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A Study on Marketing Challenges and Opportunities of Women Entrepreneurs through Self Help Groups in Chennai City

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Abstract: Women entrepreneurs are the prospect key of Economic amplification or a revelation for both developing and under developing countries. Presently entrepreneurship has a major contribution to global economic growth. The male flock are trying a lot for the entrepreneurship and providing nearer to passable economic contribution for the country. However still the women entrepreneur's skill and talent is glass ceiled, as well as dominated by the cultural and Geographical behavior by the society. Thus, the study aims to examine the marketing challenges and opportunities of women entrepreneurs through SHG's in Chennai. The reason is to selecting Chennai city as a Sample because, convenience of the researcher for data collection process. The study is based on both primary and secondary data. Liker's four point scale and Convenient Sampling method were used in this study for selecting the samples and the sample size for the study was fifty. With a view of analyzing the data, percentage analysis and Pearson's chi-square test were used. A master table was prepared for entering the responses of each respondent and small cross tables were made from the master table for analysis. Hence the study concludes that women entrepreneurs in Chennai city are not facing much challenges, but having fine opportunities all are not utilize for their dynamic marketplace. Research findings from the paper will be valuable to aware the challenges faced as well as encountered by women entrepreneurs. Opportunity is provided to play in the open ground to prove their hidden talents, but unaware about the support show cased before them are highlighted to awake them.

Key words: Women entrepreneurs, Encounter, Troubles, Prospect, Enlarge Market.

I. INTRODUCTION

India will be super powerful country in 2020 as dreamed by Abdul Kalam but women represent around fifty percent of the human resource in our economy. Yet women are the poorer and under restricted than men as they are subject to many socio economic and cultural constrains. Women entrepreneurs' development in SHGs is the fine and easy key to eradicate poverty, to boost the financial and economic development for superior standard of living. The participation of women in self help groups (SHGs) made a significant impact on their empowerment both in social and economical aspects. Entrepreneur is a dynamic various dimensional input which enables, to raise her capacity and power in all area of life. Self help group women entrepreneurs must learn to face the marketing challenges, as well as should identify the marketing opportunities for entrepreneurs' growth which is showcased before them by the Government for society economic revolution. The idea of self help groups SHGs is as long as useful tool for the women entrepreneurship, SHGs is an institution of rural poor participation of women that transmit micro credit to start entrepreneur's activity. Entrepreneurs' growth, market system and income generating activities are realistic key for women entrepreneurs' process.

Women Entrepreneurs

Women entrepreneurs are the sole or a group of women together, who commence, organize and run a business. The government of India defines Women entrepreneurs as "an enterprise owned and controlled by women with minimum financial interest of 51 per cent of the initial capital and 51 per cent employment opportunity to in the enterprise women".

Concept of SHGs

The root of SHGs is from the idea of Grameen Bank of Bangladesh, which was brought into being by Mohammed Yunus. SHGs were started in 1975, in India NABARD is initiated in 1986-87. But real effort was taken after 1991-92 from the linkage of SHGs with the banks. SHGs is a small Group of 10-20 BPL OR APL members together to save small amount regularly, which are deposited in a common fund to meet members urgent situation needs and to offer collateral free loans determined by the group. They have been known as useful tool for generating saving habit amongst the women SHGs develop the equality of status of women as participants in the democratic. Women can become entrepreneurs with the help of local resource and their skills.

Statement of Problem

Government is taken lot of effort to market SHGs products through exhibition and stalls but the SHGs members are unaware about the schemes announced and offered by state as well as central government. Almost many states are fine ready to face the financial challenge with self savings, family support or support given by both Government and NGOs especially for women entrepreneurs with good subsidy. But Know a day's marketing is the leading challenge for SHGs because big producers and MNCs with sale their products with well structured marketing tools like low cost of production, effective packing, attractive advertisement and timely distribution with qualified and trained marketing strategies in the dynamic world. But SHGs are too lagging in all these marketing tools practice, even though SHGs have quality products with low cost. If they trained well to market their products in the market with the help of Government, they can create a customer for their product.

Objectives of the Study:

To analyze the challenges faced by Self Help Group's Women Entrepreneurs in Chennai city
To ascertain the Opportunities identified and utilized by the SHGs, which is offered by Government, NGO's and others.

HYPOTHESES:

The null hypotheses for the study are:

- There is no association between Type of Enterprises and Price Challenges.
- There is no association between Type of Enterprises and Advertisement Challenges.
- There is no association between Type of Enterprises and Transportation Challenges.
- There is no association between Type of Enterprises and Storage Challenges.
- There is no association between Type of Enterprises and Grading Challenges.
- There is no association between Type of Enterprises and Agencies Support in Marketing Products of SHGs.
- There is no association between the demographic variables and Daily time spent in Enterprise.

II. METHODOLOGY

1. Collection of Data :

The study is based on both primary and secondary data. The primary data were collected from self help group members in Chennai city using a structured questionnaire. The secondary data were from various books, journals and websites.

2. Construction of Questionnaire :

To analyze the Agencies Support in marketing products of SHGs Liker's four point scale is used with scales ranging as "Strongly Agree, Agree, Disagree, Strongly Disagree," In order to collect the data on the topic of Marketing' support, Cost Effective support, Advisory support and Distribution support the researcher has used a four point Liker's Scale with scales – "Strongly Agree, Agree, Disagree and Strongly Disagree".

3. Sample size:

Convenient Sampling method was used in the study for selecting the samples and the sample size for the study was fifty.

4. Framework analysis:

With a view of analyzing the data, percentage analysis and Pearson's chi-square test were used. A master table was prepared for entering the responses of each respondent and small cross tables were made from the master table for analysis.

5. Period of study: The research was conducted during the period between May 2016 and June 2016.

6. Limitations of the study :

- The size of the sample was selected is too small when comparing to the population.
- The study is restricted to Adayar and Mylapore area of Chennai city.

III. ANALYSIS AND INTERPRETATION

The analysis is carried out as follows.

- Assessment of SHG members' view on (opportunities) Agencies Marketing support, Cost effective support, Advisory support and Distribution support.
- Relating the Type of Enterprise with Marketing Challenges (i.e.) Price Challenges, Advertisement Challenges, Transportation Challenges, Storage Challenges and Grading Challenges.
- Relating the demographic variables and Daily time spent in enterprises.

1. PERCENTAGE ANALYSIS OF SOCIO-DEMOGRAPHIC VARIABLES:

The demographic variables of the respondents' Viz., Age, Marital Status, Educational Qualification, Monthly Income of Family, Number of Members in Family and Type of Family have been taken for analysis and simple average method has been used.

From the table 1, it is inferred that there is sensibly good majority of respondent between the age group of 25-35 and 35-45 years of age. The highest number of respondents (82%) is married who joined in Self Help Groups. Educational Qualification of SHG members are representing (48%) and (24%) in Upper Primary and Primary respectively. Monthly Family Income of the respondent almost Middle class people that is Rs.5, 000-Rs. 10,000 is (48%) and Rs.10, 000-Rs.20, 000 is (40%) in Chennai. Type of family is reveals that Nuclear Family is (76%) and Joint family is (26%) only in Entrepreneurs SHGs. Number of members in the family is 3-4 (58%) is shows high in the per cent age analyze result. The study reveals that Married and Nuclear Family type SHGs women entrepreneurs are joined in large manner.

Table 1
Socio-Demographic Profile Of The Respondents

S.No	Particulars	No. of Respondents	Percentage	S.no	Particulars	No. of Respondents	Percentage
	a) Age				b) Marital Status		
1	Below-25	-	-	1	Single	-	-
2	25-35	19	38	2	Married	41	82
3	35-45	17	34	3	Widow	4	8
4	Above-45	14	28	4	Divorced	5	10
	Total	50	100	S. No	Total	50	100
S.No	Particulars	No. of Respondents	Percentage	S.no	Particulars	No. of Respondents	Percentage
	c) Educational qualification				d) Monthly Income of Family		
1	Literates	-	-	1	Below - Rs 5000	-	-
2	Neo-Literates	3	6	2	Rs 5000- Rs 10000	24	48
3	Primary	12	24	3	Rs 10000 - Rs 20000	20	40
4	Upper-Primary	24	48	4	Above - Rs20000	6	12
5	High-School	7	14				
6	College	4	8				
	Total	50	100	S. no	Total	50	100
S.no.	e) No. of Members in Family	No. of Respondents	Percentage	S.no.	f) Type of Family	No. of Respondents	Percentage
1	Below – 2	2	4	1	Nuclear Family	37	74
2	3- 4	29	58	2	Joint Family	13	26
3	5 – 6	10	20				
4	Above – 6	9	18				
	Total	50	100	S. no	Total	50	100

2. (a) ASSESSMENT OF AGENCIES SUPPORT IN MARKETING PRODUCTS OF SELF HELP GROUPS IN CHENNAI CITY WITH (Government) :

Table-2 (a)

PARTICULARS	RESPONSES				
	SA	A	DA	SDA	Total
Market support					
(a) Support during market initialization	3	14	33	-	50
(b) Helps in finding markets	-	16	-	34	50
(c) Popularizing the products	-	-	-	50	50
(d) Help in export trade	-	-	-	50	50
(e) Constitution of markets / stalls	-	19	-	31	50

(f)Marketing through co-operation	-	-	-	50	50
(g) Training given to develop marketing strategy	-	11	-	39	50
Cost effective support	SA	A	DA	SDA	Total
(a) Financial support through subsidy	18	28	-	4	50
(b) Solution to face financial challenges	9	32	9	-	50
Advisory Support	SA	A	DA	SDA	Total
(a) Monitoring and periodic evaluation by agencies	-	-	-	50	50
(b) Helps to create value added products	-	-	-	50	50
(c) Regulation of product ridding	-	-	-	50	50
Distribution Support	SA	A	DA	SDA	Total
(a)Help in Transportation	-	2	-	48	50
(b) Checking exploitation by middlemen	-	-	-	50	50
(c)Intervention of agencies during diseases	-	-	-	50	50

Source: Primary Data strongly agree (SA), Agree (A), Disagree (DA), and Strongly Disagree (SDA)

(b) ASSESSMENT OF AGENCIES SUPPORT IN MARKETING PRODUCTS OF SELF HELP GROUPS IN CHENNAI CITY WITH (NGO):

Table-2 (b)

PARTICULARS	RESPONSES				
	SA	A	DA	SDA	Total
Market support					
(a) Support during market initialization	3	16	2	29	50
(b) Helps in finding markets	-	4	-	46	50
(c) Popularizing the products	-	-	-	50	50
(d)Help in export trade	-	-	-	50	50
(e)Constitution of markets / stalls	3	2	-	45	50
(f)Marketing through co-operation	-	-	-	50	50
(g) Training given to develop marketing strategy	-	17	-	33	50
Cost Effective Support	SA	A	DA	SDA	Total
(a) Financial support through subsidy	18	28	4	-	50
(b) Solution to face financial challenges	-	-	-	50	50
Advisory support	SA	A	DA	SDA	Total
(a) Monitoring and periodic evaluation by agencies	-	-	-	50	50
(b) Helps to create value added products	-	-	-	50	50
(c) Regulation of product ridding	-	2	-	48	50
Distribution Support	SA	A	DA	SDA	Total
(a)Help in Transportation	-	4	-	46	50
(b) Checking exploitation by middlemen	-	-	-	50	50
(c)Intervention of agencies during diseases	-	-	-	50	50

Source: Primary Data strongly agree (SA), Agree (A), Disagree (DA), and Strongly Disagree (SDA)

(c) ASSESSMENT OF AGENCIES SUPPORT IN MARKETING PRODUCTS OF SELF HELP GROUPS IN CHENNAI CITY WITH (Other Agency):

Table-2 (c)

PARTICULARS	RESPONSES				
	SA	A	DA	SDA	Total
Market support					
(a) Support during market initialization	-	2	-	48	50
(b) Helps in finding markets	-	-	-	50	50
(c) Popularizing the products	-	-	-	50	50
(d)Help in export trade	-	-	-	50	50
(e)Constitution of markets / stalls	-	-	-	50	50
(f)Marketing through co-operation	-	-	-	50	50
(g) Training given to develop marketing strategy	-	4	7	39	50
Cost Effective Support	SA	A	DA	SDA	Total
(a) Financial support through subsidy	-	-	-	50	50
(b) Solution to face financial challenges	-	-	-	50	50
3) Advisory support	SA	A	DA	SDA	Total
(a) Monitoring and periodic evaluation by agencies	-	-	-	50	50
(b) Helps to create value added products	-	-	-	50	50
(a) Regulation of product ridding	-	-	-	50	50
4) Distribution Support	SA	A	DA	SDA	Total

(a)Help in Transportation	-	-	-	50	50
(b) Checking exploitation by middlemen	-	-	-	50	50
(c)Intervention of agencies during diseases	-	-	-	50	50

Source: Primary Data Strongly agree (SA), Agree (A), Disagree (DA), and Strongly Disagree (SDA)

3. RELATING THE TYPE OF ENTERPRISE WITH MARKETING CHALLENGES:

To testing the type of Enterprise with marketing challenges of self help groups of the respondents the scales used are “Strongly Agree, Agree, Disagree, and Strongly Disagree”. The SHGs members were asked to point out the Marketing Challenges they faced in the market. There are Price challenges, Advertisement challenges, Transport challenges, Storage Challenges and Grading challenges. The hypothesis structured to find the relationship is “There is no significant relationship between the Type of Enterprise and their Marketing Challenges”. Chi-square test is used to identify the relationship of type of enterprise with marketing challenges. The consolidated result of the chi- square test is shown in Table-3.

Table-3
CONSOLIDATED RESULTS OF CHI-SQUARE TEST

S.No.	Marketing Challenges	Table value	d.f	Calculated Value	Level of Significance	Result
1	Price Challenges	21.026	12	24.965	5 per cent	Significant
2	Advertisement Challenges	26.29	16	24.688	5 per cent	Not Significant
3	Transportation Challenges	21.03	8	11.719	5 per cent	Not Significant
4	Storage	21.026	12	9.893	5 per cent	Not Significant
5	Grading Challenges	21.026	12	22.214	5 per cent	Significant

Table 3 shows that the calculated values are lesser than the table value at 5% level of significance for the variables except for the variables “Price Challenges and Grading Challenges”. Hence the null hypothesis is Accepted and concluded that the marketing Challenges like Advertisement Challenges, Transportation Challenges, and Storage Challenges are not significantly related to Type of Enterprises of SHGs members in Chennai city.

On the contrary, the calculated value of the variables Price Challenges and Grading Challenges is higher than the table value at 5% level of significance. Hence the null hypothesis is rejected and concluded that the marketing Challenges like Price Challenges and Grading Challenges are significantly related to Type of enterprises of SHGs members in Chennai city.

4. RELATING THE DEMOGRAPHIC VARIABLES AND DAILY TIME SPENT IN ENTERPRISE.

In this part a challenge are made to ascertain the significant relationship between the Demographic variables and Daily Time Spent in Enterprise of Women entrepreneurs through SHG members. The demographic variables taken for the study are Age, Marital Status, Educational qualification, Monthly Income of Family, No. of Members in Family and Type of Family of the respondents. The hypothesis framed to find the relationship is “There is no significant relationship between daily time spent in enterprise and their demographic variables”. Chi-square test is used to discover the relationship of demographic variables with daily time spent in enterprise. The consolidated result of the chi- square test is shown in Table-4.

Table-4
Consolidated Results Of Chi-Square Test

S.No.	Demographic Variables	Table Value	d.f	Calculated Value	Level of Significance	Result
1	Age	9.488	4	9.614	5 per cent	Significant
2	Marital Status	9.488	4	9.991	5 per cent	Significant
3	Educational qualification	15.507	8	10.810	5 per cent	Not Significant
4	Monthly Income of Family	9.488	4	7.282	5 per cent	Not Significant
5	No. of Members in Family	12.592	6	10.125	5 per cent	Not significant
6	Type of Family	9.488	4	6.819	5 per cent	Not Significant

Table 4 shows that the calculated values are greater than the table value at 5% level of significance for Age and Marital Status the variables except other four demographic variables “Educational Qualification, Monthly Income of Family, No. of Members in Family and Type of Family.”. Hence the null hypothesis is rejected and concluded that the demographic variables like age and Marital Status are significantly related to daily time spent in enterprise.

On other hand, the calculated value of the demographic variables Educational Qualification, Monthly Income of Family, No. of Members in Family and Type of Family is less than the table value at 5% level of significance. Hence the null hypothesis is accepted and concluded that the demographic variables Educational Qualification, Monthly Income of Family, No. of Members in Family and Type of Family is not significantly related to the level of satisfaction of the SHG members.

IV. SUGGESTIONS

The researcher suggests the following:

- Every year three to four times New promotional opportunities like stall, Exhibition, college trade fair, and other seasonal market opportunities are offered to SHGs Women entrepreneurs, Expos also conducted at Valluvar Kottam in Chennai. But the members of SHGs are unaware about the marketing opportunities provided to them at free of cost and low cost.
- Generally SHG entrepreneurs are satisfied with small amount of profit itself, even if they have excellent path to earn high profit also. The reason behind this may be due to Women SHG entrepreneurs are almost 82% are married and 72% of SHG entrepreneurs are middle age group families, who have to break their time with family care and entrepreneurship.
- In order to facilitate the sales of Women entrepreneur's product and services through SHG they have to use the media power as a fine weapon for today's dynamic market.
- When compared to rural community SHG women entrepreneurs, the urban SHG Women Entrepreneurs are more flexible and dynamic, because they have seasonal selling tendency.
- In order to reduce the cost of production as well as to get high profit for their Quality products of women entrepreneurs in SHGs, they have to think mass production method to face the challenges of big producers.
- If SHGs product are packed glowing and graded with the help of MSME approach, they can try to sale their products through Super Markets, Big Shopping Malls that may leads to reduce Advertisement Challenges of Women entrepreneurs in SHGs

V. FINDINGS AND CONCLUSION

The study analysis Marketing Challenges and Marketing Opportunities of women entrepreneurs of Self Help Group members relating to their various Marketing variables like Price Challenges, Grading Challenges are significantly related. Because MNCs, big producers, and Shopping Malls are sited near SHGs product market due to this factor Pricing and grading is the major challenge for women SHG Entrepreneurs in Chennai City. But the rest Variables are not significantly related due to Small amount of production direct marketing is Possible therefore, Storage and Advertisement is not a big challenge for them. Hence Chennai is large city, Transportation Challenges also not significant related with types of enterprise.

With regard to the Agencies Assessment support Cost effective support, is high in percentage analysis, the rest Market support, Advisory support and Distribution support very low in percentage analysis. From the point of demographic variables Age and Marital Status of SHGs are significantly related to Daily time spent in Enterprise, but the rest demographical variables are not significantly related to the factors. A number of suggestions were made on the basis of marketing challenges and Agencies support opportunities of women SHG entrepreneurs, in order to identify the opportunities before Showcased for them. Women entrepreneurs in SHG himself have the opportunity as a magical key to encounter the Marketing Challenges before them. Thus the study concludes that women entrepreneurs in Chennai city are not facing much challenges, but having fine opportunities are unaware for their dynamic market development. Hence they have to identify good opportunities offered for them by the Government NGOs and other Agencies.

VI. SCOPE FOR FURTHER RESEARCH

The researcher thrilled to extend the following areas for added research by future researchers to take on research under Women entrepreneurs in SHGs. Topics like comparative a study on urban and rural market challenges faced by Women SHG Entrepreneurs, Grading product is a main challenge for Women SHG entrepreneurs, Product advertisement is big issue for SHG product and services of members and so on can be carried out.

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