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AN ANALYSIS OF DIGITAL MARKETING AMONG WOMEN ENTREPRENEURS IN MADURAI

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ABSTRACT

Digital marketing is also called as online marketing', 'internet marketing' or 'web marketing'. Which is the use of digital automation and manifesto to promote and develop products and services, as well as to connect with prospective customers; Digital marketing used various digital technologies to transform promotional messages, through smart phones, computers, and other multimedia system and other digital platforms. Agreeing to this lot of women entrepreneurs are involved in this digital marketing. Since the study attempts to Analyse the socio-economic background of the sample respondents, to identify the mode of platforms preferred by the respondents in digital marketing, and to scrutinize the difficulties faced by the women entrepreneurs in the field of digital marketing.

Key words: Digital marketing, women empowerment, proliferation, scrutinize.

INTRODUCTION

Digital marketing of products or services using digital channels to reach consumers. It dispense various platforms for the entrepreneurs to enrich them to show their potentials, it also provides much employment opportunities to womens, especially who are unable to work going to their work place can flexible at their home and work. More than 72 percent of the women in Madurai are engaged in digital marketing. So the study took an effort to analyse the condition of the women entrepreneurs and the problems they face and the platforms they use for their work.

SIGNIFICANCE OF THE STUDY

Digital Marketing plays a important role in women entrepreneurial development in today's economy since the study made to analyse the overview of the women entrepreneurs in digital marketing according to the mode of platforms they use, the socio-economic background of the respondents and also to examine carefully their problems that they faced.

OBJECTIVES

1. To analyse the socio-economic background of the respondents.
2. To identify the mode of Digital platforms used by the respondents in digital marketing.
3. To examine the difficulties faced by the women entrepreneurs in digital marketing.

RESEARCH METHODOLOGY

Sampling design:

Primary data has been collected from 50 women respondents who were doing their work in digital marketing in Madurai district under the scheme using proportionate random sampling technique.

Tools for analysis

Simple Percentage Analysis

Garrett ranking techniques

FINDINGS AND CONCLUSION:

TABLE 1
SOCIO - ECONOMIC STATUS OF THE RESPONDENTS

VARIABLES	PARTICULARS	FREQUENCY	PERCENTAGE
AGE	20 to 30 years	18	36
	31-40 years	17	34
	41-50 years	14	28
	51-60 years	1	2
EDUCATION	primary	8	16
	secondary	12	24
	graduate	20	40
	Post graduate	10	20
MARITAL STATUS	married	21	42
	unmarried	28	56
	widow	1	2
	others	NIL	NIL
RELIGION	Hindu	25	50
	mulism	11	22
	Christian	14	28
FAMILY TYPE	NUCLEAR	38	76
	JOINT	12	24
FAMILY INCOME (ANNUAL)	BELOW 100000	28	56
	100001-200000	20	40
	200001-300000	2	4
NO OF CHILDREN	one	18	36
	two	31	62
	three	1	2
	nil	0	0

Source: Primary Data

The above table reveals that 36 % of the respondent is in the age group of 21-30 and majority of the respondents are graduated. The maximum women engaged in digital marketing are unmarried they belongs to Hindu and their family is nuclear in nature, their annual income is from 100001- 200000.

TABLE: 2
THE MODE OF DIGITAL PLATFORMS PREFERRED BY THE RESPONDENTS

S.NO	VARIABLES	FREQUENCY	PERCENTAGE
1	YouTube	20	40
2	Whatsapp Group	12	24
3	Face Book	10	20
4	Instagram	5	10
5	share chat	2	4
6	blogs	1	2

Source: Primary Data

The table reveals that the percentage analysis of different mode of digital marketing hence the highest percentage score is obtained by YouTube and the least percentage score is obtained by blogs.

TABLE: 3
PROBLEMS FACED BY THE WOMEN ENTREPRENEURS IN DIGITAL MARKETING - GARRETT RANKING RESULTS

SL.NO	PROBLEMS	TOTAL SCORE	GARRETT MEAN SCORE	MEAN RANK
1	More of loss	1995	66.5	I
2	Quality checking	1630	54.33	II
3	No proper networking	1490	49.67	III
4	Fraudulence	1425	47.5	IV
5	No genuine pricing	1185	39.5	V

Source: Primary Data

It is inferred from the result of Garrett ranking that first rank was assigned to More of loss and second rank was assigned to quality checking third rank was assigned to no proper networking fourth rank was assigned to Fraudulence and fifth rank was assigned to no genuine pricing by the response with regard to the problems faced by the women entrepreneurs in digital marketing.

SUGGESTIONS

- The government can take necessary steps to ameliorate the quality of the women entrepreneur in digital marketing
- The government should introduce many platforms for digital marketing.
- The women entrepreneurs who are engaged in digital marketing should be registered under regime so that the fraudulence can be minimized.
- All women entrepreneurs who are seize in digital marketing should be aware of the unexpectancy in the business so that the loss can be lessened.

CONCLUSION:

Progress of women entrepreneurship is slow in India. There are number of glitches hindering women entrepreneurs during start-up stage and running up of their business enterprise. These obstacles need to be addressed so that women significantly contribute to sustained economic development of our country. Digital marketing platforms have to be introduced to women entrepreneurs through proper training of professionals to excel in the field of online business ventures.

women entrepreneurs during start-up stage and running up of their enterprise. These obstacles need to be addressed so that women can make a significant contribution in sustained economic development and social progress of our country. Entrepreneurship is a salient chore for women in an economy but if carried successfully, it can inculcate confidence among them and making more wide awake about their rights.

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