



***The World's Largest Open Access Agricultural & Applied Economics Digital Library***

**This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.**

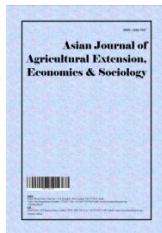
**Help ensure our sustainability.**

Give to AgEcon Search

AgEcon Search  
<http://ageconsearch.umn.edu>  
[aesearch@umn.edu](mailto:aesearch@umn.edu)

*Papers downloaded from AgEcon Search may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

*No endorsement of AgEcon Search or its fundraising activities by the author(s) of the following work or their employer(s) is intended or implied.*



## **Marketing Behaviour of Registered Women Entrepreneurs in Coimbatore District of Tamil Nadu**

**N. Suganthi <sup>a\*†</sup> and M. Asokhan <sup>a#</sup>**

<sup>a</sup> Department of Agricultural Extension and Rural, TNAU, Coimbatore-641003, India.

### **Authors' contributions**

*This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.*

### **Article Information**

DOI: 10.9734/AJAEES/2022/v40i1031173

### **Open Peer Review History:**

This journal follows the Advanced Open Peer Review policy. Identity of the Reviewers, Editor(s) and additional Reviewers, peer review comments, different versions of the manuscript, comments of the editors, etc are available here: <https://www.sdiarticle5.com/review-history/91649>

**Received 11 July 2022**

**Accepted 01 September 2022**

**Published 06 September 2022**

**Original Research Article**

### **ABSTRACT**

To achieve the purpose of the study, 105 registered women entrepreneurs in Micro Small and Medium Enterprise (MSME) were identified in Coimbatore District of Tamil Nadu. Series of questions were asked through well-structured interview schedule. The paper reveals that more than half (56.19 %) registered women entrepreneurs had medium level of marketing behaviour followed by high (24.76 %) and low (19.05 %) levels. Majority (79.05 %) of the respondents procured raw material locally followed by outside (20.95 %). Less than half (45.71 %) of the registered women entrepreneurs utilized labour based on demand for the produce. More than one-fifth (46.67%) of the registered women entrepreneurs sold their products to directly to consumers. A little less than three-fifths (71.43 %) of the registered women entrepreneurs had adequate existing market information.

**Keywords:** Women; entrepreneurs; marketing; consumers; cost of production.

### **1. INTRODUCTION**

In the present era, women are recognized as entrepreneurs through their strong desire,

qualities, and capabilities for economic development. Women Entrepreneur is a person who accepts challenging role to fulfill her personal needs and turn out to be economically

<sup>†</sup> Post-Doctoral Fellow;

<sup>#</sup> Deputy Registrar;

\*Corresponding author: E-mail: [suganthiextn@gmail.com](mailto:suganthiextn@gmail.com);

independent [1]. In developing country like India Entrepreneurship plays an important role. Nowadays entrepreneurial talents could be harnessed so as to convert them from the position of jobseekers to job givers. The speeding up of economic growth requires an expanded supply of women entrepreneurs [2]. The government has realized the importance of women entrepreneurship. The Government of India and Tamil Nadu offers a variety of programmes for women entrepreneurs. Even though the government provides such programmes, they are very many hurdles the women faces. Many women proved that they are more capable of doing things with more efficiency than men, especially in decision making, sincerity, patience and hard work. These qualities, contribute as good entrepreneurs for the development of business and industry [3]. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities and social norms. Compared to men the problems of women entrepreneurs are numerous. The entrepreneur is always be busy in financial transactions in terms of buying and selling activities. As time progresses, the entrepreneurs strive hard to reduce the cost of production and marketing and aims for achieving high returns per unit of good. This quality enhance the quality of an woman entrepreneur and makes them to visualize in forecasting the prospects of a business in economic terms.

Here in this paper the marketing behaviour of registered women entrepreneurs were studied and presented under four components viz., raw material, utilization of labour, marketing channel of the product, existing market information

## **2. RESEARCH METHODOLOGY**

Coimbatore District was selected for the study because it is the second most industrialized district in the state, also known as the "Manchester of South India" for its development in the industry. The respondents were selected from three types of sectors such as Food and allied Products, Manufacturing, service were selected for the study. Since the secondary data on the number of women entrepreneurs in each block/ village were not available, samples were resorted to the selection of women entrepreneurs from different entrepreneurial hubs (Public, private and Non- Government Organizations). A sample size of 105 women entrepreneurs were considered for the study.

Key informant method was adopted for the selection of sample. In this study registered women entrepreneurs in Micro, Small and Medium enterprises-MSME were selected for the study. Here the sector wise respondents largely differs hence proportionate sample size could not be adopted for common sample size for the study. Hence it was decided to select 35 respondents randomly from each sector/unit (Food and Allied Products, Manufacturing Products and Service) among registered using Simple Random Sampling. Each unit consisted of 35 respondents constituting 105 respondents. A scoring pattern of 3, 2, and 1 were assigned for high, medium, and low respectively. Based on the total score, the respondents were classified into three categories as low, medium and high based on cumulative frequency method. Percentage analysis was used for making simple comparison for calculating percentages for different items regarding the marketing behaviour of women entrepreneurs.

## **3. FINDINGS AND DISCUSSION**

### **3.1 Marketing Behaviour**

Marketing behaviour indicates the mode of selling the products in the market. The marketing behaviour of women entrepreneurs was analysed in the identified four components viz., raw material, utilization of labour, marketing channel of the product, existing market information. Based on the details collected, the respondents were categorized into low, medium and high. The results on marketing behaviour of the respondents are given in Table 1 and their categorization of different marketing behavioural aspects are presented from Table 2 to Table 5.

From Table 1 it could be inferred that more than half (56.19 %) registered women entrepreneurs had medium level of marketing behaviour followed by high (24.76 %) and low (19.05 %) levels. Among the three sectors viz., food and allied products, manufacture and service sectors more than one-fifth (23.81 %)and more than one-tenth ( 18.10 % and 14.29 %) of the registered women entrepreneurs had medium level of marketing behaviour followed by high (5.71 %, 7.62 %and 11.43 level respectively. Very few (3.81 %) of the registered women entrepreneurs of food and allied products had low level of marketing behaviour. Equally (7.62 %) distributed registered women entrepreneurs of manufacture and service sector had low level of marketing behaviour.

The women entrepreneurs had knowledge of market scenario and but were unaware about the latest trends of products in the market. They also slightly lacked to evaluate the changing demands of their target customers as well as their product. Hence these might have contributed to the result.

These findings are in conformity with the findings of Gandla Anusha [4] and Thilagam [5].

### 3.1.1 Raw material procurement

Distribution of respondents according to their raw material procurement is presented in Table 2.

Majority (79.05 %) of the respondents procured raw material locally followed by outside (20.95 %).

The women entrepreneurs procured their raw materials locally because of the known persons from whom they always procure for a long time, cost of the material and lack of awareness might be the reason for purchase of raw material locally.

This finding is in conformity with the finding of Baliwada Hema [6].

### 3.1.2 Utilization of labour

Distribution of respondents according to their utilization of labour is presented in Table 3.

From Table 3 it could be noticed that less than half (45.71 %) of the registered women entrepreneurs utilized labour based on the demand for the produce. Nearly one fifth (18.10% and 16.19 %) of food and allied and service sector respondents utilized labour based

on the cost of production. One- fifth (21.90 %) of the respondents in manufacturing sector utilized labour based on demand for the produce.

To infiltrate the products into the market based on consumer needs locally and at national and international level the registered women entrepreneurs might have utilized the labour based on the demand of the produce too.

These findings are in conformity with the findings of and Thilagam [5].

### 3.1.3 Market channel of the product

Distribution of respondents according to their market channel of the product is presented in Table 4.

From Table 4 it can be concluded that more than one-fifth (46.67 %) of the registered women entrepreneurs sold their products to directly to consumers, 22.86 per cent to wholesaler, 20.00 per cent sold their products through online. Very few (7.62 %) sold to retailers. Meagre (2.86 %) sold their products to Government and private institutions.

To avoid excessive cost and middle people involvement in the marketing channel might be the reasons for direct sales to the consumers.

The above results derived support from the findings of Elakkiya [7].

### 3.1.4 Existing market information

Distribution of respondents according to their existing market information is given in Table 5.

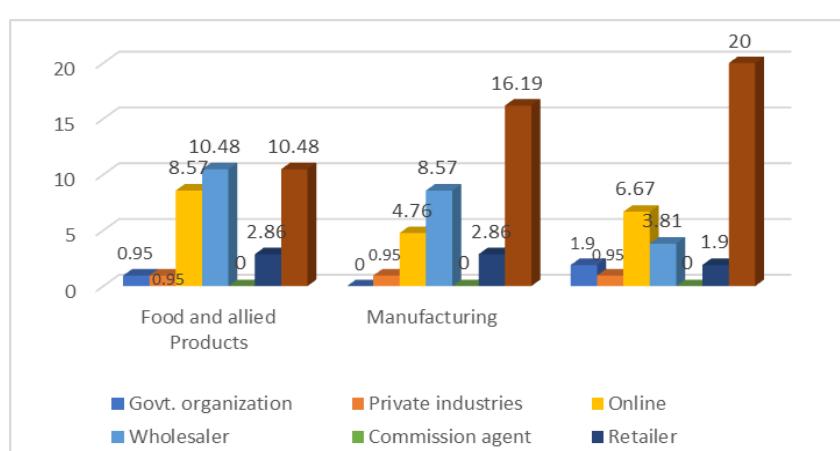


Fig. 1. Market channel of the product

**Table 1. Distribution of respondents according to their marketing behaviour**

S. No.	Category	Registered women entrepreneurs (n=105)						Total (n=105)	
		Food and allied Products (n=35)		Manufacturing (n=35)		Service (n=35)			
		No.	%	No.	%	No.	%		
1	Low	4	3.81	8	7.62	8	7.62	20 19.05	
2	Medium	25	23.81	19	18.10	15	14.29	59 56.19	
3	High	6	5.71	8	7.62	12	11.43	26 24.76	
<b>Total</b>		<b>35</b>	<b>33.33</b>	<b>35</b>	<b>33.33</b>	<b>35</b>	<b>33.33</b>	<b>105 100.00</b>	

**Table 2. Distribution of respondents according to their raw material procurement**

S. No.	Category	Registered women entrepreneurs (n=105)						Total (n=105)	
		Food and allied Products (n=35)		Manufacturing (n=35)		Service (n=35)			
		No.	%	No.	%	No.	%		
1	Locally	24	22.86	26	24.76	33	31.43	83 79.05	
2	Outside	11	10.48	9	8.57	2	1.90	22 20.95	
<b>Total</b>		<b>35</b>	<b>33.33</b>	<b>35</b>	<b>33.33</b>	<b>35</b>	<b>33.33</b>	<b>105 100.00</b>	

**Table 3. Distribution of respondents according to their utilization of labour**

S. No.	Category	Registered women entrepreneurs (n=105)						Total (n=105)	
		Food and allied Products (n=35)		Manufacturing (n=35)		Service (n=35)			
		No.	%	No.	%	No.	%		
1	Based on cost of production	19	18.10	9	8.57	17	16.19	45 42.86	
2	Based on demand for the produce	12	11.43	23	21.90	13	12.38	48 45.71	
3	Based on personal need for money	4	3.81	3	2.86	5	4.76	12 11.43	
<b>Total</b>		<b>35</b>	<b>33.33</b>	<b>35</b>	<b>33.33</b>	<b>35</b>	<b>33.33</b>	<b>105 100.00</b>	

**Table 4. Distribution of respondents according to their market channel of the product**

S. No.	Category	Registered women entrepreneurs (n=105)							
		Food and allied Products (n=35)		Manufacturing (n=35)		Service (n=35)		Total (n=105)	
		No.	%	No.	%	No.	%	No.	%
1	Govt. organization	1	0.95	0	0.00	2	1.90	3	2.86
2	Private industries	1	0.95	1	0.95	1	0.95	3	2.86
3	Online	9	8.57	5	4.76	7	6.67	21	20.00
4	Wholesaler	11	10.48	9	8.57	4	3.81	24	22.86
5	Commission agent	0	0.00	0	0.00	0	0.00	0	0.00
6	Retailer	3	2.86	3	2.86	2	1.90	8	7.62
7	Consumer	11	10.48	17	16.19	21	20.00	49	46.67
<b>Total</b>		<b>35</b>	<b>33.33</b>	<b>35</b>	<b>33.33</b>	<b>35</b>	<b>33.33</b>	<b>105</b>	<b>100.00</b>

**Table 5. Distribution of respondents according to their existing market information**

S. No.	Category	Registered women entrepreneurs (n=105)							
		Food and allied Products (n=35)		Manufacturing (n=35)		Service (n=35)		Total (n=105)	
		No.	%	No.	%	No.	%	No.	%
1	More adequate	7	6.67	3	2.86	3	2.86	13	12.38
2	Adequate	24	22.86	23	21.90	28	26.67	75	71.43
3	Inadequate	4	3.81	9	8.57	4	3.81	17	16.19
<b>Total</b>		<b>35</b>	<b>33.33</b>	<b>35</b>	<b>33.33</b>	<b>35</b>	<b>33.33</b>	<b>105</b>	<b>100.00</b>

From Table 5 it can be inferred that a little less than three-fifths (71.43 %) of the registered women entrepreneurs had adequate existing market information followed by 16.19 per cent of the women entrepreneurs had inadequate existing market information and less than one-fifth (12.38 %) had more adequate market information.

The registration in Micro, Medium and Small Enterprise (MSMEs), Non-Government Organizations (NGOs) and contact with fellow entrepreneurs might have contributed to the results.

The above finding is in agreement with the findings of Janani [8].

## 5. CONCLUSION

The women entrepreneurs possessed medium level of marketing behaviour, and majority of the respondents procured raw materials locally and fixed prices based on cost of production. The women entrepreneurs should move forward and start procuring raw materials outside the local places too. To increase the market orientation of the women entrepreneurs they should be in contact with more of the institutional sources and attend more trainings to get many information regarding marketing. Leaving behind the social norms the women entrepreneurs should move outside and have good contact with other fellow women entrepreneurs to gain more information. A single local community shop can be opened at the panchayat so that the women can show their products for exhibition cum sales, this will help them to familiarize their products. The Government can announce various subsidy for marketing their products. A separate hub to be opened as entrepreneurial training centre where in the women entrepreneurs can gain update knowledge regarding the marketing aspects viz., where to sell, whom to sell, the export potentiality, price and demand of the product etc.

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

## REFERENCES

1. Saraswat Ritwik. Indicators of agri entrepreneurship and evaluation of business planning and development unit a diagnostic study. *Mukt Shabd Journal*. 2020;9(6):3422-3432.
2. Manivel. Problems and prospective of women entrepreneurship in Tamil Nadu. *Journal of Emerging Technologies and Innovative Research*. 2022;9(3):758-764.
3. Jain Sonal. "Comparison between women and men entrepreneurship. *Journal of Emerging Technologies and Innovative Research*. 2019;6(6):751-761.
4. Gandla Anusha, Syed H. Mazhar. Socio-Economic Profile of Women Entrepreneurs". *International Journal of Advances in Agricultural Science and Technology*. 2020;7(10):40-50.
5. Thilagam J. Indicators of agri entrepreneurship and evaluation of business planning and development unit a diagnostic study." Unpub. Ph.D (Ag.) Thesis, Tamil Nadu Agricultural University; 2012.
6. Baliwada Hema, Premavathi R. A Study on Attributes of Rural Women Entrepreneurs in Srikakulam District of Andhra Pradesh. *International Journal of Agriculture Innovations and Research*. 2017; 6(1):2319-1473.
7. Elakkiya. Agripreneurs in Agricultural Development – A Gender Analysis". Unpub. Ph.D. Thesis, Tamil Nadu agricultural University, Coimbatore; 2022.
8. Janani S. Entrepreneurial orientation of Rural Youth - An Analysis." Ph.D Thesis, Department of Agricultural Extension and Rural Sociology, Tamil Nadu Agricultural University; 2015.

---

© 2022 Suganthi and Asokhan; This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

*Peer-review history:*

*The peer review history for this paper can be accessed here:  
<https://www.sdiarticle5.com/review-history/91649>*