

## **CHAPTER – V**

### **FINDINGS, SUGGESTIONS AND CONCLUSION**

#### **5.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

3.4% of respondents are below 25 years, 45% of respondents are 25-35 years, 41.4% of respondents are 35-45 years and 10.2% of respondents are 50 and above. This indicates that majority of the respondents are between 25-35 years.

6.7% of respondents are below SSLC, 13.9% of respondents are SSLC, 3.6% of respondents are HSC/PUC, 65.1% of respondents are degree holders 3.6% of respondents are diploma holders and 7.1% of respondents are PG/Doctorates. This indicates that majority of the respondents are degree holders.

6.7% of respondents are tray, 41.6% of respondents are corsage, 37.6% of respondents are in small scale industries and 14.1% of respondents are running medium enterprises. This indicates that majority of the respondents are corsage.

28% of respondents are in textile industry, 3.6% of respondents are in engineering, 10.1% of respondents are in chemicals, 7.2% of respondents are in services, 30.6% of respondents are in food beverage and 20.5% of respondents are others. This indicates that majority of the respondents are in food beverage.

44.5% of respondents are in manufacturing sectors, 24.6% of respondents are in service sector and 30.9% of respondents are in trading. This indicates that majority of the respondents are in manufacturing sector.

47.7% of respondents are self - funded, 45.4% of respondents got capital sources from family, 3.4% of respondents got capital sources from relatives and 3.5% of respondents are banks. This indicates that majority of the respondents are self - funded.

45.2% of respondents got financial support Commercial Banks, 17.2% of respondents got financial support from Financial Institutions and 37.6% of respondents got the same from others. This indicates that majority of the respondents are financially supported by Commercial Banks.

92.8% of respondents have direct customers, 3.6% of respondents have sub-contract and 3.6% of respondents have others. This indicates that majority of the respondents have direct customers.

86.4% of respondents are from business oriented families, 6.9% of respondents are professionals and 6.7% of respondents are others. This indicates that majority of the respondents have family business.

83% of respondents have financial support from family, 10.1% of respondents have moral support from family and 6.9% of respondents have marketing support. This indicates that majority of the respondents have financial support from family.

66% of respondents are influenced by friends, 13.6% of respondents are influenced by relatives and 20.4% of respondents are influenced by family

members. This indicates that majority of the respondents are influenced by family members.

83% of respondents are in entrepreneurship to earn a living, 10.1% of respondents are here to get rich and 6.9% of respondents are intended to have an additional income. This indicates that majority of the respondents are have to earn a living.

20.4% of respondents are in entrepreneurship to gain status and 79.6% of respondents are intended to be recognized and respected. This indicates that majority of the respondents wish to be recognized and respected.

30.9% of respondents are for employing people 24.2% of respondents are for Upgrading the community and 45% of respondents are for helping the community. This indicates that majority of the respondents choose entrepreneurship to help the community.

34.2% of respondents choose to be entrepreneurs to Be own boss, 45% of respondents choose the field to Be independent, 17.4% of respondents are to fulfil something through business and 3.4% of respondents are to Challenge to own capabilities. This indicates that majority of the respondents wish to Be independent.

## **5.2 OPINION OF THE RESPONDENTS**

### **Initiative**

“I do things before it is clear that they must be done by me” is the top ranked Initiative factor with a mean value of 4.49, “I do things that need to be done before being asked by others to do” is the second ranked Initiative factor with a mean value of 4.43, “I look for things that need to be done” is the third

ranked Initiative factor with a mean value of 4.32, “I take action before it is clear that I must take” is the fourth ranked Initiative factor with a mean value of 4.03 and “I wait for direction from others to take action” is the fifth ranked Initiative factor with a mean value of 3.76.

### **Sees and acts on opportunities**

“I look for challenges and new opportunities” is the top ranked Sees and acts on opportunities factor with a mean value of 4.69, “I prefer to take up activities that I know well” is the second ranked Sees and acts on opportunities factor with a mean value of 4.69, “I notice opportunities to do new things and immediately act” is the third ranked Sees and acts on opportunities factor with a mean value of 4.53, “I take advantage of opportunities that arise” is the fourth ranked Sees and acts on opportunities factor with a mean value of 4.53 and “I try things that are vary and different” is the fifth ranked Sees and acts on opportunities factor with a mean value of 4.52.

### **Customer Focused**

“It worries me when things are not done very well” is the top ranked customer focused factor with a mean value of 4.59, “I feel, It is important for me to do a high quality job” is the second ranked customer focused factor with a mean value of 4.55, “I want my company to be the best one” is the third ranked customer focused factor with a mean value of 4.39, “My own work is better than other people whom I work with” is the fourth ranked customer focused factor with a mean value of 4.29 and “When something I have been working on is satisfactory I do not spend extra time to make it better” is the fifth ranked customer focused factor with a mean value of 3.77.

## **Problem solving**

“It worries me when things are not done very well” is the top ranked Problem solving factor with a mean value of 4.45, “I feel, It is important to me to do a high quality job” is the second ranked Problem solving factor with a mean value of 4.42, “I want my company to be best one” is the third ranked Problem solving factor with a mean value of 4.39, “My own work is better than of other people whenever I work with” is the fourth ranked Problem solving factor with a mean value of 4.18 and “When something I have been working on is satisfactory I do not spend extra time to make it better” is the fifth ranked Problem solving factor with a mean value of 4.12.

## **Leadership**

“I take most of the decisions in the business” is the top ranked leadership factor with a mean value of 4.63, “I project a high degree of self – confidence” is the second ranked leadership factor with a mean value of 4.59, “I take charge mentally” is the third ranked leadership factor with a mean value of 4.49, “I exhibit a high degree of technical proficiency in my field” is the fourth ranked leadership factor with a mean value of 4.21 and “I have the courage to make commitments that would be considered risky by others” is the fifth ranked leadership factor with a mean value of 3.02.

## **Monitoring control**

“I critically monitor the performance of all my employees” is the top ranked monitoring control factor with a mean value of 4.60, “I critically analyze past performance and future opportunities and take action to enhance performance” is the second ranked monitoring control factor with a mean value

of 4.52, “I monitor results of important goal achieving actions periodically and control” is the third ranked monitoring control factor with a mean value of 4.49, “I am actively involved in market analysis” is the fourth ranked monitoring control factor with a mean value of 4.49 and “I monitor, interpret and respond to external competitive events” is the fifth ranked monitoring control factor with a mean value of 4.05.

## **Risk Taking**

“When I don’t know something I don’t mind admitting it.” is the top ranked risk taking factor with a mean value of 4.36, “I feel resentful when I don’t get my way” is the second ranked risk taking factor with a mean value of 4.00, “I have courage to make commitments that would be considered risk by others” is the third ranked risk taking factor with a mean value of 3.97, “There have been occasions when I took advantage of someone.” is the fourth ranked risk taking factor with a mean value of 3.79 and “In the past, I have had failures” is the fifth ranked risk taking factor with a mean value of 3.55.

## **Innovative**

“I feel it is important to continually to look for new ways to do things in business” is the top ranked innovative factor with a mean value of 4.70, “I often approach business task in unique ways” is the second ranked innovative factor with a mean value of 4.56, “I thrive in situations which encourage and reward my creativity” is the third ranked innovative factor with a mean value of 4.52, “I enjoy being able to use existing business concept in new ways” is the fourth ranked innovative factor with a mean value of 4.42 and “I encourage my employees to experiment with new ideas and concepts to create innovative approaches” is the fifth ranked innovative factor with a mean value of 4.28.

## **Knowledge and Business Skill**

“I demonstrate good supervisory skill.” is the top ranked knowledge and business skill factor with a mean value of 4.56, “I exhibit degree of technical proficiency, skills and knowledge in my field” is the second ranked knowledge and business skill factor with a mean value of 4.42, “I am aware of the products/services and pricing structure of my competitors” is the third ranked knowledge and business skill factor with a mean value of 4.32, “I plan my days and weeks effectively to meet the delivery schedule committed” is the fourth ranked knowledge and business skill factor with a mean value of 4.25 and “I know how financial statements depict my business” is the fifth ranked knowledge and business skill factor with a mean value of 4.22.

## **Personal Traits**

“I work long hours and make personal sacrifices to complete jobs on time” is the top ranked personal traits factor with a mean value of 44.52, “I feel free to express my views to others” is the second ranked personal traits factor with a mean value of 4.39, “I feel confident that I will succeed at whatever I try do” is the third ranked personal traits factor with a mean value of 4.29, “I try several times to get people to do what I want to do” is the fourth ranked personal traits factor with a mean value of 4.28 and “I tell people what they have to do, even if they do not want to do it” is the fifth ranked personal traits factor with a mean value of 4.14.

## **Communication**

“I am willing to listen to others” is the top ranked communication factor with a mean value of 4.60, “I possess good written communication skills” is the

second ranked communication factor with a mean value of 4.43, “I make good presentation” is the third ranked communication factor with a mean value of 4.22, “I possess good verbal communication skills” is the fourth ranked communication factor with a mean value of 4.16 and “I can sell my ideas to others” is the fifth ranked communication factor with a mean value of 3.96.

## **Product Related Problems**

“The performance of the product is not up to the mark” is the top ranked product related problems factor with a mean value of 4.36, “Manufacturer’ do not have good reputation” is the second ranked product related problems factor with a mean value of 4.35, “The flavor is not good” is the third ranked product related problems factor with a mean value of 4.28, “The product experiences saturation in its life cycle” is the fourth ranked product related problems factor with a mean value of 4.26 “The value offered by the product is not worthy enough to be considered” is the fifth ranked product related problems factor with a mean value of 4.25, “Packing sizes are inappropriate” is the sixth ranked product related problems factor with a mean value of 4.22, “The product requires a special container” is the seventh ranked product related problems factor with a mean value of 4.18, “The wholesomeness of the product is a lot to be desired” is the eighth ranked product related problems factor with a mean value of 4.18, “Specialized people are required to deal with the product” is the ninth ranked product related problems factor with a mean value of 4.15, “Packaging does not give pleasure to the customers” is the tenth ranked product related problems factor with a mean value of 4.15, “Packaging does not give pleasure to the customers” is the eleventh ranked product related problems factor with a mean value of 4.12, “The storage of the product is

difficult" is the twelfth ranked product related problems factor with a mean value of 4.12, "Labeling does not provide the required information" is the thirteenth ranked product related problems factor with a mean value of 4.09 , "It is difficult to pack the product" is the fourteenth ranked product related problems factor with a mean value of 4.06, "The shelf life of the product is very low" is the fifteenth ranked product related problems factor with a mean value of 4.04, "The quantity required is not supplied by the manufacturer" is the sixteenth ranked product related problems factor with a mean value of 4.01, "The product is fragile in nature" is the seventeenth ranked product related problems factor with a mean value of 3.85, "Finishing is not to the expectations of the customers" is the eighteenth ranked product related problems factor with a mean value of 3.81, "The product is quite obsolete" is the nineteenth ranked product related problems factor with a mean value of 3.79, "Brand image of the manufacturer is not helping in the marketing of product" is the twenty-eighth ranked product related problems factor with a mean value of 3.74, "Appearance to the liking of customers" is the twenty one ranked product related problems factor with a mean value of 3.02, "Size of the product is not as desirable by the customers" is the twenty two ranked product related problems factor with a mean value of 2.49 and "Quality determined only by the manufacturer" is the twenty three ranked product related problems factor with a mean value of 1.89.

### **Price Related Problems**

"The price is not competitive in nature" is the top ranked price related problems factor with a mean value of 4.35, "The price is not connected with the cost of manufacture" is the second ranked price related problems factor with a

mean value of 4.28, “The price of the product is unreasonable” is the third ranked price related problems factor with a mean value of 4.25, “There is no advantage to the customers who want to get larger packings” is the fourth ranked price related problems factor with a mean value of 4.25 “There is no possibility of achieving economics of scale resulting in uncompetitive prices” is the fifth ranked price related problems factor with a mean value of 4.22, “Price differences of the same packing by different sellers make the customers to loose patronage to the brand” is the sixth ranked price related problems factor with a mean value of 4.19, “The price is not affordable to the customers” is the seventh ranked price related problems factor with a mean value of 4.19, “Non availability of raw materials in the desired quantity makes a product highly priced” is the eighth ranked price related problems factor with a mean value of 4.15, “Manufacturer makes changes in the price very often” is the ninth ranked price related problems factor with a mean value of 4.15, “The product experiences high price fluctuations” is the tenth ranked price related problems factor with a mean value of 4.11, “Price wars make the marketing of the product very difficult” is the eleventh ranked price related problems factor with a mean value of 4.11, “The manufacturer does not give much room for pricing to be determined by the dealer” is the twelfth ranked price related problems factor with a mean value of 4.11.

### **Place Related Problems**

“The intermediaries find it difficult to provide adequate storage of the products” is the top ranked place related problems factor with a mean value of 4.38, “The dealers do not take much care in delivering the products on time.” is the second ranked place related problems factor with a mean value of 4.35,

“The products are not freely available” is the third ranked place related problems factor with a mean value of 4.32, “Transportation of the product is difficult” is the fourth ranked place related problems factor with a mean value of 4.32 “It takes long time for the product to reach the hands of customers” is the fifth ranked place related problems factor with a mean value of 4.29, “There is a little support from the channel members in the marketing of the product” is the sixth ranked place related problems factor with a mean value of 4.21, “There is a large delay in the procurement of products” is the seventh ranked place related problems factor with a mean value of 4.15, “Complaints regarding rejection of products are large in number” is the eighth ranked place related problems factor with a mean value of 4.12, “The manufacturer does not get feedback on the sales performance of the product” is the ninth ranked place related problems factor with a mean value of 4.11, “It is difficult to realize the money from the channel members on the sale of the products is the tenth ranked place related problems factor with a mean value of 4.04, “The cost of distribution is the major part of cost of sales of the product” is the eleventh ranked place related problems factor with a mean value of 4.00, “The channel members do not provide support in delivering right packing of the product” is the twelfth ranked place related problems factor with a mean value of 3.98, “There are no regulated markets for making sale of the product easier” is the thirteenth ranked place related problems factor with a mean value of 3.94, “The channel members prefer competitors to us in extending marketing support” is the fourteenth ranked place related problems factor with a mean value of 3.90 and “It is not possible to have competitive price due to increase

expenditure on distribution” is the fifteenth ranked place related problems factor with a mean value of 3.66.

## Promotion Related Problems

“The technology in promoting awareness of the product is not used desired extent” is the top ranked promotion related problems factor with a mean value of 4.46, “The marketing information system is a lot to be desired” is the second ranked promotion related problems factor with a mean value of 4.45, “The marketing information system is a lot to be desired” is the third ranked promotion related problems factor with a mean value of 4.41, “Rectification of the problems experienced by the customers is not forthcoming” is the fourth ranked promotion related problems factor with a mean value of 4.31 “There is no distinct feature that attract the attention of the customers” is the fifth ranked promotion related problems factor with a mean value of 4.24.259, “There is no focus on product quality in the promotional efforts” is the sixth ranked promotion related problems factor with a mean value of 4.21, “There is no point of purchase display for the products” is the seventh ranked promotion related problems factor with a mean value of 4.05, “Poor display of the product makes the people unaware of the product” is the eighth ranked promotion related problems factor with a mean value of 4.04, “Poor display of the product makes a people unaware of the product” is the ninth ranked promotion related problems factor with a mean value of 3.94, “There is little attention given for relationship marketing” is the tenth ranked promotion related problems factor with a mean value of 3.94, “Customer have little interest in buying the product because there are no offers from the manufacturers” is the eleventh ranked promotion related problems factor with a

mean value of 3.90, “No visit to the market is made by the manufacturer to assess the market trends” is the twelfth ranked promotion related problems factor with a mean value of 3.76, “There is poor advertising for the products” is the thirteenth ranked promotion related problems factor with a mean value of 3.75, “The channel members get very poor margin on the scale of products” is the fourteenth ranked promotion related problems factor with a mean value of 3.75, “There is no motivation in the form of cash or trade discount from the manufacturers” is the fifteenth ranked promotion related problems factor with a mean value of 3.71 and “No feedback is received to get the opinions on products from the customers” is the sixteenth ranked promotion related problems factor with a mean value of 3.62 .

### **Success Measures**

“I know yearly growth of Turnover of my business is” is the top ranked success measures factor with a mean value of 4.60, “I know yearly growth of my Net worth is” is the second ranked success measures factor with a mean value of 4.59 and “I know yearly return on investment of my business is” is the third ranked success measures factor with a mean value of 4.42.

### **5.3 DIFFERENCES BETWEEN DEMOGRAPHIC PROFILE OF THE RESPONDENTS WITH RESPECT TO COMPETENCY AND MARKETING PROBLEMS**

#### **Difference between Sole Proprietorship and Partnership Ltd with respect to Competency**

There is a significant difference between Sole Proprietorship and Partnership Ltd with regard to the dimension of Initiative, Sees and acts on

opportunities, Customer Focused, Leadership, Monitoring control, Risk Taking, Innovative, Knowledge and Business skill, Communication and Personal Traits. There is no significant difference between Scale proprietary and Partnership Ltd with regard to the dimension of Problem solving.

### **Difference between Sole Proprietorship and Partnership Ltd with respect to Marketing Problems**

There is a significant difference between Sole Proprietorship and Partnership Ltd with regard to the dimension of Product related problems, Price related problems, Place related problems and Promotion related problems.

### **Difference between Gain Status and Be recognized and respected with respect to Competency**

There is a significant difference between Gain Status and Be recognized and respected with regard to the dimension of Initiative, Sees and acts on opportunities, Customer Focused, Problem solving, Leadership, Monitoring control, Risk Taking, Innovative, Knowledge and Business skill and Communication. There is no significant difference between Gain Status and Be recognized and respected with regard to the dimension of Personal Traits.

### **Difference between Gain Status and Be recognized and respected with respect to Marketing Problems**

There is a significant difference between Gain Status and Be recognized and respected with regard to the dimension of Product related problems, Price related problems and Place related problems. There is no significant difference between Gain Status and Be recognized and respected with regard to the dimension of Promotion related problems.

### **Difference among age with respect to Competency**

There is a significant difference among age with regard to the dimension of Finance, Service Quality, Office behavior, Personal, Quantity, Sees and acts on opportunities, Customer Focused and Knowledge and Business skill.

### **Difference among age with respect to Marketing Problems**

There is a significant difference among age with regard to the dimension of Product related problems, Price related problems, Place related problems and Promotion related problems.

### **Difference among educational qualification with respect to Competency**

There is a significant difference among educational qualification with regard to the dimension of Initiative, Sees and acts on opportunities, Customer Focused, Problem solving, Leadership, Monitoring control, Risk Taking, Innovative, Knowledge and Business skill, Personal Traits and Communication.

### **Difference among educational qualification with respect to marketing problems**

There is a significant difference among educational qualification with regard to the dimension of Product related problems, Price related problems, Place related problems and Promotion related problems.

### **Difference among scale of operation with respect to Competency**

There is a significant difference among scale of operation with regard to the dimension of Initiative, Sees and acts on opportunities, Customer Focused,

Problem solving, Leadership, Monitoring control, Risk Taking, Innovative, Knowledge and Business skill, Personal Traits and Communication.

### **Difference among scale of operation with respect to marketing problems**

There is a significant difference among scale of operation with regard to the dimension of Product related problems, Price related problems, Place related problems and Promotion related problems.

### **Difference among type of industries with respect to Competency**

There is a significant difference among type of industries with regard to the dimension of Initiative, Sees and acts on opportunities, Customer Focused, Problem solving, Leadership, Monitoring control, Risk Taking, Innovative, Knowledge and Business skill, Personal Traits and Communication.

### **Difference among type of industries with respect to marketing problems**

There is a significant difference among type of industries with regard to the dimension of Product related problems, Price related problems, Place related problems and Promotion related problems.

### **Difference among kind of industries with respect to Competency**

There is a significant difference among kind of industries with regard to the dimension of Sees and acts on opportunities, Customer Focused, Problem solving, Leadership, Monitoring control, Risk Taking, Innovative, Knowledge and Business skill, Personal Traits and Initiative. There is no significant

difference among kind of industries with regard to the dimension of Communication.

### **Difference among kind of industries with respect to marketing problems**

There is a significant difference among kind of industries with regard to the dimension of Price related problems, Place related problems and Promotion related problems. There is no significant difference among kind of industries with regard to the dimension of Product related problems.

### **Difference among source of capital with respect to Competency**

There is a significant difference among source of capital with regard to the dimension of Initiative, Sees and acts on opportunities, Customer Focused, Problem solving, Leadership, Monitoring control, Risk Taking, Innovative, Knowledge and Business skill, Personal Traits and Communication.

### **Difference among source of capital with respect to marketing problems**

There is a significant difference among source of capital with regard to the dimension of Product related problems, Price related problems, Place related problems and Promotion related problems.

### **Difference among financial support with respect to Competency**

There is a significant difference among financial support with regard to the dimension of Initiative, Sees and acts on opportunities, Customer Focused, Problem solving, Leadership, Monitoring control, Innovative, Knowledge and Business skill, Personal Traits and Communication.

There is no significant difference among financial support with regard to the dimension of Risk Taking.

### **Difference among financial support with respect to marketing problems**

There is a significant difference among financial support with regard to the dimension of Product related problems; Price related problems and Place related problems. There is no significant difference among financial support with regard to the dimension of Promotion related problems.

### **Difference among customers with respect to Competency**

There is a significant difference among customers with regard to the dimension of Initiative, Sees and acts on opportunities, Customer Focused, Problem solving, Leadership, Monitoring control, Innovative, Knowledge and Business skill, Personal Traits and Communication. There is no significant difference among customers with regard to the dimension of Risk Taking.

### **Difference among customers with respect to marketing problems**

There is a significant difference among customers with regard to the dimension of Product related problems, Price related problems, Place related problems and Promotion related problems.

### **Difference among family background with respect to Competency**

There is a significant difference among family background with regard to the dimension of Initiative, Customer Focused, Leadership, Risk Taking and Problem solving. There is no significant difference among family background with regard to the dimension of sees and acts on opportunities, Monitoring

control, Innovative, Knowledge and Business skill, Personal Traits and Communication.

### **Difference among family background with respect to marketing problems**

There is a significant difference among family background with regard to the dimension of Product related problems, Price related problems, Place related problems and Promotion related problems.

### **Difference among family support with respect to Competency**

There is a significant difference among family support with regard to the dimension of Initiative, Sees and acts on opportunities, Customer Focused, Problem solving, Monitoring control, Risk Taking, Innovative, Knowledge and Business skill, Communication, Leadership and Personal Traits.

### **Difference among family support with respect to marketing problems**

There is a significant difference among family support with regard to the dimension of Product related problems, Price related problems, Place related problems and Promotion related problems.

### **Difference among influencing member with respect to Competency**

There is a significant difference among influencing member with regard to the dimension of Initiative, Sees and acts on opportunities, Customer Focused, Problem solving, Leadership, Monitoring control, Risk Taking, Innovative, Knowledge and Business skill, Personal Traits and Communication.

## **Difference among influencing member with respect to marketing problems**

There is a significant difference among influencing member with regard to the dimension of Product related problems, Place related problems, Promotion related problems and Price related problems.

## **Difference among monetary with respect to Competency**

There is a significant difference among monetary with regard to the dimension of Initiative, Problem solving, Leadership, Risk Taking, Innovative, Knowledge and Business skill, Personal Traits and Communication. There is no significant difference among monetary with regard to the dimension of Sees and acts on opportunities, Customer Focused and Monitoring control.

## **Difference among monetary with respect to marketing problems**

There is a significant difference among monetary with regard to the dimension of Product related problems, Price related problems, Place related problems and Promotion related problems.

## **Difference among service with respect to Competency**

There is a significant difference among service with regard to the dimension of Sees and acts on opportunities, Problem solving, Leadership, Monitoring control, Risk Taking, Knowledge and Business skill, Communication and Customer Focused. There is no significant difference among service with regard to the dimension of Initiative, Innovative and Personal Traits.

### **Difference among service with respect to marketing problems**

There is a significant difference among service with regard to the dimension of Product related problems, Price related problems, Place related problems and Promotion related problems.

### **Difference among self-fulfillment with respect to Competency**

There is a significant difference among self-fulfillment with regard to the dimension of Initiative, Sees and acts on opportunities, Customer Focused, Problem solving, Leadership, Monitoring control, Risk Taking, Innovative, Knowledge and Business skill, Personal Traits and Communication.

### **Difference among self-fulfillment with respect to marketing problems**

There is a significant difference among self-fulfillment with regard to the dimension of Product related problems, Price related problems, Place related problems and Promotion related problems.

## **5.4 LEVEL OF COMPETENCY AND MARKETING PROBLEMS**

17% of respondents have medium level of initiative and 83% of respondents have high level of initiative. This indicates that majority of the respondents have high level of initiative. 3.4% of respondents have low level of sees and acts on opportunities, 3.4% of respondents have medium level of sees and acts on opportunities and 93.2% of respondents have high level of sees and acts on opportunities. This indicates that majority of the respondents have high level of sees and acts on opportunities. 3.4% of respondents have low level of customer focused, 10.2% of respondents have medium level of customer

focused and 86.4% of respondents have high level of customer focused. This indicates that majority of the respondents have high level of customer focused. 3.4% of respondents have low level of problem solving, 3.4% of respondents have medium level of problem solving and 93.2% of respondents have high level of problem solving. This indicates that majority of the respondents have high level of problem solving. 6.7% of respondents have medium level of leadership and 93.3% of respondents have high level of leadership. This indicates that majority of the respondents have high level of leadership. 6.7% of respondents have medium level of monitoring control and 93.3% of respondents have high level of monitoring control. This indicates that majority of the respondents have high level of monitoring control. 6.7% of respondents have low level of risk taking, 13.9% of respondents have medium level of risk taking and 79.4% of respondents have high level of risk taking. This indicates that majority of the respondents have high level of risk taking. 3.4% of respondents have low level of innovative, 3.4% of respondents have medium level of innovative and 93.2% of respondents have high level of innovative. This indicates that majority of the respondents have high level of innovative. 6.7% of respondents have low level of knowledge and business skill and 93.3% of respondents have high level of knowledge and business skill. This indicates that majority of the respondents have high level of knowledge and business skill. 3.4% of respondents have low level of personal traits, 3.4% of respondents have medium level of personal traits and 93.2% of respondents have high level of personal traits. This indicates that majority of the respondents have high level of personal traits. 3.3% of respondents have low level of communication, 16.8% of respondents have medium level of

communication and 79.9% of respondents have high level of communication. This indicates that majority of the respondents have high level of communication. 10.3% of respondents have medium level of marketing problems and 89.7% of respondents have high level of marketing problems. This indicates that majority of the respondents have high level of marketing problems. 3.4% of respondents have low level of competency, 3.3% of respondents have medium level of competency and 93% of respondents have high level of competency. This indicates that majority of the respondents have high level of competency.

### **5.5 ASSOCIATION BETWEEN DEMOGRAPHIC PROFILE OF RESPONDENTS WITH RESPECT TO LEVEL OF COMPETENCY**

- i. There is an association between Age and Level of Competency.
- ii. There is an association between Educational Qualification and Level of Competency.
- iii. There is an association between Type of Entity and Level of Competency
- iv. There is an association between Scale of operation and Level of Competency.
- v. There is an association between Type of Industries and Level of Competency.
- vi. There is an association between Kind of Industriesand Level of Competency.

- vii. There is an association between Source of Capital and Level of Competency.
- viii. There is an association between Financial Support and Level of Competency.
- ix. There is no association between Your Customers and Level of Competency.
- x. There is no association between Family Back Ground and Level of Competency.
- xi. There is an association between Family Support and Level of Competency.
- xii. There is an association between Influencing Member and Level of Competency.
- xiii. There is no association between Monetary and Level of Competency.
- xiv. There is an association between Social and Level of Competency.
- xv. There is an association between Service and Level of Competency.
- xvi. There is an association between Self Fulfillment vice and Level of Competency.

## **5.6 SUGGESTIONS**

- Financial institutions and banks providing finance specifically to rural women entrepreneurs must set up special cells to provide rural entrepreneurs with easy financing.

- Concessional rates if interest should be provided at concessional interest rates and on easy repayment basils to rural entrepreneurs.
- In sanctioning the loans to rural women entrepreneurs, the cumbersome formalities should be avoided.
- In order to make the products produced by rural women entrepreneurs cost competitive and reasonable, a subsidy may also be offered.
- Training facilities are essential for rural women entrepreneurship development. It allows rural entrepreneurs to successfully undertake the venture as it imparts the necessary skills to run the business. Training programmes on stimulation counseling and effective marketing assistance for rural women entrepreneurs can be provided.
- Rural women entrepreneurs are being considered one of the important catalysts for economic development. For rural women entrepreneurs, individual EDI's approach is highly relevant where motivation and familiarization processes combined with promise of bank credit and support through escort services could persuade rural women entrepreneurs to start small businesses with some basic skills of hands on technology.
- Rural entrepreneurs should be encouraged and assisted in setting-up marketing cooperatives; these cooperatives will help to get inputs at a reasonable rate and are helpful in selling their products at remuneration prices.

- Common production-cum-marketing centers should be set up with modern infrastructure facilities. Thus, proper education, comprehensive training, the establishment of separate financial institutions, the development of marketing cooperatives help to a large extent to flourish rural entrepreneurs in India.
- Government agencies are needed to conduct market research and disseminate findings to rural women marketers as soon as possible; so that they can benefit from the competitive advantage.
- In most programmes for entrepreneurship development, the marketing part is overlooked, presuming it is easy. It is therefore suggested that knowledge of marketing tools and strategies with special reference to a product or group of products should be inculcated in programmes for rural women entrepreneurs.

## 5.7 CONCLUSION

Encouraging full entrepreneurship of rural women can result in a greater way for the Indian economy and social well-being. It is a hourly need to tap rural women's empowerment for economic prosperity. The main focus of this present research is to analyze and understand rural women's entrepreneurship and their Marketing challenges in India. It has focused on analyzing the required skills of rural women entrepreneurs and the marketing problems they face in Rangareddy District, Telangana State.

From this study, it can be concluded that product related problems have positive and strong relationship with price related problems (80.6%), Place

related problems (60.3%) and Promotion related problems (42%). Price related problems have positive and strong relationship with Place related problems (63.6%) and Promotion related problems (55.6%) have positive and strong relationship with (67.9%) Place related problems.

The current research suggested that the Government needs to ensure that rural women entrepreneurs provide sufficient marketing back-up and support to start their business with confidence. It also provided further findings and suggestions to improve the dimensions of rural women's entrepreneurship and marketing potential in Rangareddy District, Telangana State.