

Digital Marketing : A Flagstone for Womenpreneurs

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Abstract

Indomitable spirit of Women entrepreneurs has made a milestone in the modern world which changed the startup landscape of India with their grit, determination and strength of purpose. They created a new India, which is bold, willing to take risks and learn from their mistakes. Many women in India with little or no background in their chosen entrepreneurship endeavor have not only managed to overcome knowledge and industry understanding barriers but also showed India how to do business. Digital marketing refers to advertising delivered through modern digital channels such as search engines, websites, social media, email and mobile apps. In short, digital marketing includes all the marketing efforts which are based on an electronic device or the internet. Business leverage digital channels helps to connect with current and prospective customers around the globe. The magic of digital marketing needs no prelude nor does the reality of legit businesses that are being born out of the digitalization. Being a women entrepreneur and finding success in today's competitive world is a huge challenge. What works and what doesn't is determined by the right combination of form and relevance according to the customer expectation and experience. In the modern landscape, digitalization allows you to reach almost anyone, no matter what industry or sector your business belongs to. The digital marketing services for women which makes complex now online and mobile advertising had made very simple easy and convenient. The study highlights how women entrepreneurs poster themselves through digital marketing in the era of modern world.

Keywords: Entrepreneur; Digital Marketing; Digital Channels; Business Leverage.

Introduction

In India there are various famous personalities like Savitribhai Phule, Mother Theresa, Indira Gandhi, Kiran Bedi, Prathiba Patil, Indra Nooyi, Chanda Kochar, Shahnaz Husain and so on. These are women who have set an example and are real life motivators for others. Even Government presently provides many facilities to women. Article 14 of the constitution gives them equal rights in political, economic and social spheres. Article 15 prohibits us to discriminate on the basis of gender. Article 39 asks for equality in remuneration. Contract labour (Abolition and Regulation) act and rules 1970 recommends separate provision for utilities and fixed working hours of women.

As per section 46(b) and 50 of the Employees state Insurance act 1948, Insured women are entitled to claim maternity benefits on account of pregnancy, premature birth of child or miscarriage. While the law of land is doing everything possible to create a gender sensitive work environment for women professionals as members of a noble profession, it is the responsibility to empower them in every way.

Jawaharlal Nehru rightly said "By merely looking at the condition of women one can figure out the growth of the nation". As women are managing their homes effectively since many years, they are simultaneously now skilled to take on responsibilities at their work place. Traditionally women have been the nourishers while men have been the providers. This concept has changed now a day as they develop a degree of confidence & self belief. There are only 3 things that matter Talent, empathy and ambition. Businesses today are either digital or becoming digitalized. With the massive reach and use of the World Wide Web in social media's are pitching a strong and long time presence for business with digital marketing has become essential. A powerful online presence and using social media is considered a valuable asset

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for almost any business. However, for any business you need to make sure that it delivers a reasonable ROI on your time and resources. Women today are making their mark and presence felt in almost every field.

Objective

- ❖ Evolution of digital marketing with respect to women entrepreneurs.
- ❖ Opportunities available to women entrepreneurs using digital marketing.

Research Methodology

Research design proposed for the study is 'Descriptive' type of research service. This type of research deals with quality of responses from the respondents, attitudes, interests, technical skills, experience, behavior, beliefs and values, emotions, personality, self-concept etc.

- Primary data was collected by questionnaire survey method based on a pilot study.
- Secondary data was collected from journals and Research articles to support the research.

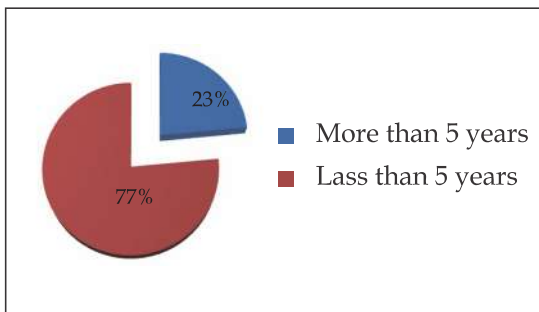
Description of Sample

- Primary data were collected from women entrepreneurs.
- Sample size is 40.
- Dichotomous Questionnaire was asked to respondents.

Analysis and Interpretation

Q.1 How long have you been running your business?

Responses	Percentage
More than 5 years	23%
Less than 5 years	77%



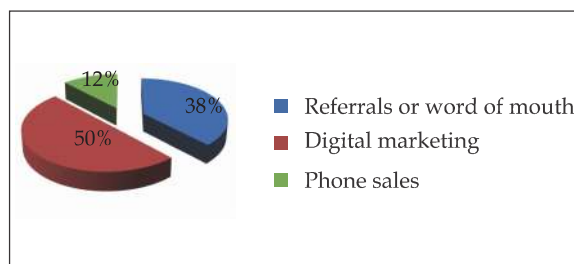
Interpretation

Nearly 77% of the respondents have started their

career as entrepreneurs in last 5 years. As digital marketing becomes more and more accessible in the last few years, Women entrepreneurs can potentially reach a vast audience on a small-and-scrapy budget.

Q.2 How do you get the majority of your new customers?

Responses	Percentage
Referrals Or Word Of Mouth	38%
Digital Marketing	50%
In Persons Or Phone Sales	12%

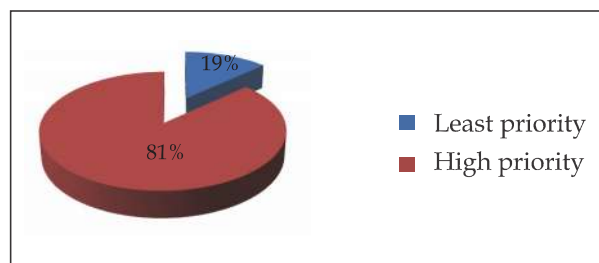


Interpretation

Nearly 50% of the respondents depend on digital marketing as compared to 38% for Referrals or word of mouth and 12% for phone sales for canvassing their customers. Even in our digitally driven age, it's hard to beat the power of person-to-person recommendation as Referrals and word of mouth remains the bread and butter of Women Entrepreneurs.

Q.3 How important is digital marketing (such as your website, online advertising, social media, etc.) to your business?

Responses	Percentage
Least Priority	19%
High Priority	81%

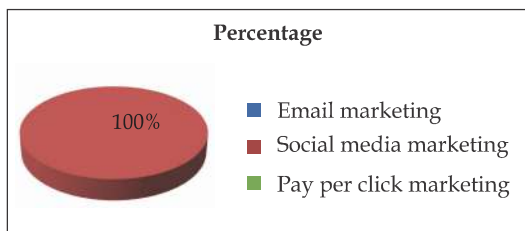


Interpretation

A substantial majority 71% of entrepreneurs do use some form of digital marketing and considering the same as highest priority for developing their business in the long run.

Q.4 What's your favorite digital marketing tool or tactic?

Responses	Percentage
Email Marketing	-
Social Media Marketing	100%
Pay Per Click Marketing	-

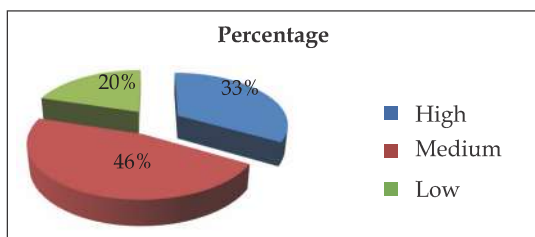


Interpretation

While different tactics work in different industries, women entrepreneurs whose key marketing tool is social media like facebook and instagram as social media captured the top slot(100%) as compared to others.

Q.5 How important is automation to your operations and your marketing?

Responses	Percentage
High	33%
Medium	46%
Low	20%

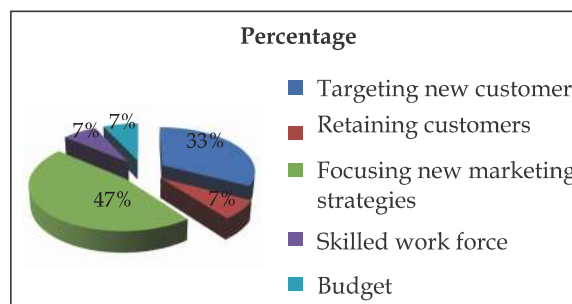


Interpretation

Only 33% rated automation as either very important to their business, compared to 46% as moderate essential and 20% using no automation. Across the spectrum, there is a lack of digital literacy among the women entrepreneurs where they can stabilize and expand their business via marketing automation.

Q.6 What's the biggest barrier to growth for your business?

Responses	Percentage
Targeting New Customers	33%
Retaining Customers	7%
Focusing New Marketing strategies	47%
Skilled Work Force	7%
Budget	7%

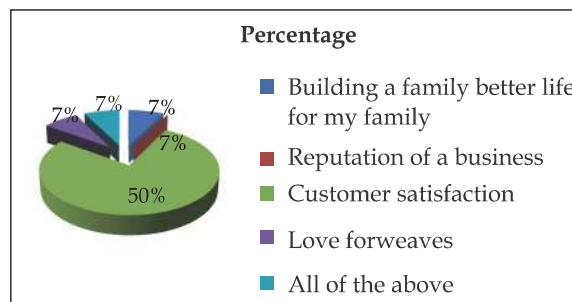


Interpretation

Among our respondents, 47% didn't see budget, skilled work force, customer acquisition or retention as a major barrier. As for the rest, Focusing new marketing strategies topped the list, followed closely by time and getting enough new customers.

Q.7 What goal most motivates you to keep going with your business?

Responses	Percentage
Building a family better life for my family	7%
Reputation of a business	7%
Customer Satisfaction	72%
Love for Weaves	7%
All of the above	7%

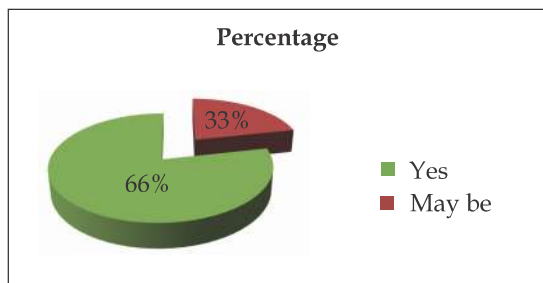


Interpretation

Approx 72% of the respondent has considered customer satisfaction as their goal and motivates them for running their business. Of course, customer happiness is the number-one motivator for most entrepreneurs, every entrepreneur is in the business of delivering value to customers

Q.8 Does digital marketing lead to cost effective business?

Responses	Percentage
Yes	66%
No	-
May Be	33%

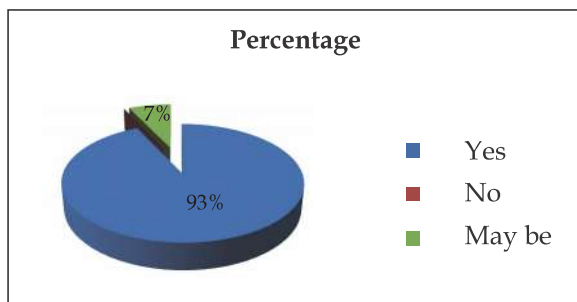


Interpretation

66% of the respondents agreed that digital marketing leads to cost effective business as it provides so many benefits to businesses that many choose to focus exclusively on digital techniques. It is especially useful for businesses on a budget, including start-ups and small scale businesses that don't have a huge marketing investment for newspaper and TV advertisements.

Q.9 Does digital marketing help you to manage your business activity smoothly?

Responses	Percentage
Yes	93%
No	-
May Be	7%



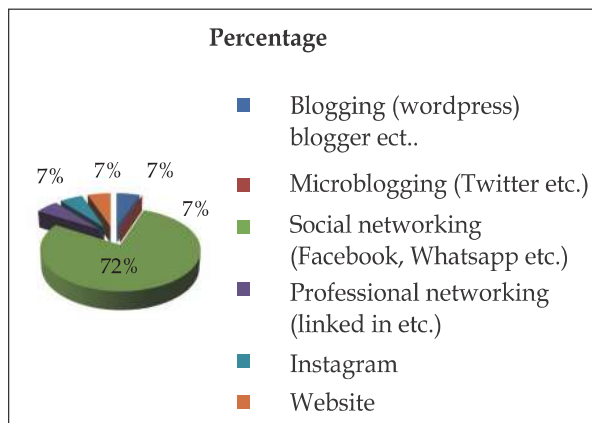
Interpretation

Whether by necessity or inclination, 93% of the respondents believe that digital marketing helps in managing the business smoothly and can deploy to gain a competitive edge. In 2018 Women entrepreneurs are likely to hone their digital marketing savvy at the same time they're building their businesses.

Q 10. Which of the following social media channels you are currently utilizing to meet your marketing objectives? Mark all that apply.

Responses	Percentage
Blogging (WordPress, Blogger etc.)	7%
Microblogging (Twitter etc.)	7%

Social Networking (Facebook,Whatsapp etc.)	72%
Professional Networking(Linked In etc.)	-
Instagram	7%
Website	7%



Interpretation

Almost 100% of the respondents follow social networking like facebook and whatsapp as a platform for the digital marketing as compared to other available options for digital marketing.

Conclulsion

We can conclude that women today have proved their mettle in all spheres and digital marketing is no doubt a flagstone for the womenpreneurs in this digitalized world. They have proved that they can handle family pressure and work pressure equally well, in no way neglecting one for the other. Women today are more careers oriented and ambitious enough to soar high and dazzle the world!!

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