

Digital Marketing of Women Fashion Products towards Entrepreneurs Perspective in Chennai City

S.Soniya, S.Sudhamathi



Abstract: *Digital Marketing Plays An Important Role In Today's Technology World To Purchase Of Products. Our World Becomes Digitalized With The Development Of Technology. Because Most Of The Consumers Are Using Smart Phones, With The Usage Of Smart Phone They Are Purchasing The Products Through Popular Websites Such As Amazon, Flipkart Etc. Female Entrepreneurs Are Women Who Arrange And Handle An Endeavor, Particularly Industry. Women Entrepreneurs Are Now Selling The Products Through Online Websites And They Are Earning More Income Through Marketing The Fashion Products. Nowadays 58.5 Million Entrepreneurs In India, Nearly 14% Are Women. Indian Women Owned Business Provide Employment For 13.45 Million People About 1/3 Of Indian Women Entrepreneurs Work In The Fashion Sector, Followed By Manufacture And Retail Trade. The Researcher Has Used Non-Probability Sampling Method In That Convenience Sampling Method Was Used In The Study Area. The Researcher Has Selected 50 Women Entrepreneurs In Chennai City. The Tools Used For The Analysis Is Chi-Square, Anova And Percentage Analysis. Therefore, This Paper mainly Focuses On Entrepreneur's Opinion Towards Digital Marketing In Chennai City.*

Keyword Digital Marketing, Women Entrepreneur, Online Selling, Marketing.

I. INTRODUCTION

The most influencing factors for the consumers is innovative fashion products which are offered by the women entrepreneurs. There are different strategy are used by the entrepreneurs for selling the product via digitalized. Women entrepreneurs are promoting the products through various digital channels like e-mail marketing, social marketing. Chennai is the capital of Tamil Nadu. In Chennai city every nook and corner there is fashion designs shop but most of the people of prefer to purchase the products through online due to crowd, traffic etc. In Chennai city, there are many women entrepreneurs are increased. Though, digital marketing plays an important role in our country. In Tamil Nadu (13.51%) is the largest share of women entrepreneurs.

II. REVIEW OF LITRATURE

Cantillon (1755)¹ Entrepreneurship has been of huge attention to researchers. Over the centuries researchers belong to different domains of knowledge have tried to decipher the dynamics of entrepreneurship. Cantillon was the first economist to initiate the term entrepreneur during 18th century.

P.K.Bardhan(1979)² analyzed the determinants of Female labour force contribution rate in rural west Bengal (Indian state). He empirically prove that the female labour strength giving rate in rural west Bengal be harmfully prejudiced by enlarge in number of dependents in the household, number of adult males, in the household, the village redundancy rate and standard of living for the household. Female labour force participation rate was positively affected by the harvest.

transplanting season (july-december). He also establish out that short caste and ethnic women contribute more in the labour force than higher caste women still in rural areas.

Suman goel and Rajkumar (2018)³ the women entrepreneurs are vital performers in any emergent economy mainly in terms of their involvement to financial development. Setting up businesses is not a simple task for women entrepreneurs and at the same time organize the businesses is a bigger task. The researcher has studied in the complication of primary data with help of a ordered questionnaire from women entrepreneurs of small and medium enterprises in Rohtak district of Haryana in India. The results have been analyzed with the help of statistical tools. The findings of the study are the government should produce the consideration among women entrepreneurs regarding different government inducements and developmental plans so as to endorse a more enabling atmosphere for woman's entrepreneurs in India.

III. STATEMENT OF THE PROBLEM

Women entrepreneurs are increasing in the technology world because they are creating new innovative fashion products that too reaching the consumers. Over the past few years, we have seen many women entrepreneurs in Chennai invading new domains and forgoing their women emprise. Tamil Nadu leads the trend with maximum number of women entrepreneurs in the country. The journeys of these women entrepreneurs in Chennai are equally fascinating. In today's technology world the online purchasing are increased day by day. Consumers are preferred to purchase the products in through online mode such as Face book, Amazon, Flip kart etc. Women entrepreneurs marketing the products through popular websites.

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Most of the entrepreneurs are marketing the products through digitalized mode. Therefore, there is analyzing to study the digital marketing of Women fashion products towards Chennai city.

IV. OBJECTIVES OF THE STUDY

- To know the conceptual framework of digital marketing.
- To analyze the entrepreneur's opinion towards digital marketing in Chennai city.
- To offer suggestion to improve the services rendered to entrepreneurs.

V. HYPOTHESIS OF THE STUDY

- There is no significant association between Educational qualification and marital status.
- There is no significant association between Age and opinions towards entrepreneur while providing women fashion products.

VI. RESEARCH METHODOLOGY

The present study was carried out with the objective to find out the entrepreneur's opinion towards digital marketing in Chennai city. In Tamil Nadu, Chennai is the most industry discontinue any occupation or profession, thus the questions relating to the education and marital status of the entrepreneurs are gathered and the results are given in the following table.

base city. Therefore, the researcher has selected the Chennai city as a study area. In Chennai city, there are different entrepreneurs are surveyed but the researcher has specially taken women entrepreneurs as a respondents. Now days women entrepreneurs are interesting to marketing the women fashion products. So, the researcher specially chosen the women fashion products for the study area. In day to day life women entrepreneurs are increased in Chennai city. The research carried out by the researcher is both descriptive and analytical in nature. This type of research is mainly concerned with description of facts. This study is called descriptive since it describes the digital marketing of women fashion products towards entrepreneur perspective in Chennai city. The researcher has used non-probability sampling method in that convenience sampling method was used in the study area. The researcher has selected the 50 women entrepreneurs randomly.

VII. DATA ANALYSIS AND INTERPRETATION

Association between Education and Marital status – Cross Tabulation:

Education is the important factor for any business. Education is one of the most important factors for human living and also serves as a yard stick to participate or

HO: There is no significant association between the education and marital status.

Table 1.1

Cross Tabulation of Education and Marital status of Entrepreneur:

Education and Marital status Cross tabulation					
Education	Marital status				Total
	Married	Un-married	Widow	Divorce	
Up to H.S.C	2(67%)	1(33%)	0	0	3(100%)
Diploma	6(67%)	2(22%)	0	1(11%)	9(100%)
Graduate	15(71%)	4(19%)	0	2(10%)	21(100%)
Post graduate	6(67%)	0	1(11%)	2(22%)	9(100%)
Others	4(50%)	2(25%)	0	2(25%)	8(100%)
Total	33(66%)	9(18%)	1(2%)	7(14%)	50(100%)

Source: Primary Data

Table 1.2

Chi-Square Tests			
	Value	df	Sign
Pearson Chi-Square	9.193	12	0
Likelihood Ratio	9.867	12	0.628
Linear-by-Linear Asso	1.653	1	0.199
N of Valid Cases	50		

Source: Primary Data

From the above table 1.1 it is inferred that the factors show a significant association between Educational qualification and marital status, since their significant value is less than "p" value (0.00). Hence the null hypothesis is rejected. Therefore there is no significant association between Educational qualification and marital status.

1.7.2 Relationship between Income and savings towards Entrepreneurs- Correspondence analysis

Correspondence analysis is multivariate statistical technique proposed by Herman Otto Hartley.



It is conceptually similar to principal component analysis, but applies to categorical rather than continuous data. Income is the most important part for each end every entrepreneurs by marketing the products the entrepreneurs are earning the Income.

Likewise in another savings are also most important when the Income increases the savings amount will also increases. Therefore the correspondence analyses are used to see the relationship between Income and savings towards entrepreneurs.

HO: There is no significant relationship between income and savings

Table 1.3
Relationship between Income and savings towards Entrepreneurs

Correspondence Table						
Monthly Income	Monthly savings					Active Margin
	Below 10,000	10,000-20,000	20,000-30,000	Above 30,000	5	
Below 10,000	0	1	0	0	0	1
10,001-20,000	10	4	2	0	0	16
20,001-30,000	8	7	2	1	0	18
30,001-40,000	7	0	2	1	0	10
Above 40,000	0	0	5	0	0	5
Active Margin	25	12	11	2	0	50

Source: Primary data.

Table 1.4

Summary								
Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Accounted for	Cumulative	Standard Deviation	Correlation
1	.638	.408	29.668	.000	.687	.687	.110	.094
2	.395	.156			.263	.950	.092	
3	.172	.030			.050	1.000		
Total		.593			1.000	1.000		

a. 16 degrees of freedom

Source: Primary data.

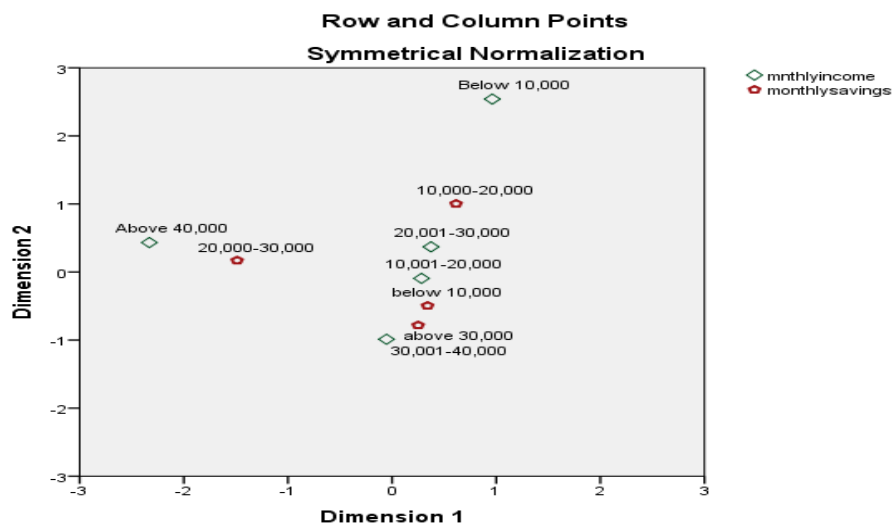


Figure 1.1

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The correspondence diagram illustrates that people who have higher level of income group and their respective saving is high. People who have low level of income group and their respective savings are low. The significant level is less than 0.5 i.e. sig values is 0.00 therefore null hypothesis rejected. Alternative hypothesis is accepted. Therefore is no significant relationship between income and savings.

Difference between Educational qualification and Entrepreneurs opinion towards women fashion products mode of digital marketing:

Digital marketing is plays an important role today's world. Because with the development of technology consumers are prefer to purchase the product through online. In another hand with the development of digital marketing entrepreneurs are increased. Now days the most of the entrepreneurs are selling the products through online

websites, own websites and offering different promotional schemes. Therefore, through selling the products in online entrepreneurs are increasing the different fashion products to attract the consumers. Anova is the specific tool to measure the significant difference or variance between the more than two groups in order to know the level of significant difference of the educational qualification of entrepreneurs Anova has been used. It is a method used to measure the total variance of the groups. The total variances are split up into has two components such as variation within a group of sample such as educational qualification of entrepreneurs variation between the group of sample such as educational qualification of entrepreneurs.

HO: There is significant difference between educational qualification and entrepreneurs' opinion towards women fashion products.

Table 1.5
Difference between Educational qualification and Entrepreneurs opinion towards women fashion products mode of digital marketing:

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Own websites	Between Groups	1.343	2	.672	.363	.697
	Within Groups	86.837	47	1.848		
	Total	88.180	49	2.52		
Online websites	Between Groups	8.748	2	4.374	3.123	.053
	Within Groups	65.832	47	1.401		
	Total	74.580	49	5.775		
Promotional schemes	Between Groups	.337	2	.168	.559	.576
	Within Groups	14.163	47	.301		
	Total	14.500	49	0.469		
Offering model	Between Groups	4.239	2	2.120	1.820	.173
	Within Groups	54.741	47	1.165		
	Total	58.980	49	3.285		
Profit margin	Between Groups	.291	2	.146	.246	.783
	Within Groups	27.789	47	.591		
	Total	28.080	49	0.737		

Source: Primary data

Table 1.5 highlights the educational qualification of entrepreneurs and the entrepreneurs' opinion towards digital marketing. It is found from ANOVA test that the null hypothesis is accepted for all the five variables because the P value is more than the bench mark value of 0.05. Hence it is concluded that the educational qualification influence the various factors entrepreneurs opinion towards digital marketing such as Online websites, Own websites, Promotional schemes, offering Model and profit margin.

1.7.4 Rank the mode of websites using by the entrepreneurs for marketing the products – Friedman test:

Entrepreneurs are refers to a person who sets up a business or businesses, taking on financial risks in the hope of profit. Women entrepreneurs are increased day by day especially women fashion products entrepreneurs are increased. **Nowadays entrepreneurs are marketing the products**

through digitalized mode such as company website, Facebook page, twitter, Linked In, Amazon, Flip kart, e-pay etc. The Friedman test is the non-parametric alternative to the one-way ANOVA with repeated measures. It is used to test for differences between groups when the dependent variable being measured is ordinal. It can also be used for continuous data that has violated the assumptions necessary to run the one-way ANOVA with repeated measures (e.g., data that has marked deviations from normality). The Friedman test compares the mean ranks between the related groups and indicates how the groups differed, and it is included for this reason. **Friedman test are used to rank the websites which used by more entrepreneurs for marketing the products.**

HYPOTHESIS Ho: There is significance difference between Mean ranks towards mode of websites using by the entrepreneurs for marketing the products.

Table 1.6
Mode of websites using by the entrepreneurs for marketing the products.

Websites	Mean Rank	Chi-Sq	Sig
Company Websites	4.56	4.289	.000
Face book	4.12		
Twitter	3.56		
Amazon	4.78		
Flip Kart	4.21		
Myntra	3.89		
Others	3.20		

Source: Primary data

From the above **table 1.6** indicate that p value is less than 0.00 the null hypothesis is at rejected at 1% level of significance. Hence conclude that there is significance difference between mean ranks towards mode of websites using by the entrepreneurs for marketing the products.

Based on the mean value, 4.78 the first rank is the **“Amazon websites”** most of the entrepreneurs are using the Amazon websites for marketing the products. The mean value 4.56, the second rank **“Company websites”** some of the entrepreneurs are using their own websites for marketing the products. The mean value is 4.21, the third rank is the **“Flip Kart”** few of the entrepreneurs are using the flip kart for marketing the products. The mean value is 4.12, the fourth rank is the **“Face book”** some other of the entrepreneurs are using the face book for marketing the products. The remaining entrepreneurs are using websites such as Myntra and others. The most important factors are **“Amazon Websites” therefore entrepreneurs are using the marketing products in Amazon websites.** Therefore the significant value is 0.000 the null hypothesis is rejected.

VIII. FINDINGS OF THE STUDY:

- The result of the study indicates that the factors show a significant association between Educational qualification and marital status, since their significant value is less than **“p”** value (**0.00**). Hence the null hypothesis is rejected. Therefore there is no significant association between Educational qualification and marital status.
- It is found that the correspondence analysis illustrates that people who have higher level of income group and their respective saving is high. People who have low level of income group and their respective savings are low. The significant level is less than 0.5 i.e. sig values is 0.00 therefore null hypothesis rejected. Alternative hypothesis is accepted. Therefore is no significant relationship between income and savings.
- It is observed that highlights the educational qualification of entrepreneurs and the entrepreneurs’ opinion towards digital marketing. It is found from ANOVA test that the null hypothesis is accepted for all the five variables because the P value is more than the bench mark value of 0.05. Hence it is concluded that the educational qualification influence the various factors entrepreneurs opinion towards digital marketing such as Online websites, Own websites, Promotional schemes, offering Model and profit margin.
- It indicates that in Freidman test analysis the most important factors are considered by the entrepreneurs **“Amazon Websites” therefore entrepreneurs are using the marketing products in Amazon websites.**

Therefore the significant value is 0.000 the null hypothesis is rejected.

IX. SUGGESTIONS

Based on the findings of the study the suggestions are given below

- Entrepreneurs may think that while marketing the products in websites they may think the customers attitude and preference.
- On special occasions the Entrepreneurs may offer different promotional schemes.
- Entrepreneurs may promote the product in different styles which are used by the Youngsters.
- Entrepreneurs may still improve the marketing through advertisements it can improve the profit margin of the business.

X. CONCLUSION

Entrepreneur work on their businesses and they need good profit and higher growth. An entrepreneur greatest need is to get a good reach in a shorter time without doing much work. Digital marketing will provide with a tremendous growth in a shorter time. Online marketing strategies to help in the growth of digital marketing. The entrepreneur follows the strategies to get on sudden growth and achieve the entrepreneurs target. It can be concluded that entrepreneurs may use the techniques such as competitive intelligence, the design work, the tactical execution and successes measurement require effort and cost of money.

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