using a successful brand name to launch a new or modified product in a new category or increasing product variety is the major strategy to improve business success of the women entrepreneurs. Product variety such as targeting and product line.

The results of the study have indicated that pricing strategy should not affect the business success of the women entrepreneurs. These marketing strategies are leads to improve the business success of the women entrepreneurs. However the researcher has given some



valid suggestions to improve marketing strategies to the women entrepreneurs. The women entrepreneurs look in to the deficient areas and implement the suggestion wherever it is applicable.

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