

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/352180690>

# Aspects of Marketing and its Influence on the Performance of Women Owned Enterprises

Article in INTERNATIONAL JOURNAL OF MANAGEMENT · November 2020

DOI: 10.34218/IJM.11.11.2020.145

---

CITATIONS

0

---

READS

166

2 authors:



**Ashok Sharma**

Pachhunga University College

1 PUBLICATION 0 CITATIONS

SEE PROFILE



**Sanjeeb Kumar Jena**

Rajiv Gandhi University

57 PUBLICATIONS 56 CITATIONS

SEE PROFILE



---

# ASPECTS OF MARKETING AND ITS INFLUENCE ON THE PERFORMANCE OF WOMEN OWNED ENTERPRISES

**Dr. Ashok Sharma**

Post Doctoral Fellow, Department of Commerce, Rajiv Gandhi University, Rono Hills,  
Doimukh, Arunachal Pradesh, India

**Sanjeeb Kumar Jena**

Professor, Department of Commerce, Rajiv Gandhi University, Rono Hills,  
Doimukh, Arunachal Pradesh, India

## ABSTRACT

*Entrepreneurship has widened the scope for innovation. People around the world are not just looking for a job rather trying to create something for the society. Economic independence and being creative is a new mantra for the younger generation. In recent times startups and SMEs have gained popularity among the youths. Thus, we can see numerous numbers of entrepreneurs finding their place in such a competitive yet earning environment. Nevertheless, we can't ignore the fact that there is a lot of struggle to become a successful entrepreneur, and it starts with the proper strategy. The present study is to identify the most challenging aspect of any enterprises, i.e., marketing and its approaches. The paper considers the response of women entrepreneurs of northeast India and projects the marketing practices which lead to better enterprise performance.*

**Key words:** Enterprises, Marketing, North-East India, Performance, Women Entrepreneurs.

**Cite this Article:** Ashok Sharma and Sanjeeb Kumar Jena, Aspects of Marketing and its Influence on the Performance of Women Owned Enterprises, *International Journal of Management*, 11(11), 2020, pp 1524-1531.

<http://www.iaeme.com/IJM/issues.asp?JType=IJM&VType=11&IType=11>

---

## 1. INTRODUCTION

Entrepreneurship has become a livelihood option for people across the world. The complexities of life and economic challenges opened the door for self-reliant and self-sustenance ventures. It is presumed that the societies which have more individuals with entrepreneurial attributes are economically progressed (Ndofirepi, 2020). The entrepreneurs around the world are the talking point of success nowadays. They are becoming the

inspiration of many youths. Today we can see almost equal numbers both men and women in the field of business, trying to explore their capabilities. The developing countries are recognizing and focusing on the socio-economic benefits of women's entrepreneurship (Kamberidou, 2020). However, the journey of entrepreneurship has never been easy for both counterparts. The different problems associated with entrepreneurship led to the potential exit of players from the market. The challenges of most of the women entrepreneurs are quite similar in northeast India. However, the approaches are different from one entrepreneur to another. Nonetheless, even after facing different challenges they still try to be economically independent (Sangolagi & Alagawadi, 2016).

The women entrepreneurship in case of northeast India is quite different than the rest of the part of India. The good numbers of women entrepreneurs have come up in recent times. Though the numbers are increasing, the complexities are inevitable for the women entrepreneurs. According to the studies, the entrepreneurs often discussed the marketing approaches as the biggest challenge after finance for their firm. Most of the studies advocated that firms which adopt marketing practices properly can solve the major issues of any businesses. The present studies explore studies of women entrepreneurship with regard to marketing practices in northeast India. The study also reviews the prominent literature to understand the marketability of the product produce by the enterprises. As the kinds of the literature of eminent scholars projects market orientation has a tremendous potentiality for sales improvement (Ruekert, 1992) and product-related profitability (Narver & Slater, 1990). The ultimate firm's interest is to improve the market holding by capturing the target customers. The literature here suggests that the entrepreneurs are considering the market for potential growth. Better market orientation improves financial performance (Pelham, 2000) and market and customer identifications (Day, 1994). The women entrepreneurs are not aware of the availability of assistance for marketing, and it has created confusion for several entrepreneurs. The paper establishes the relationship of marketing aspects with the performance and also highlights builds a business model with one of the most important marketing aspect.

## **2. ENTREPRENEURSHIP AND ASPECTS OF MARKETING**

The study of entrepreneurship is being conducted by scholars across the world. Almost all entrepreneurs possess the same characteristics. However, the type of business and way to conduct business is different from one entrepreneur to another; and also differs from one place to another. Few prominent studies are highlighted in the paper in order to understand the complexities marketing on entrepreneurship.

Swetha & Rao (2013) outlined the stages of development of entrepreneurship in India. The study mainly conducted with women entrepreneurs of India which shows their contribution to economic development. Koo and Suk (2016) identified the shape of package moulds the perception of the customer. The study explored the customers' attitude for taller and wider packages. The wider packages are assumed to be having higher calories when compared with taller packages. The people are calorie conscious the food packages they purchase have a direct impact on the perception. Meghrajani and Asthana (2013) found that most children were the major customers of snacks and are attracted by the package of the product. The local brands generally put fancy names and lower the price of the product to compete with the MNCs. As those products are easily available children get attracted as because of those products are locally advertised in newspapers or informed by the shopkeepers to them. Trivedi (2013) explore the marketing techniques as Digital advertising, Mobile application and improving feedback mechanism which has brought a big boost in the sales. Innovative marketing improved the customer base. Stella and Rajeswari (2013)

elaborated the marketing approaches as proper pricing, regular product launch and different varieties in the chain of products. Increase in sales in the study was seen when better sales services provided with cheaper spare parts for replacement. The study was based on automobile manufacturers hence customer's satisfaction was observed when quality and performance was best provided. Tripathi and Siddiqui (2012) emphasized on the relationship marketing to build networking with the clients. The study revealed that Planning and executing marketing supports the relationships involving integrated marketing communications. Kumar (2012) observed that most of the small size businesses don't follow proper marketing rather focuses on personal selling of their products. Thus it becomes difficult for the entrepreneurs to tap a bigger market due to limited marketing approach.

Gautam and Singh (2011) stated that most media uses radio, television mails and trade fairs are advertising the products. Direct mail, internet, television, radio, newspaper, magazines and journals, the trade fairs and word of mouth also has impacted the sales volume. Lindgreen, et al., (2009) highlighted five marketing practices such as Transactional Marketing, Database Marketing, Interaction Marketing, E-marketing and Network Marketing. Marcati, Guido and Peluso (2008) identified three marketing approach Transactional, Relationship and Inductional Marketing. The study found that marketing has been used as a strategy to increase sales, satisfying customers and analyzing new markets. Sharma (1985) identified the marketing approaches such as after-sale services to the customers and also provides a lower price of the parts. The study found that customers are more attracted to the design colour of the product.

Kuazaqui (2013) enterprises had applied marketing mix strategies as well as a knowledgeable level of management tool for the growth of their business. Dushi et al (2019) found that respondents mostly look for opportunity and understand the value of limited resources. The sample showed reserved characteristics with respect to risk-taking and they were non-proactive. The study also found that firms were neither innovative nor oriented towards customers. Newbert (2012) the study conducted to determine the magnitude of marketing practices of the social entrepreneurs. Apparently the study found that the marketing practices of social entrepreneurs are not as such of general entrepreneurs. The social entrepreneurs lack several aspects of marketing as their motto is to serve not to earn. Gaddefors and Anderson (2008) the study explores the various traits of the products as well as other factors to improve the performance. The different signs and symbols actually created to retain the attention of the customers. Martin, (2009) distinguishes traditional marketing from entrepreneurial marketing. The study concluded that it's better to apply marketing strategy with the entrepreneurial four Ps such as purpose, practices, process and people rather than the traditional four Ps i.e., product, price, place and promotion.

### **3. OBJECTIVES**

The main objective of the study is

1. To identify the degree of influence of marketing on the performance of women enterprises.
2. To establish a model to understand the impact of aspects of marketing on business performance.

### **4. HYPOTHESIS**

H<sub>01</sub>: There is no significant difference between the influence of pricing strategies and the performance of the business.

H<sub>02</sub>: There is no significant difference between the influence of quality of product and the performance of the business.

H<sub>03</sub>: There is nosignificant difference between the influence of promotional techniques and the performance of the business.

H<sub>04</sub>: There is nosignificant difference between the influence of place of selling and the performance of the business.

H<sub>05</sub>: There is nosignificant difference between the influence of competition level and the performance of the business.

## 5. METHODOLOGY

The present study is based on an empirical survey conducted with women entrepreneurs of northeast India. The northeastern women entrepreneurs are the respondents for the study. The research has taken all the eight northeastern states as a research area. The data used for the study is mainly quantitative data collected from the field. The reason behind conducting research on women entrepreneurs of northeast India is because all the states have almost the same demographics and women are more economically empowered compared to the rest of the women of the country. Besides field data, few selected pieces of literature on marketing and entrepreneurship has also been considered for better interpretation of the study.

The thirty entrepreneurs from each northeastern state are selected on the basis of quota sampling. Women entrepreneurs from both formal and informal sectors are selected from the capital cities of all the northeastern states. The total number of respondents is 240 for the present study. The present paper uses SPSS as an application for analyzing the data. Percentage, frequency, correlation and regression analysis tools have been used for the analysis and interpretation. The reliability of data has been confirmed through Cronbach alpha value.

The present paper focuses on the influence of aspects of marketing on business performance. Hence the study uses a few broad aspects of marking to understand the performance of the women-owned business in northeast India. A five-point Likert type scale responses were collected to decide the impact of aspects of marketing on performance. Where, values 1 to 5 are coded for Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree. The performance of the business was measured subjectively with dichotomous values i.e., Satisfactory and not satisfactory.

**Table 1** No. of Respondents from each North Eastern States

Sl. No.	Capital Cities	Frequency
1	Agartala	30
2	Aizwal	30
3	Dispur	30
4	Gangtok	30
5	Kohima	30
6	Imphal	30
7	Itanagar	30
8	Shillong	30
	Total	240

*Sources: Field Data*

The table 1 shows the data has been collected from 240 numbers of women entrepreneurs. Further, the thirty entrepreneurs of each state are from the capital cities, which are commercially advanced area of the state.

**Table 2** Types of Women Owned Enterprises in Northeast India

Sl. No.	Type	Frequency	Percent
1	Service Based	57	23.8
2	Manufacturing Based	183	76.3
	Total	240	100.0

Sources: Field Data

Table 2 depicts that 76.3 per cent women owned enterprises are manufacturing based and rest enterprises are service based in northeast India.

## 6. RESULT AND DISCUSSION

The present study considers five important aspects of marketing for measuring the magnitude of business success. The five aspects are pricing strategies, place of selling, promotional strategies, quality of product or services and level of competition. The following tables have expressed the impact of those elements on performance.

**Table 3:** Influence of Marketing on Performance of Women Owned Enterprises

Responses	Pricing Strategies		Quality of Product/ Services		Promotional Techniques		Place of Selling		Level of Competition	
	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%
Very Low	22	9.2	36	15.0	33	13.8	24	10.0	30	12.5
Low	49	20.4	28	11.7	73	30.4	50	20.8	42	17.5
Moderate	68	28.3	46	19.2	55	22.9	61	25.4	57	23.8
High	59	24.6	79	32.9	38	15.8	78	32.5	71	29.6
Very High	42	17.5	51	21.3	41	17.1	27	11.3	40	16.7
Total	240	100	240	100	240	100	240	100	240	100

Sources: Field Data

Table 3 shows that, 28.3 per cent of women entrepreneurs stated that pricing strategies have a moderate impact on business performance. Under the quality of product and place of selling, maximum numbers of entrepreneurs responded high degree of influence of marketing on the performance of the business. Whereas, 30.4 per cent of entrepreneurs believe that the promotional techniques have a low influence on business. Under the level of competition, the maximum of 29.6 per cent of enterprises has a high influence on business performance.

**Table 4:** Performance of Women Owned Enterprises

Sl. No.	Performance	Frequency	Percent
1	Satisfactory	184	76.7
2	Unsatisfactory	56	23.3
	Total	240	100.0

Sources: Field Data

Table 4 shows that maximum numbers of women entrepreneurs are satisfied with the performance of their business. Only about 23.3 per cent of entrepreneurs are dissatisfied with the present performance level of the business.

Table 5 projects the significance of the independent variable through the Mann-Whitney U Test for the study. The p-value for quality of product, promotional techniques place of selling and level of competition is more than 0.05. Hence those variables are failed to reject the null hypothesis. However the p-value of pricing strategies appears as 0.028 which is less than 0.05, hence the hypothesis is rejected. Thus the impact of pricing strategies has a significant difference with the business performance.

**Table 5:** Testing of Hypotheses

Test Statistics	Pricing Strategies	Quality of Product	Promotional Techniques	Place of Selling	Level of Competition
Mann-Whitney U	4181.000	5144.000	4368.000	4834.000	4462.000
Wilcoxon W	5777.000	6740.000	5964.000	6430.000	6058.000
Z	-2.193	-.018	-1.770	-.722	-1.557
Asymp. Sig. (2-tailed)	.028	.986	.077	.470	.119
	Significant	Not Significant	Not Significant	Not Significant	Not Significant

a. Grouping Variable: Business Performance

Sources: Field Data compiled on SPSS

**Table 6:** Binary Logistic Regression

		B	S.E.	Wald	Df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 <sup>a</sup>	Pricing Strategies	-.282	.128	4.838	1	.028	.755	.587	.970
	Constant	-.317	.413	.588	1	.443	.729		
Nagelkerke R Square		.322							

a. Variable(s) entered on step 1: Pricing Strategies

Sources: Field Data compiled on SPSS

Table 6 depicts the pseudo R square value as 0.332, which means 32.2 per cent of the model is being explained by the independent variable. The estimate table also shows that p-value is less than 0.05, thus the model is significant. The study found that the odds ratio is 0.755, which means if the degree of influence increases a unit, the performance of the business will be negatively affected by 0.7 times. Hence the model projects that women entrepreneurs of northeast India are not satisfied if their response about the impact of pricing strategy is higher.

## 7. CONCLUSION

The essence of entrepreneurship is to create, innovate and demonstrate for the society. It's the consumer who always decides which product/services should be taken. Hence, it's really important for an entrepreneur to understand the market and tap potential customers. However, it's never been easy for a business firm to adopt a perfect marketing model. Therefore, several studies expressed that specific marketing practices and strategies should be adopted for each business for better performance. The present study also showed the elements of marketing and their degree of influence on business performance. The study concludes that the women entrepreneurs of northeast India are very less oriented towards marketing practices. Nonetheless, the entrepreneurs still believe the impact of certain marketing aspects such as pricing strategies, competition level and quality of the product has a larger impact to decide the successfulness of the business.

## ACKNOWLEDGEMENT

The present research work has been funded by University Grants Commission, New Delhi.

## REFERENCES

- [1] Day, G. S (1994). The Capabilities of Market Driven Organisations. *Journal of Marketing*. 58, 37-52.
- [2] Dore, J. M. (2011). Seven Key Marketing Strategies for Women Entrepreneurs. Retrieve from <http://selfgrowth.com/articles/seven-key-marketing>.
- [3] Dushi, N.S., Dana, L.P. and Ramadani, V (2019). Entrepreneurial marketing dimensions and SMEs performance. *Journal of Business Research*.100, 86-99.
- [4] Gaddefors, J and Anderson, A.R (2008).Market Creation: the epitome of entrepreneurial marketing practices. *Journal of Research in Marketing and Entrepreneurship*.10(1), 19-39.
- [5] Gautum, R. K. and Singh, R (2011).Marketing Mix Strategies of Small Manufacturers of India: Punjab Experience. *Management & Marketing*. 9(2),195-216.
- [6] Kamberidou, I (2020). Distinguished women entrepreneurs in the digital economy and the multitasking whirlpool. *Journal Innovation and Entrepreneurship*. 9(3), 1-26
- [7] Koo, J. and Suk, K (2016). The Effects of Package Shape on Calories Estimation. *International Journal of Research in Marketing*. 2.
- [8] Kuazaqui, E (2013). Brazilian Micro-enterprises: An Exploratory Study on Marketing Strategies. *China-USA Business Review*. 12(10), 996-1006.
- [9] Kumar, A. S. N (2012). A study of Small Scale Industries: Marketing Strategies. *TRANS Asian Journal of Marketing & Management Research*. 1(1), 12-20.
- [10] Lindgreen, A.D., Buchana, R.B. and Oliver, M (2009). Do Different Marketing Practices Required Different Leadership Style and Exploratory Study. *Journal of Bank Marketing*. 24 (1).
- [11] Marcati, A., Guido, G. and Peluso, A.M (2008). What is the Marketing for SME Entrepreneurs: The need to Market the Marketing Approach.
- [12] Martin, D.M (2009). The entrepreneurial marketing mix. *Qualitative Market Research*.12(4):391-403.
- [13] Meghrajani, I. and Asthana, A. K (2013). Local Brands vs National Brands: Brand Quality Perception or Behavioural intention. *Indian Journal of Applied Research*. 3(4). 267–270.
- [14] Narver, J.C. & Slater, S.F (1990).The Effect of Market Orientation on Business Profitability. *Journal of Marketing*.54, 20-35.
- [15] Ndofirepi, T.M (2020). Relationship between entrepreneurship education and entrepreneurial goal intentions: psychological traits as mediators. *Journal Innovation and Entrepreneurship*. 9(2), 1-20.
- [16] Newbert S.L (2019). Marketing amid the Uncertainty of the Social Sector: Do Social Entrepreneurs Follow Best Marketing Practices? *Journal of Public Policy and Marketing*.31(1), 75-90.
- [17] Pelham, A. M (2000). Market Orientation and Other Potential Influences on Performance in Small and Medium Sized Manufacturing Firms. *Journal of Small Business Management*.38(1), 49-67.
- [18] Ruekert, R. W (1992). Developing a Market Orientation: An Organisational Strategy Perspective. *International Journal of Research in Marketing*. 9, 225-245.
- [19] Sangolagi, K. and Alagawadi, M (2016). Women Entrepreneurs. *International Journal of Advancement in Engineering Technology, Management and Applied Science*. 3(1), 216-222.
- [20] Sharma, D.D (1985). Marketing Practices of Sports Goods Exporters-A Case Study of Exporters in Jalandhar. *Indian Journal of Marketing*. 15(8), 3-10.



- [21] Stella, A. J. and Rajeswari, K (2013). Appraisal of Marketing Practices of Maruti Udyog: A Case Study of Maruti Udyog Limited. *Indian Journal of Applied Research*. 3(5), 97-99.
- [22] Swetha, T. and Rao, K.V (2013). Entrepreneurship in India. *International Journal of Social Science & Interdisciplinary Research*.2(7), 482-492.
- [23] Tripathi, S. N. and Siddiqui, M. H (2012). Marketing of SME Products: A Relationship Approach. *ASCI Journal of Management*. 41(2).
- [24] Trivedi, J. Y (2013). A Study on Marketing Strategies of Small and Medium Sized Enterprises. *Research Journal of Management Sciences*. 2(8).