

MARKETING CHALLENGES FACED BY WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE TO SMALL AND MEDIUM SCALE ENTREPRENEURS

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Abstract

Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. However, researchers have found that women are generally weak at marketing their products and finding customers. So, the main problem of this study is to analyze the Marketing Challenges faced by Small and Medium scale Women Entrepreneurs when selling their products in the competitive market place. The research was carried out in Matara district and Primary data were collected from a sample of 100 Women Entrepreneurs by using a positively ranked five point likert scale. Sample was selected on the basis of criteria that they are maintaining their own business and are engaging in marketing activities. Basically, the marketing challenges were measured based on six variables as Challenges related to the Product, Pricing, Placing, Promotion, Networking and Competition. After feeding data into SPSS package, findings were analyzed quantitatively. Based on the analysis results of Entrepreneurs, it was found that Small and Medium scale Women Entrepreneurs are facing six basic Marketing Challenges when selling their products in the competitive market place. This idea is proved by the statistical mean values closer to 2 for all the 17 items represented by the six basic variables. Further, the Cronbach's Alpha values highlighted that the scale is reliable and the six variables are properly measured by the 17 dimensions.

Keywords: *Small and Medium scale businesses, Women Entrepreneurs, Marketing Challenges*

1. INTRODUCTION

1.1 Background to the study and Problem Identification

Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life (Anitha D.P & Sritharan R, 2013).

Women are generally weak at marketing their products and finding customers (Loyola J. 2005). Researchers claim that family issues such as giving proper time and fulfilling family culpabilities are the chief issues confronted by them (Rao and SuriGanesh, 2011). Another inquiry supported the findings that women are mainly impelled to be the home makers (Roomi and Parrot, 2008). Whereas Hafizullah et al (2012) highlighted that male