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“A STUDY ON MARKETING PROMOTION STRATEGIES OF STARTUP WOMEN ENTREPRENEURS IN PALGHAR DISTRICT OF MAHARASHTRA”

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Abstract: this study found out that a big marketing concern faced by startups is that products or services are new and unproven but the toughest challenge is to pick the appropriate blend of promotion mix. Therefore, the purpose of this study is to investigate how marketing promotion strategies adopted by Startup women entrepreneurs within the constraints of limited resources are influencing sales performance of Startup of women entrepreneur in Palghar District of Maharashtra. The study also attempts to determine the appropriate promotional mix for these Startup based on the perception of Startup women entrepreneur.

Keywords: *Startup, women entrepreneur, marketing, promotion mix*

INTRODUCTION:

The driving force behind selecting the topic entitled, is the huge growth of the Startups in India in the post liberalization era especially after Startup India Programme launched by Government of India, in 2016. This massive growth has led to change in technology, different types of products and service, stiff competition amongst Startup and well established companies, MNCs, etc.

After launching or starting the Startup, the women entrepreneurs has accomplished all the things like finance, human resources, sources of raw material etc. Now, the women entrepreneur's next attention is to decide "how to use marketing to promote the enterprise's product or service". "This task requires that the women entrepreneur should design an effective marketing promotion strategy for the new enterprise". "An effective marketing promotion strategy is absolutely necessary because it will enhance the Startup prospects for survival during its first year of operation, and will greatly facilitate the flow of sales revenues needed to assure the new venture's continuing existence into its second year, its third year, and so on". "The absence of such continuing streams of sales revenues will result in the decline and eventual death of the new venture". It is through marketing promotion venture's offering are reaching to the target consumers. The venture collects the cash in return when their offerings are traded.

A Startup has a new service or product, first and foremost, the venture needs to make the public aware of it through promotion. Promotion is an ongoing challenge for Startups and small businesses because entrepreneurs are not typically marketing experts. Many Startups and new ventures come up with a fabulous business idea but then fail to promote it successfully and the reason could be poor market research and inadequate promotional measure, scarce resources etc.

A Startup has a "miniscule budget and a small team having an ambition to nurture and sell a new business idea". Traditional marketing methods are expensive for startups and therefore these ventures cannot afford to adopt traditional marketing promotional measures due to budget constraint and limited market knowledge. A big

marketing concern faced by startups is that products or services are new and unproven but the toughest challenge is to pick the appropriate blend of promotion mix.

Therefore, the purpose of this study is to investigate how marketing promotion strategies adopted by Startup women entrepreneurs within the constraints of limited resources are influencing sales performance of Startup of women entrepreneur in Palghar District of Maharashtra. The study also attempts to determine the appropriate promotional mix for these Startup based on the perception of Startup women entrepreneur.

REVIEW OF LITERATURE

Kanu A. (2019) in his study investigated the impact of marketing management practices on the performance of SMEs in Sierra Leone. He concluded that “relationship between marketing management practices and SMEs performance are statistically significant”. **Henrik Virtanen et al., (2016)** in their study investigated the startups social media marketing activities. “The study aimed to measure the effects of these practices on creating and increasing awareness of the company’s business and gaining followers for the company’s Instagram account and they revealed that Instagram marketing (social media marketing) have positive effects on creating and increasing awareness of the company’s business brand equity”. **Faitira Manuere et. al., (2018)** in their research examined the influence of sales promotion on organizational performance and sales volume. The study revealed that “sales promotion affects organizational performance and sales volume of the organization and they further revealed that effective and efficient sales promotion campaign should be used to arouse consumer’s interest to make repeated purchases”. **Sukhmani, et. al., (2012)** found that public relations were considered as the most important element of promotion mix which increased sales of the company “followed by sales promotions, direct marketing, advertising and personal selling”. The reasons giving by the consumers for their preference of a particular promotional element of the promotion mix was its helpfulness in making final purchase decision. **Mukorombindo (2014)** conducted a study on “impact of direct marketing on sales performance at seed potato cooperative”. The findings showed that there was a “weak relationship between direct marketing, and sales performance because of lack of formal marketing plan, lack of customer data base lack of market budget and poor communication, he further revealed that the company should use several direct marketing strategies”. **Umesha et al., (2019)** in their study examined the effectiveness of “promotion strategies of shopping malls and how these strategies are contributing to enhance sales performance in Karnataka”. The study revealed that “effective promotion strategies contribute to bring more awareness about the products offered by shopping malls and to boost the sales by attracting the customers and they further recapitulated that ten chosen indicators of promotion strategies are working better in enhancing customer satisfaction and sales performance”. **Kenu A.Z. (2019)** in his research examined the effect of marketing strategy on business performance in Ethiopia. The correlation analysis revealed that product, price and promotion strategies are “significantly and positively related with performance of enterprises”. The independent variables explained approx. 30% of variation in performance of SMEs. The study recommended to “SMEs to produce innovative (new design, feature, varieties) products, charge affordable prices and disseminate tailored promotion”. **Masa'deh et. al., (2018)** in their research investigated the “effects of promotional mix in terms of advertisement, website and direct sale on job performance” in Middle East. The study revealed that “there is a significant impact of hotels advertisement and hotels direct sale on hotel performance”.

OBJECTIVES OF THE STUDY:

- a. To study the profile of Startup women entrepreneurs in Palghar District of Maharashtra.
- b. To study the marketing promotion strategies of Startup Women entrepreneurs in Palghar District of Maharashtra.

RESEARCH METHODOLOGY:

- **Research Design:** “A research design includes an outline of what the researcher will do from the hypothesis and its operational implication to the final analysis of the data”. Descriptive Research design is applied in the research
- **Population and Sampling:** The research has undertaken in Palghar District of Maharashtra and sample was taken as startups registered and incubated in the Palghar District of Maharashtra during (2016 - 2021).
- **Sampling Technique:** Stratified random sampling method will applied for the research to select the types of startup and the respondents. The decision of the stratification will be taken on the basis of types of startup (Manufacturing, Service, and Trading) 50 percent from each category. The startup Women entrepreneur's respondents from these categories will be selected for the study. Thus, in all, 95 valid samples will be selected for the purpose.
- **Sources of Data Collection:** Primary data and secondary data had been used for the study.
 - **Primary data:** Primary data will be collected from Startup Women Entrepreneurs through a structured questionnaire.
 - **Secondary Data:** Secondary data will be collected from the sources like research papers, thesis, books, newspapers and various reports, URLs, magazines.
- **Statistical Tools:** For purpose of data analysis the tables, percentage, and ANOVA method are used.

DATA ANALYSIS

Objective 1: To study the profile of Startup women entrepreneurs in Palghar District of Maharashtra.

Table no. 1: Profile of the Startup women entrepreneurs

Demographic Profile		No of Respondents	Percentage (%)
Age	Up to 30 years	34	36
	31 – 40	47	49
	41 – 50	11	12
	Above 50 years	3	3
	Total	95	100
Qualification	Under Graduates	28	29
	Graduates	19	20
	Postgraduates	11	12
	Others	37	39
	Total	95	100
Marital Status	Single	33	35
	Married	47	49
	Widow / Divorced	15	16
	Total	95	100
Monthly Income	Up to Rs. 30,000	58	61
	Rs. 30,001 – Rs. 60,000	31	33
	Rs. 60,001 – Rs. 90,000	4	4
	Above Rs. 90,000	2	2
	Total	95	100
Type of business	Sole Trader	69	73
	Partnership	26	27
	Total	95	100
Types of Startup	Trading	24	25
	Manufacturing	9	9
	Service	62	65
	Total	95	100

Source: Primary Data

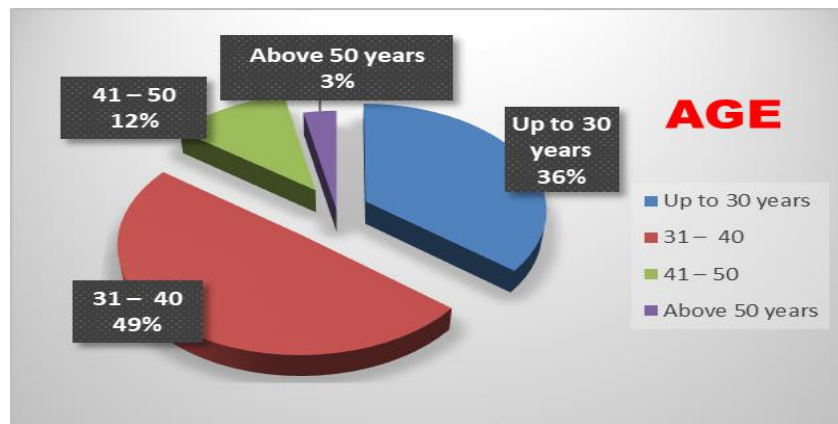


Figure 1: AGE



Figure 2: QUALIFICATION

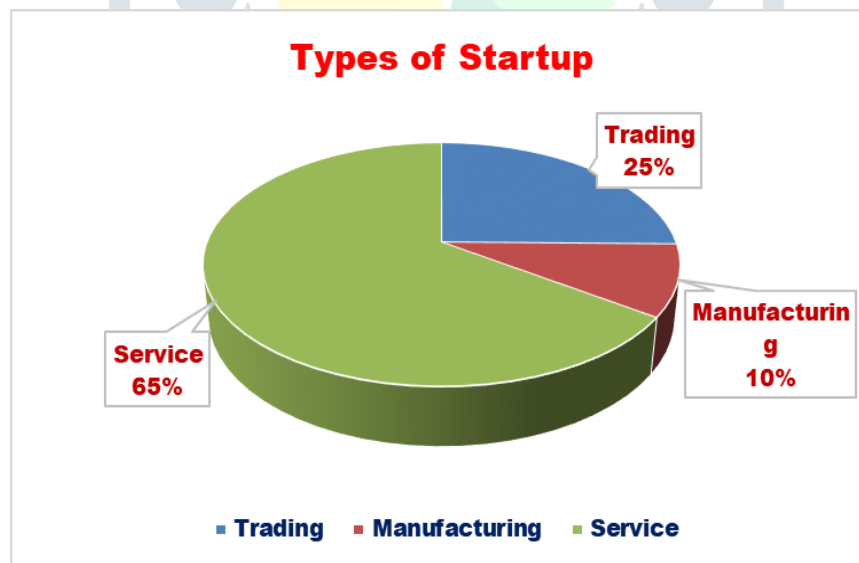


Figure 3: TYPES OF STARTUP

HYPOTHESIS OF THE STUDY:

Ho: There is no significant difference in the perception of respondents regarding Marketing Promotion Strategies (MPS) with respect to Age of Women entrepreneurs.

Results of ANOVA Test for MPS and Age Group of Women Entrepreneurs					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.238	3	5.746	3.188	0.021
Within Groups	162.539	92	1.766		
Total					

Source: Primary Data

Interpretation: ANOVA test revealed that the value of $P = 0.02$ which is less than 0.05. Hence, “the null hypothesis is rejected and inferred that there is significant difference in the perception of respondents” regarding marketing promotion strategies with respect to age group of women entrepreneurs.

RESULTS AND DISCUSSION:

- Majority of the respondents (49%) fall in the age group of 31-40.
- Majority of respondent have other type of Qualification (Professional courses) i.e. 39%. Followed by undergraduate (29%) and graduate (20%).
- Most of the respondents (49%) are married.
- Most of the respondents have monthly income between Up to Rs. 30,000 i.e. 61%.
- Majority of the respondents are sole trader i.e. 73% followed by partnership i.e. 27%.
- Nature of business carried on by majority of respondent is service followed by trading business i.e. 65 % and 25%.

CONCLUSION:

From the above study it is concluded that a big marketing concern faced by startups is that products or services are new and unproven but the toughest challenge is to pick the appropriate blend of promotion mix. Therefore, the purpose of this study is to investigate how marketing promotion strategies adopted by Startup women entrepreneurs within the constraints of limited resources are influencing sales performance of Startup of women entrepreneur in Palghar District of Maharashtra. The study also attempts to determine the appropriate promotional mix for these Startup based on the perception of Startup women entrepreneur.

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