IMPACT OF MARKETING PRACTICES ON BUSINESS PERFORMANCE OF SHG WOMEN IN THANJAVUR DISTRICT

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ABSTRACT

In India, women constitute around half of the total population and thus very important human resource for the nation’s development. Sustainable development of women especially rural women is not so easy but it is a challenge. Micro entrepreneurship is an answer to this challenge. The best way for women to recognize their own talents and capabilities is engaging them in income generating activities through entrepreneurship skills and self-help groups. It is evident that SHG is contributing not only to the sustainable development of women entrepreneurs but also to the sustainable development of the country’s economy. This study analyses the impact of marketing practices of SHG Women on Business Performance in Thanjavur District. The paper aims to analyse the various marketing practices and their impact on business performance of select SHG Women in Thanjavur district. Based on a sample of 100 SHG Women Thanjavur district, descriptive and inferential analysis are conducted. Independent Sample “t” test and Correlation Analysis are used to test the hypotheses. The research reveals that there is a strong relationship between the various marketing practices and business performance of SHG Women. There is no significant relationship between married and unmarried SHG Women with respect to marketing practices. Out of five marketing practices, the impact of Product related practices on Business Performance is more than others. The study suggests that the SHG Women should take proactive steps to improve the marketing practices for their products and also take the necessary steps to retain the customers. The study proved that efficient marketing practices would lead to business performance of SHG.

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