

## Marketing Tactics of Women Entrepreneurial Business: A Clear Insight

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### ABSTRACT

*Historically, men have dominated the field of entrepreneurship. Women have recently entered the business world as risk-takers and innovators. This study examines the marketing strategies used by female entrepreneurs in Sivakasi region. Its three main goals are to: (1) examine the demographics and business profiles of female entrepreneurs in the study area; (2) assess the effectiveness of their current marketing strategies; and (3) create useful suggestions for improving their sales and overall business success. Data were collected from 75 samples of women entrepreneurs using a structured questionnaire. The result showed that overall experience contributes significantly to the efficacy of employing marketing tactics while applying the ANOVA tool. The study's conclusion includes practical suggestions for enhancing marketing effectiveness based on these findings.*

**Keywords:** *Tactics; Business success; Risk-takers; Digitalization; Networks.*

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### 1.0 Introduction

Women entrepreneurs regularly face unique challenges in marketing their businesses, despite their vital role in economic growth. Among these difficulties are restricted financial resources, gender bias, and competition in fields where males predominate. Many women-led businesses have successfully implemented innovative marketing strategies in spite of these challenges, but there is still a lack of thorough research on how these strategies vary from conventional approaches and how well they work to break down gender-specific

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barriers. Although previous research indicates that relationship-driven and digital marketing strategies are commonly employed by female entrepreneurs, there is a dearth of empirical data regarding the ways in which these approaches support the long-term viability of businesses (Roomi & Harrison, 2010). Moreover, there is a significant knowledge gap regarding the dynamics of gender-influenced marketing, as although some studies examine general entrepreneurial marketing, few concentrate solely on women-led enterprises (Neumeyer *et al.*, 2020). This study attempts to give a thorough comprehension of the unique marketing strategies used by female entrepreneurs to propel their businesses to success. This gap will be addressed in the study by adding to the body of knowledge and providing useful advice for ambitious female entrepreneurs who want to assist female-led businesses.

## **2.0 Review of Literature**

An abundance of research on the marketing tactics of female entrepreneurs offers important new perspectives on their particular difficulties and flexible solutions. According to (Brush *et al.* 2019), women entrepreneurs mostly use relationship-driven marketing techniques, utilizing personal networks and community involvement to overcome resource limitations. According to studies by (Trusov 2009), 68% of women-led microenterprises rely on local trade networks and word-of-mouth referrals, making this result especially pertinent in traditional business ecosystems. One recurrent subject is the importance of expertise in marketing efficacy. Despite having little formal marketing training, entrepreneurs with over decade ten years of experience created excellent customer retention strategies. According to Arunachalam and Natarajan (2021), this experiential knowledge transfer across families and communities results in distinctive intergenerational marketing models that combine conventional methods with a slow embrace of technology. Felix (2015) discovered the factors that present marketing challenges of meeting customer expectations and shifting preferences in a competitive market, including market turbulence, technology turbulence, general economic conditions, competition, management training, and intelligence response.

According to Kumar (2022). The study highlights the benefits from businesses and legislators should give top priority to implementing and incorporating efficient marketing tactics. However, the study emphasizes that an important strategic marketing is to promote entrepreneurship. Through its assessment of women entrepreneurs' marketing strategies, effectiveness metrics, and experience-based knowledge systems, this study addresses important gaps in the literature while laying forth strong foundations.

## **3.0 Objectives**

- To study the Profile of female business owners in Sivakasi region.
- To figure out the effectiveness of the marketing tactics executed by female businesses.

- To provide suggestions to female entrepreneurs about how to sell their goods or services to help them succeed as business owners.

#### 4.0 Research Methodology

The primary objective of the study was to obtain an accurate understanding of the market strategies in Sivakasi area of Virudhunagar district. To obtain a thorough grasp of the marketing strategies used by female entrepreneurs, the study used a descriptive research design. A structured questionnaire was used to gather primary data from a purposeful sample of 75 female entrepreneurs running small and medium-sized businesses (SMEs) in Sivakasi. The study focused on industries with high rates of female entrepreneurship, including retail, food services, handicrafts, and beauty services. Participants were also interviewed in-depth to gather qualitative information on their creative marketing techniques and strategic thinking. Relevant case studies, books, and academic publications were the sources of secondary data. In order to investigate how women entrepreneurs successfully market their enterprises, quantitative data was assessed using statistical methods such as SPSS 26 software.

#### 5.0 Analysis of Data and Interpretation

##### 5.1 Demographic profile of women entrepreneurs

Table 1, generated from the responses, displays the demographic profile of women entrepreneurs in the study area based on age, marital status, education, family types, and type of entrepreneurial group.

**Table 1: Demographic Profile of Women Entrepreneurs**

Age	Frequency	Percentage	Marital Status	Frequency	Percentage
Below 20 years	19	25.33	Single	23	30.67
21 – 40 years	24	32.00	Married	52	69.33
41 – 60 years	17	22.67	<b>Total</b>	<b>75</b>	<b>100.00</b>
Above 61 years	15	20.00	<b>Type of Family</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Total</b>	<b>75</b>	<b>100.00</b>	Joint	32	42.67
<b>Education</b>	<b>Frequency</b>	<b>Percentage</b>	Nuclear	43	57.33
HSC	14	18.67	<b>Total</b>	<b>75</b>	<b>100.00</b>
UG	13	17.33	<b>Entrepreneur Group</b>	<b>Frequency</b>	<b>Percentage</b>
PG	17	22.67	First-generation entrepreneur	28	37.30
Professional	22	29.33	Parents as entrepreneur	29	38.70
Diploma	9	12.00	In-laws as entrepreneur	18	24.00
<b>Total</b>	<b>75</b>	<b>100.00</b>	<b>Total</b>	<b>75</b>	<b>100.00</b>

Source: Primary data

In accordance to the study, Table 1 reveals that the majority of women entrepreneurs 32.00 per cent of respondents are between the ages of 21 and 40, 29.33 per cent of female entrepreneurs have pursued professional courses, 69.33 per cent are married, 57.33 per cent are from nuclear families, and 38.70 per cent of female entrepreneurs are curious in launching their own business because their parents are entrepreneurs.

## 5.2 Women entrepreneurial business information

Women entrepreneurs' access to pertinent business expertise, technology, financial literacy, and market networks is frequently critical to their ability to maintain and expand their businesses. Table 2 presents information on the business's turnover, market coverage, length of operation, mode of operation, total number of employees, and business form.

**Table 2: Women Entrepreneurial Business Information**

Form of Enterprise	Frequency	Percentage	Overall Experience	Frequency	Percentage
Proprietorship	21	28.00	Less than 1 year	29	38.70
Partnership	27	36.00	2 – 3 years	23	30.70
SHG	24	32.00	3 – 4 years	17	22.70
Co-Operative	3	4.00	More than 5 years	6	8.00
<b>Total</b>	<b>75</b>	<b>100.00</b>	<b>Total</b>	<b>75</b>	<b>100.00</b>
Business mode	Frequency	Percentage	Monthly Turnover	Frequency	Percentage
Online	36	48.00	Below ₹ 10,000	17	22.70
Offline	39	52.00	₹ 10,001 - ₹ 20000	21	28.00
<b>Total</b>	<b>75</b>	<b>100.00</b>	₹ 20,001 - ₹ 30000	22	29.30
No of Employees	Frequency	Percentage	Above ₹ 30,001	15	20.00
Less than 5	23	30.70	<b>Total</b>	<b>75</b>	<b>100.00</b>
6 – 10	28	37.30	Market Coverage	Frequency	Percentage
11 – 14	17	22.70	Local Area	39	52.00
More than 15	7	8.00	Within Tamil Nadu	36	48.00
<b>Total</b>	<b>75</b>	<b>100.00</b>	<b>Total</b>	<b>75</b>	<b>100.00</b>

Source: Primary data

The study figured out that vast majority of women entrepreneurs, 36.00 per cent of respondents operate on a partnership basis, 52.00 per cent are engaged in offline business, 37.30 per cent employ six to ten people, 38.70 per cent have less than a year of business experience, 29.30 per cent have a monthly turnover of ₹20,001 to ₹30,000, and finally, 52.00 per cent are local area market targeted.

### 5.3 Marketing tactics of women entrepreneurs

Innovative, economical, and relationship-based marketing techniques catered to their particular audience and local conditions are frequently employed by female entrepreneurs. Word-of-mouth advertising, using digital platforms to increase awareness, providing discounts during holidays or busy times of the year, developing distinctive brand identities, and focusing on moral and customer-focused business practices are a few of the tactics shown in Table 3.

**Table 3: Effectiveness of Marketing Tactics of the Women Entrepreneurs**

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Quickly responding to criticism enables me to improve my relationship with customers (Tax, Brown, & Chandrashekar, 1998).	75	1	5	2.68	1.080
Innovative and environmentally friendly packaging that can set my merchandise unique (Rundh, 2009).	75	1	5	2.71	1.050
Digital advertising is an affordable marketing strategy that reaches a large audience (Tiago & Veríssimo, 2014).	75	1	5	2.80	1.053
Developing distinctive brand identities that make a statement in a cutthroat Marketplaces	75	1	5	2.79	1.069
Regional markets are penetrated through word-of-mouth marketing and discounts (Trusov, Bucklin, & Pauwels, 2009)	75	1	5	2.75	1.079
Long-term business is facilitated by ethical marketing (Murphy, Laczniak, & Wood, 2007).	75	1	5	2.72	1.034
Festival rewards increase sales during busy times.	75	1	5	2.75	1.015
<b>Valid N (listwise)</b>	<b>75</b>				

Source: Primary data

Table 3 presents, on a five-point scale from least agree to fully agree, how well the female entrepreneurs' marketing strategies work. The highest mean value among respondents was 2.80, which basically indicates that digital advertising is an affordable marketing strategy that reaches a large audience. Even, it allows quickly respond to promptly address criticism and enhance my relationship with clients, respondents are somewhat in agreement with the least mean value of 2.68.

### 5.4 Hypothesis testing

*Hypothesis I: Marketing tactics adopted by women entrepreneurs influence their overall business experience.*

Applying the ANOVA (Analysis of Variance) method, the hypothesis that marketing strategies used by female entrepreneurs had a substantial impact on their overall business experience was statistically tested. The study used Likert-scale items in Table 3 to operationalize the marketing strategies that women entrepreneurs mainly utilized, including social media marketing, network-based marketing, and conventional promotional techniques. The mean scores of various business experience-based marketing technique approaches were compared using ANOVA. It would be evident from a statistically significant result ( $p < 0.05$ ) that the entrepreneur's experience is influenced by the marketing strategy used. As a result, ANOVA offers a reliable method for confirming the conclusion drawn from this study (See Table 4).

**Table 4: Analysis of Variance Results on the Effectiveness of Marketing Tactics with the Overall Experience**

	Sum of Squares	df	Mean Square	F	Sig.
<b>Between Groups</b>	215.500	3	71.833	1.446	.237
<b>Within Groups</b>	3525.887	71	49.660		
<b>Total</b>	3741.387	74			

*Source: Computed Primary Data*

The obtained p-value (0.237) is greater than 0.05. Therefore, we draw the conclusion that the overall experience and the effectiveness of employing marketing tactics are not significantly different.

### 6.0 Conclusion

This research demonstrates that by strategically combining traditional and digital approaches, women entrepreneurs in Sivakasi may greatly increase the efficacy of their marketing campaigns. This is due to the results showing that overall experience constitutes a significant element in the effectiveness of marketing tactics. As per the research findings, there is a least mean score obtained while maintaining relationships in developing the customer base; however, it is advised for them to continuously learn about products that aid in establishing and retaining their target audience through personal networks. Furthermore, the findings indicate that there is no significant difference between the overall experience and the effectiveness of using marketing strategies. As a result, staying up to date on market

prospects is urged. Additionally, more seasoned business owners ought to guide newcomers through organized apprenticeship programs that combine conventional techniques with a slow transition to digital technology, beginning with Instagram for product promotion and WhatsApp Business for order administration. For instant effect, suggest setting up a network for exchanging experiences where women entrepreneurs can impart useful skills like negotiating with customers and analyzing local market trends, while younger entrepreneurs may share their expertise in digital marketing. This will undoubtedly modernize women-led businesses and establish a long-term framework for marketing success.

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