

Available online @ www.iaraindia.com
 RESEARCH EXPLORER-A Blind Review & Refereed Quarterly International Journal

ISSN: 2250-1940 (P) 2349-1647 (O)

Impact Factor: 3.655 (CIF), 2.78 (IRJIF), 2.62 (NAAS)

Volume X, Issue 36

July-December 2022

Formally UGC Approved Journal (63185), © Author

WOMEN ENTREPRENEURS OF INFORMATION AND COMMUNICATION TECHNOLOGY ON RETAIL MARKETING IN VILLUPURAM

Dr. V.GANESHKUMAR

PG Head and Research Supervisor
 PG and Research Department of Commerce
 BWDA Arts and Science College
 Kolliyangunam, Villupuram District

Abstract

Information and communication technology is one of the sustainable growth of e-commerce promote retail entrepreneurs. ICT is enabling sharing communication network developing modern marketing, customer requirement of business enterprises and extent global marketing. Retail marketing is small business enterprises have not improve sales promotion of marketing activities because numbers of impact on investment, infrastructure, lacking of communication linkage. Retail entrepreneurs have non-effective of information and communication technology networks because purchasing of new software have no awareness in on-line marketing.

Keywords: *Communication, Entrepreneurs, Marketing, Technology, Network.*

INTRODUCTION

Women entrepreneurs is the economic activity of self business supply of similar variety on household goods and services in retail marketing. Women entrepreneurs start own business have minimum investment to extent micro level enterprises promote financial as well as service sector. Retail marketing is small scale enterprises contribute service and supply of goods and service in location of place delivery on products. Retail entrepreneurs communication networks are failure contact regular customer are involved in marketing. Information and communication technology is indirect way of marketing with contact through internet. Customer

are purchasing of goods using for on-line marketing payment through credit card of financial transaction. Retail marketing is not improving technology marketing because there is no development of modern marketing. Information and communication technology is innovative method customers are more benefit using communication network developing in global level. Retail marketing is not entering in modern marketing without communication sharing link between customers and sellers. Information and communication technology is worldwide network have more advantages are booking for purchase order in online-marketing. Women entrepreneurs are economically and financially have weak

not support any financial assistance of entrepreneurship under micro loan. Women entrepreneurs are not sufficient network of marketing linkage on the basis of information and communication technology in retail marketing. Women entrepreneurs are own production of goods and service is limited marketing areas because have no awareness of communication technology with contact customer. Retail marketing is customer relationship management has not development to identify product development and function of goods and service. Present day customer expectations are technical aspect of goods and easily purchasing networks through on-line marketing. Women entrepreneurs marketing linkage of information and communication technology is downtrodden have low investment is earning lean profit in business nature. Information and communication technology is computerized software network communication not connectivity in small scale entrepreneurs. MSMEs sector create women entrepreneurs programme sharing however further development of information and communication technology in modern marketing.

Statement of the Problems

Women entrepreneurs is powerful segment of society promote economic empowerment in our nation. Women entrepreneurs is backbone of socio-economic development mainly consider number of opportunity in retail marketing. Women entrepreneurs are process of marketing activities customer relationship management, resource of ICT and marketing network. CRM is commentary of marketing linkage to attract customer preference fulfill basic requirements satisfy of human want in retail marketing. Women entrepreneurs have faced number of problems in marketing namely lacking of communication technology, technical development of modern marketing, financial assistance of banking

institutions, heavy competition to meet local market and GST etc. Government of India contributes and arrange financial subsidy of capital, training development for production of goods and services and conducting research development on marketing products. Hence, women entrepreneurs are play ICT have not strengthen business development to reach national and international marketing.

Objectives of the Study

The research article has analyzed broader objectives as follow:

1. To measure economic activities of women entrepreneurs and its impact on communication technology in retail marketing.
2. To find out sales promotion of women entrepreneurs and economic development of micro enterprises in retail marketing.
3. To understand the customer prefer of marketing mix on product development in retail marketing.
4. To identify problems and prospectus of women entrepreneurs on information and communication technology in retail marketing.
5. To offer findings, suitable suggestions on women entrepreneurs and conclusion.

Methodology and Sampling Techniques

This article is fully framed descriptive method of analysis collected primary data through women entrepreneurs in retail marketing. The researcher has taken number of questionnaire gathered on the basis of women entrepreneurs however utilized information and communication technology in retail marketing. The researcher applied data tools for interview schedule method of collected information among women entrepreneurs. Sampling technique is primary part of research methodology undertaken convenience sampling techniques. Villupuram district can be divided into 9 taluk out of 5 taluk only 30 sample respondents taken

randomly. Therefore data analysis of total sample size is 150.

Scope of the Study

The present study highlighted is women entrepreneurs of information and communication technology on retail marketing in Villupuram District. This study mainly covers women entrepreneurs through information technology with regard to economic activities, progress of ICT, problems and prospectus of women entrepreneurs, promotion of in retail marketing, factor of ICT, marketing mix

of retail marketing and does not covered other women. The scope of the study based on framing objectives is women entrepreneurs whatever benefit of retail marketing.

Period of the study

The period of the study in collection and review of the secondary data during the years from 2010- 2018 thirteen years and primary data were collected during the months from March 2018 to June 2018.

Table 1

Economic Activities of Retail Marketing

Variables	Respondents	Percentage
Economic Activities Rice selling	30	20
Fish Marketing	16	10.67
Flower shopping	19	12.67
Vegetable sales	26	17.33
Fruits marketing	20	13.33
Textile shopping	18	12
Petty shop	21	14
Total	150	100
Purchase of Retail Marketing Cost price	23	15.33
Door delivery	17	11.33
Market price	26	17.33
Service	25	16.67
Offer	30	20
Quality	29	19.33
Total	150	100
Price prefer Credit term	58	38.67
Payment period	40	26.67
Discount	30	20
Commission	22	14.67
Total	150	100
Marketing Mix Product	45	30
Place	39	26
Promotion	41	27.33
Distribution	25	16.67
Total	150	100
Promotion of Retail Marketing Advertising	30	20
Sales promotion	47	31.33
Publicity	30	20
Selling	25	16.67
Communication	18	12

Total	150	100
Factors of Retail Marketing		
Transporting	21	14
Storing	18	12
Grading	32	21.33
Financing	25	16.67
Risk- bearing	27	18
Marketing information	10	6.67
Promotion	17	11.33
Total	150	100

Sources: Primary Data

It is inferred that 20 percent of the respondents are rice selling, 17.33 percent of the respondents are doing vegetable sales, 14 percent of the respondents are petty shop, 13.33 percent of the respondents are fruits marketing, 12.67 percent of the respondents are flower shopping, 12 percent of the respondents are textile shopping, 10.67 percent of the respondents are fish marketing.

It is analyzed that 20 percent of the respondents are purchasing for offer, 19.33 percent of the respondents are quality, 17.33 percent of the respondents are market price, 16.67 percent of the respondents are service, 15.33 percent of the respondents are cost price and remaining 11.33 percent of the respondents are door delivery.

38.67 percent of the respondents are price prefer for credit term, 26.67 percent of the respondents are prefer for payment period, 20 percent of the respondents are prefer for discount, 14.67 percent of the respondents are prefer for commission.

It is exhibits that 30 percent of the respondents are marketing mix are product, 27.33 percent of the respondents are promotion, 26 percent of the respondents are place and remaining 16.67 percent of the respondents are distribution.

31.33 percent of the respondents are promotion of retail marketing in Sales promotion, 20 percent of the respondents are advertising, 20 percent of the

respondents are publicity, 16.67 percent of the respondents are selling and remaining 12 percent of the respondents are Communication.

It is found out 21.33 percent of the respondents are factor of retail marketing for Grading, 18 percent of the respondents are factor of risk- bearing, 16.67 percent of the respondents are financing, 14 percent of the respondents are transporting, 12 percent of the respondents are storing, 11.33 percent of the respondents are promotion, and remaining 6.67 percent of the respondents are marketing information.

Table.2 54.67 percent of the respondents are connectivity of information and communication technology and 45.33 percent of the respondents are not connectivity of ICT. 45.33 percent of the respondents are having no experience of ICT, 22.67 percent of the respondents are having for 3- 4 years, 18 percent of the respondents are having for past 2 years and remaining 14 percent of the respondents are 5 and above. It is analyzed that 22 percent of the respondents are Ethernet broadband connection, 20 percent of the respondents are connection of fixed wireless, 19.33 percent of the respondents are utilized other broadband, 16.67 percent of the respondents are connectivity of mobile phone network, 12 percent of the respondents are gathered network for WiMax/WiFi and remaining 10 percent of the respondents are laptop.

Table 2
Progress of ICT

Variables	Respondents	Percentage
Connectivity of ICT Yes	82	54.67
No	68	45.33
Total	150	100
Year of Experience Past 2 years	27	18
3- 4 years	34	22.67
5 and above	21	14
No Experience	68	45.33
Total	150	100
Broadband Connection Fixed Wireless	30	20
Mobile phone network	25	16.67
Other Broadband	29	19.33
Ethernet	33	22
laptop	15	10
WiMax/WiFi	18	12
Total	150	100
Purpose of ICT Global Network	25	16.67
Sharing market information	19	12.67
Modern advertising	24	16
Tele-marketing	30	20
Easily purchasing order	52	34.67
Total	150	100
Important of ICT Develop business knowledge	30	20
Sharing customer information	41	27.33
Problems and solution network	23	15.33
Direct marketing	38	25.33
Mass marketing	18	12
Total	150	100

Sources: Primary Data

34.67 percent of the respondents are ICT for purpose of easily purchasing order, 20 percent of the respondents are using for Tele-marketing, 16.67 percent of the respondents are global network, 16 percent of the respondents are modern advertising, 12.67 percent of the respondents are sharing market information.

It is reviewed that 27.33 percent of the respondents are given important of sharing customer information, 25.33 percent of the respondents are provide direct marketing, 20 percent of the respondents are develop business knowledge, 15.33 percent of the respondents are problems and solution

network, 12 percent of the respondents are ICT for Mass marketing.

Suggestions

Small and medium enterprises have not sufficient networks of information and communication technology because have not purchase high-tech software for using their own business. SMEs is minimum amount of working capital have invested the operation of business enterprises. Information and communication technology is enable software tech of sales promotion and sharing marketing activities through computerized.

Technical skill is one of the important of software solution sharing

more number of people plenty of information regarding on marketing information connectivity through on-line networks. Business organization must be appointed technical skill oriented employees given training up using technology in commercial activities. Every business organization is largest marketing network ICT sharing for the purpose of communication exchange in advanced business.

Information and communication technology is contributed sharing marketing advertising reach and unreached customer. Advertising is connectivity on online networks progress of business sharing information and relevant with communication given systematized networks. Online advertising is more advantages sharing network reduce cost of expenditure contribute economic benefit of modern marketing.

Sales promotion is external factor of marketing activities develop the target market for sustainable growth selling and movement of products. Now day's customer expectation on-line marketing quick and short way purchasing order booking material through information and communication technology developing global market.

Business man are purchasing of network heavy cost on impact of computerized data software network. Small scale enterprises have suffered financial assistance of working capital for purchase of computerized networks preparation of customer service marketing. The Ministry of MSMEs sector should be contributing software network developing sales promotion of marketing activities in world level.

Conclusion

Retail marketing is one of the leading of service marketing promote the socio-economic benefit of rural customers. Retail marketing are not having sufficient network of information and communication technology sharing

marketing information with close contact of customers. Retail entrepreneurs have invested the financial contribution is very low money because they have not extent business unit in global marketing. ICT is largest software network connectivity between buyer and seller sharing communication regarding marketing activity through on-line process. Retail marketing is direct sale of goods and services because have not connectivity of information and communication technology is lacking in retail entrepreneurs. Retail marketing is promotion of sale, quality of goods distribution, delivery of goods timely and reasonable price on the basis supply of products.

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