Chapter - 1

INTRODUCTION

1.1. Service Marketing

If one has to compare the market place of any town, small or big, with what it was, say 20 years back, one would notice: A large number of boutiques, travel agents, tour operators, one minute photo services, Xerox and telephone booths (providing STD and ISD call facilities) computer training centres, courier services, fast food centres business, which were almost non-existent 20 years ago. Video game parlours which provide simulated experiences of skiing and formula one racing, as if one is actually participating in a competition on the Alps or on the racing tracks. Shops offering designer clothes, boardings in auto finance and cellular phones, name boards with names like cyber space, internet etc; Call centres. (multi-national companies) keeping back offices in India and doing business-trading-buying of railway tickets, air tickets by sitting in one room through e-commerce, call taxies convenient for travelling. India has witnessed a boom in the leasing business since 1982. Leasing or rental offers an easy solution for companies who want to expand and diversify but do not have the necessary resources to buy the required plant and machinery.
Leasing offers them use of equipments, machines and buildings based on a rental rather than an outright purchase. Leasing is also available for buying cars and other consumable durables.

The other recent trend in service is that of franchising. Franchising is the granting of rights to another person or institution to exploit a trade name, trade mark or production in return for a lump sum payment or a royalty. Franchising is also widely used in services where some kind of homogeneity is possible as in the case of restaurants, beauty saloons, health clubs etc: International hotel chains such as Holiday inn, Sheraton Inter continental has expanded worldwide using this strategy.

Recent times have also witnessed the growth of integrated service system. Hotels may offer local tours besides hotel facility. Travel agencies offer package tours in which they take care of all formalities such as visa, foreign exchange, reservations etc; many computer companies offer free training to the employees of their customers on how to operate the computers. Many shops with elaborate displays and more space for customer movement. more expensive décor, more lighting, more artifacts, such as plants, curios, water fountain etc; factors considered as important.
Today, as the goods are stocked to provide customer satisfaction, some shops also have arrangements for children to be looked after while their elders shop without distraction, that purchasing has become much more convenient because of credit card facilities. These are the indicators of how the business of services has been growing, occupying more and more of the market place. They are varied and most of them are new.

The service sector is growing not only in volume but also in sophistication and complexity. The wide array of service found in Chennai compare favorably with those found anywhere in the world. Marketing of services has increased in importance over the two decades with the advent of competition.

Marketing is equated sometimes with advertising or selling. It is not just advertising or selling or sales promotion or pricing gimmicks. It embraces all of these activities and many more are part of a modern marketing operation. According to American marketing association (1960)¹ defines marketing as "The performance of business activities that direct the flow of goods and services from producer to customer or user".

Philip Kotler, a well known marketing scholar (1974) defines marketing as “a human activity directed at satisfying needs and wants through exchange processes”. Marketing a service means marketing something intangible. It is marketing a promise. Hence, when the promise is sold, it is very difficult to assess that where and when the promise fail. This makes it clear that it is a difficult proposition to sell a service.

1.2. Women entrepreneurship

Rabindranath Tagore has rightly said “Woman is a builder and moulder of nation’s destiny. Though delicate and soft as a Lily, she has a heart stronger and bolder than man. She is the supreme inspiration for man’s onward march, an embodiment of love, pity and compassion.” Gandhiji echoed the same feelings when he said, “Woman is the incarnation of Ahimsa”, which to him meant infinite capacity for sufferings.

The position of women in industry has always been complex as India is a land of different faiths and beliefs, and people belonging to diverse cultures and ethnic groups. Women in India subconsciously stand poised to enter the twenty-first century with their hearts full of hope and despair: hope for the future, but despair at the constraints to reaching the goal. The late Pandit

Sanjiv Mittal, Marketing of Professional Services, 1995, P-4
Jawaharlal Nehru, a great visionary and architect of modern India, always felt that the development of women should be given top priority in the pattern of progress of economic development of the country. According to him, "One of the truest measures of nation's development is the state of it's women. For out of women comes the new generation and it is from their lips and their laps that it begins to learn."

The status of women in Indian society has always been high. However, their areas of involvement in the past were largely confined, until the freedom movement, to teaching, literacy, pursuit of fine arts and household activities. Industry, trade, commerce and public administration by and large remained outside the realm of women. Now there are no social, economic or any other barriers preventing women from entering any field of activities.

The definition of an entrepreneur, not gender specific, and as such, an entrepreneur can be a male or female.

Like men, women entrepreneurs too have success stories to tell of their business enterprises and they are not behind men in this male dominated world. "Women take up new challenging tasks more successfully than men and
running offices, business establishments (big or small) very successfully”.

Jeffrey Timmons.¹

In the USA, Women entrepreneurs have emerged as the fastest group of entrepreneurs. According to US Internal Revenue Service, “The number of female owned enterprises increased from 7,02000 in 1997 to 2.8 million. Those women owned textile mills, trucking firms, highway and construction firms, beauty parlour, dry-cleaning shops, photographic studios and dozens of other business”².

Organizational abilities, marketing skills, enterprise and efficiency, novel ideas are the face of the women of Chennai to-day. The modern Chennai woman is different from the home bound woman of the past to whom selling or running a business carried a stigma, which she found difficult to shakeoff. The cultural contours and attitudes of the city have changed regarding gender. Women who hesitated to step into a nearby hotel for a cup of coffee may now own chain of hotels.

Role of Women in economic development

Nancy Reagan, wife of former U.S. President, has rightly quoted, “A woman is like a tea bag, you can’t tell how strong she is until you put her in hot water” and it is perhaps in the world of entrepreneurship that the recognition and value of woman’s contribution is the most vital to the making of a better tomorrow.

I.L.O. Report of 1980 on the role of Woman¹

“Women are 50% of the world’s population, do the 2/3 of world’s workhours, receive 10% of world’s income area and own less than 1% of world’s property.

Women work longer hours and are paid an average 25% less than men but have made significant gains in entering formally male dominated jobs in the global labour force.

Women’s economic activities remain highly concentrated in low-wage, low-productivity and precarious forms of employment.

¹ Working Women: Problems & Urbanisation. All India Trade Union Publication, Education Service 7, New Delhi
The household activities of women and the women's work in the production of goods and services marketed are not considered in arriving at national income.

They improve future economic performance by contributing to the health and education of their children.”

Women owned businesses are becoming increasingly important in the economies of almost all countries. To the U.S. economy they contribute more than 250 billion dollars annually and create new businesses at two to three times the rate of the male counterparts.”¹

“The surge in entrepreneurship activity in Britain between 1982 and 1987 saw male self-employment increase by 30%, but at the same time female self-employment increased by 70%. Women now account for one quarter of self-employed in Britain”.²


In Central European countries. "Women represent 46 and 48% of the labour force, but often less than one fourth of employers." ¹

Apart from the economic benefits of women's successful entrepreneurship, it is the expertise and experience that is passed on making others successful as well.

According to The Foundation for International Community Assistance Website, "Micro entrepreneurs know that if one member's business attracts customers to the neighbourhood all are likely to benefit" from the increased opportunity and economic vitality. Website also notes that enabling women to help themselves through entrepreneurship raises their sense of self – work, making them even more eager to be productive members of society." ²

Bennett makes three fundamentals regarding the status of women in the Indian economy:

¹ Zhang, Yon Yun: A High Priced slot in the world of work, world of work, 11.0. no12, May/June, 1995.

² Celinee-Women Entrepreneurs in the developing world.html.
1. In spite of the deficiency in the methods of measurement of invisible work done by women, it is to be understood that Women are vital and productive workers.

2. The degree of dependence on Women's economic productivity is directly related to the level of poverty in the family.

3. The disparity among Women workers vis-à-vis working men is related to varying degree of literacy, skill, access to resources and health care.¹

The report of the National Commission on Self employed Women and the Women in Informal sector, popularly known as, 'Shram Sakthi Report', also emphasis that women possessing skills, education, literacy and a sense of enterprise should be encouraged to take up self employment programmes. It also advocates a multi pronged strategy encompassing, not only self-employment opportunities, but also a package which contains child care, introduction of technology to reduce drudgery and overall development of women.²


Realizing the importance of women entrepreneurship in the economic development of the country, the government has envisaged various programmes to support women entrepreneurs. Women entrepreneurs are receiving training through Entrepreneurship Development Programmes conducted by various institutions and organizations both at central and state levels.

Small Industries Development Organization with its field officers all over the country has been carrying out development programmes for women entrepreneurs and is providing technical schemes for setting up of SSI Units.

The SSI Board in 1991, revised the definition of Women enterprises by omitting the condition of employing 50% of women workers. This provided a boon to women entrepreneurs to take-up business and avail of facilities/concessions as applicable to all SSI.

1.3. Small Scale Industrial Units

Small Scale Industrial Units play an important role in the Indian economy. The development of small scale unit, is an integral part of the overall economic, social and industrial development of a country.

Why to be Self employed or to start Small Business?
- The Employment exchange gives employment to only 0.7% of people who register.

- By choice, no one wants to be sub-servant. "Be Your Own Master".

- In job, you will get limited salary.

- There is a great scope and opportunity in the service sector and in the small entrepreneurship.

- The scope in the rural sector has been neglected.

- The industry wants experienced work force, so less employment for freshers.

1.3. a. Definition of a Small Business

Various countries define the Small Business in their own ways. However, the criteria mostly adopted may be, 'Investment on Plant & Machinery' or 'workforce, low total investment or less turnover etc.'
The criteria adopted in different countries is stated below

Table 1. SMALL BUSINESS - DEFINITION CRITERIA

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment on Plant &amp; Machinery</td>
<td>India, Pakistan</td>
</tr>
<tr>
<td>Employment</td>
<td>USA, UK</td>
</tr>
<tr>
<td>Investment &amp; Employment</td>
<td>Japan, Korea, Philippines</td>
</tr>
<tr>
<td>Production/Sales Turnover</td>
<td>China, UK</td>
</tr>
<tr>
<td>Employment &amp; Sales Turnover</td>
<td>Korea</td>
</tr>
<tr>
<td>Investment &amp; Sales Turnover</td>
<td>Malaysia</td>
</tr>
</tbody>
</table>

In India, a small scale unit is defined as an undertaking, in which the investment on plant and machinery, whether held on ownership terms, by lease or by hire purchase, does not exceed Rs.1 crore.²

1.3. b. General Characteristics of a Small Business

The general characteristics of a small business include the following.

• Highly personalised character.

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- **Independent** management, actively managed by owners.

- **Largely local** in its area of operation.

- **Ownership** held by one individual or a small group.

- **Relatively small size** within the industry.

- **Largely depend** on internal resources.

- **Labour intensive.**

### 1.3. c. Difference between Small & Large Units

The **major difference** between a small and a large scale unit can be given as follows:

<table>
<thead>
<tr>
<th>Small Scale Unit</th>
<th>Large Scale Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Personal Character</strong></td>
<td>Impersonal</td>
</tr>
<tr>
<td><strong>Local Area of Operation</strong></td>
<td>Wider Area</td>
</tr>
<tr>
<td><strong>Labour Intensive</strong></td>
<td>Capital Intensive</td>
</tr>
<tr>
<td><strong>Small (fixed) investment</strong></td>
<td>Large investment</td>
</tr>
</tbody>
</table>
Decentralized location  Centralized location

Independent management  Divorce between ownership & Management

Proprietorship and Partnership  Joint Stock Company

Small uneconomic size  Large economic size

1.3. d. Classification of Small Scale Units

We can broadly classify the small business units into three main categories viz. Manufacturing, Trading & Service sectors, and the major units fall in these categories are given in the following table 1.2.
Table 1.2

Small Scale Units - Types

<table>
<thead>
<tr>
<th>Manufacturing</th>
<th>Trading</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Village &amp; Cottage Industries</td>
<td>Wholesale</td>
<td>Professional Services</td>
</tr>
<tr>
<td></td>
<td>Retail</td>
<td>e.g. - law, accountancy, medicine consultancy</td>
</tr>
<tr>
<td>Handlooms and Handicrafts</td>
<td>Commission Agents</td>
<td>Commercial Services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>e.g. - Transport, construction, Warehouse</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ing, repair shops, Restaurants etc.</td>
</tr>
<tr>
<td>Modern Small Scale Industries</td>
<td>Door to door marketing</td>
<td>Personal services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>e.g. Fashion shops.</td>
</tr>
<tr>
<td>i) Small Scale Industries</td>
<td>Direct marketing</td>
<td>Dry cleaning, Health Centre etc.</td>
</tr>
<tr>
<td>ii) Ancillary units</td>
<td></td>
<td></td>
</tr>
<tr>
<td>iii) Tiny units</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.3. e. Reasons for preferring Manufacturing, Trading & Services

The three categories of economic activities are preferred on the basis of investment, profit or operational decisions such as:

**Table : 1.3. Reasons for Preferences - Manufacturing**

<table>
<thead>
<tr>
<th>Manufacturing</th>
<th>Trading</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction of seeing the actual product and subsequently its performance in the market.</td>
<td>Money is not much blocked as in manufacturing</td>
<td>Initial investment negligible &amp; less infrastructure is required.</td>
</tr>
<tr>
<td>Profit is more</td>
<td>Profit is good</td>
<td>Profit is good</td>
</tr>
<tr>
<td>Innovative, Creative and Challenging line</td>
<td>Easier than manufacturing</td>
<td>Not much mobility, can be operated from home.</td>
</tr>
<tr>
<td>You are your own boss &amp; can set up good work culture in the organization</td>
<td>It can be started on small scale</td>
<td>Less interference of Government</td>
</tr>
<tr>
<td>Turnover is more</td>
<td>Turnover depends upon the investment</td>
<td>High turnover if the quality rendered to the customers is good. Established good relations with people/society.</td>
</tr>
</tbody>
</table>
1.4. Women and Business

No success can be achieved without encountering numerous difficulties and hurdles. Apart from problems of SSI units and marketing of services faced both by men and women entrepreneurs, women encounter plethora of seemingly endless problems in running their enterprises. This is because she is a “WOMAN”.

Although women too are equally endowed with psychological qualities and managerial abilities that matter in successful entrepreneurship, interestingly, the entrepreneurial activity in the traditional developing society has been restricted to men.

The Women entrepreneurs generally, face problems both at enterprise and at self level.

The general problems faced by Women entrepreneurs can be summarized as follows:

Problems in Psychological domain

- Lack of self motivation
- Conflicts due to dual responsibility
• Poor risk taking ability.

Problems in Social domain

• lack of social contacts.

• Male dominance

• not in tune with social norms.

Problems in Technical domain

• Lack of skill in controlling men

• Lack of net working knowledge

• Lack of process know-how

• Lack of business acumen

Problems in Economic domain

• Economic support not forthcoming from family.

• Inadequate amount advanced through financing agencies

• Lack of economic ownership & control
A major area of difficulty for Women entrepreneurs is marketing. At the initial stages, women prefer to be locked into programs and they seldom have the time or confidence to seek out and develop markets. Some women are in entire control of the enterprises. Even then, they often depend on the males of the family in the area of marketing. Marketing needs mobility and confidence in dealing with the external world, both of which, women have been discouraged from developing due to social conditioning.

Unfamiliarity with the external world and lack of ease in moving around, greatly hamper women when it comes to dealing with a multiplicity of agencies in setting up or running a business.

The other marketing area of concern in the case of women entrepreneurs is, stagnation in their growth. This is due to various reasons, like the demand from household duties, mobility problems and the need to expand space and staff. It is also due to psychological causes like, lack of confidence, fear of success etc. Sometimes, women who succeed often face hostility and resentment within their family circles.

Finance is an issue with majority of women entrepreneurs who do not come from established business houses. A very common complaint is that banks consider women high risk cases. According to a report by the United
Nations Industrial Development Organization, "Despite evidence that women's loan repayment rates are higher than men's, women still face more difficulties in obtaining credits," often due to discriminatory attitudes of Banks. and informal lending groups.  

Even in the advanced developing economy of Turkey, 41% of entrepreneurial women surveyed reported experiencing difficulty in obtaining loans. 

This lack of access to credit is often exacerbated by a lack of information on where credit can be sought and requirement for loans.  

Many women entrepreneurs are ignorant of various financial and other services provided by various supporting agencies.

It is believed, that, women generally regard success in terms of how well their business has met individual needs. or continuing in business is used as a measure of success, rather than success in terms of profitability: or income gained, or primary goal.

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3 Cece-cwomen entrepreneurs in the developing world.html.
Human resource management (HRM) which is the key stone for the service marketing is a challenge for women entrepreneurs. They stumble when it comes to dealing with their staff. The reasons are due to lack of exposure to corporate culture, lack of professional training and family responsibilities. The necessary managerial and technical skills are also lacking, which act as barriers to the growth of women's businesses. Apart from these problems, a small entrepreneur may face competition from other small firms, from large companies, and from multi national companies. Many women entrepreneurs who hire staff have to manage the staff along with family responsibilities and these additional roles can be very demanding. A very central issue for most women entrepreneurs has been combining household and childcare responsibilities with their entrepreneurial career.

Single woman is not able to concentrate too much on her business because she is worried, when she gets married, she may have to move to a different place. Divorcees or widows are so psychologically affected that they are unable to give everything to their business.

The identity as a wife, mother or daughter takes precedence over their identity as successful business woman. Hence, they want to be small and do
not want to expand their business. They live with the identity that they are related to someone. They have always been taught to be a "Woman" first.

In today's competitive environment, marketing is challenging. The growth of service sector in both the developed and developing countries has been phenomenal as economies become progressively service drawn. greater wealth and employment is being generated in this sector. The service sector in India has been growing rapidly over the last decades or so and this trend is likely to continue.

As service sector in India is still in its infancy, there is a paucity of data on breakthrough services that is offered by service firms. But, with liberalization leading to increased competition in almost all segments of the service sector, there is a growing realization that service organizations urgently need strategic marketing management if they are to survive in this competitive world. Today, women entrepreneurs are recognized as economic forces, given certain inbuilt traits and strengths. Women are performing very well, not only in traditional fields of food and garment industries but also in very many innovative fields like service industries e.g.; I.T. enabled services and beauty parlours. Marketing of services is a complex phenomenon. Hence, the women entrepreneurs find it difficult to market their services.
All the above mentioned problems, warrant the researcher to take up the topic "Service Marketing in SSI sector: A Case study of Women Entrepreneurs in Chennai city".

1.5. Importance of the study

The growth of SSI units is an important factor contributing to economic development generation of employment among the women, especially in developing countries like India, which is rich in human resources.

Entrepreneurship has been recognized worldwide as, 'an essential tool for the development and growth of economy.' Women entrepreneurship in particular acts 'as a catalyst for social change and development.' The entry of women into business is fairly recent. Most of the women entrepreneurs start small scale units because of the flexible nature of work and less barriers to entry.

Many women entrepreneurs prefer to be a service provider to manufacturers, because of the low capital investment. Marketing of service is a complicated phenomenon. The success of any business rests on the efficiency in marketing, which in turn depends on service quality and customer
satisfaction. These two terms are very difficult to define. Hence, a proper marketing mix is essential.

1.6. Objectives of the Study

The study is based on the following main objectives.

1. To study the 'origin and growth of service marketing.'

2. To study the 'profile of women entrepreneurs and to examine the factors that have motivated them to enter into Service sector.'

3. To examine the 'perception of women entrepreneurs regarding the availability of the Service opportunities.'

4. To study the 'fulfillment of expectations of women entrepreneurs' with regard to support agencies and their attitude towards support agencies.

5. To identify the 'Managerial capabilities and to study the training needs of Women in business' for achieving growth in their enterprise.
The following hypotheses were tested:

1. There is no relationship between 'Entrepreneurial Performance and service Quality' provided by the women entrepreneurs.

2. There is no relationship between 'Entrepreneurial performance and Customer Satisfaction.'

3. There is no relationship between 'Customer satisfaction and Service Quality' provided by the women entrepreneurs.

4. There is no relationship between, 'Quality of service provided by the women entrepreneurs and Average profit earned by them.'

5. There is no relationship between 'Entrepreneurial performance and marketing practices' adopted by the women entrepreneurs.

6. There is no relationship between 'Entrepreneurial performance and promotional activity'.

7. There is no relationship between 'Entrepreneurial performance and Expansion and Diversification' effected.

8. There is no relationship between 'Profit and rating yourself as an entrepreneurs.'
9. There is no relationship between 'Expectations of women entrepreneurs from Support agencies and attitude of support agencies towards Women entrepreneurs.'

Customers:

1. There is no significant relationship between 'the nature and the type of Customers and Selection Criteria and Satisfaction level of Customers.'

2. There is no significant relationship between 'Age of Customers and Selection Criteria and Satisfaction level of Customers'.

3. There is no significant relationship between 'Educational qualifications of Customers and their Selection Criteria and level of satisfaction'.

4. There is no significant relationship between the 'Income level of the Customers and Selection Criteria and satisfaction of Customers'.

1.8. Methodology

The study is mainly based on both the primary and secondary data. For women entrepreneurs, interview schedule was used to collect the required
information. Questionnaire was used to collect information from the customers. The secondary data were collected from various relevant books, magazines, journals, Newspapers, Research papers, World wide websites. Further the researcher also had a personal discussion with the respondents to know their inner feelings, as the present study also involves psychological factors. For customers, questionnaire was prepared to collect the information about women entrepreneurs.

1.9. Sample of the Study

For the purpose of the study, 250 women entrepreneurs were selected in Chennai city and its environs, on random basis. The respondents were selected from service sector. Nearly, 50 customers were selected in Chennai city on random basis. The researcher necessarily interviewed each respondent.

1.10. Research Design

The study is primarily descriptive in nature. The researcher has tried to present a scientific description of a variety of facts pertaining to women entrepreneurs, their socio-economic background, management of marketing their ventures.
1.11. Data Analysis

A pilot study was conducted to pre test and revise the questionnaire and interview schedule. The required data collected on management of marketing service in respect of women entrepreneurs were summarized and presented in the form of tables.

The following are the main statistical tools used for the purpose of the study.

- 'Chi-square' test is used to study the relationship between attributes / character.

- 'T-test' is used to compare significant differences between the factors.

- 'F-test' is used to compare significant differences between the variables.

- Coefficient of 'Correlation' is used to analyse the relationship between two or more variables.

- 'Frequency tables, percentage techniques' are also used to analyse the factors influencing Marketing.
1.12. Scope of the Study

This study highlights the factors influencing the marketing of services among the respondents. This study also focuses on problems of women entrepreneurs and their impact on the performance of their business. The findings of the research would not only assist the respondents in improving their performance but also in managing their enterprises efficiently. The study assumes a greater significance in view of the current and rapid changes in the society. This study would benefit not only the respondents but also other women entrepreneurs in carrying out their marketing activities.

1.13. Limitations of the Study

1. The study is based on Women entrepreneurs in small scale sector, drawn from Chennai and its environs only.

2. The data were collected for a period of 6 years from 1997 to 2002.

3. Women entrepreneurs also include self-employed women.

4. The area of study is restricted to Beauty Parlours, Education, Financial agents, Clinical laboratories, Health clubs, Catering, Tailoring and Boutiques, Franchisee, Agency, Florist and Consultancy.
5. For the purpose of the study, average Profit, average Employment, and average Investment were considered.

1.14. Operational Definitions and Variables

Guided by the review of literature briefly presented in the second chapter, the researcher has used the following operational definitions and variables for the purpose of study.

A. Operational definitions

1. Small-Scale industrial unit is one having an investment up to Rs. 1 crore.

2. Woman Entrepreneur: A Woman who owns a business either in the formal or informal sector with or without employees.

3. Service Enterprise: Work done against the 'fees charges' and 'commission.' This definition excludes the work of professionals or practioners such as Doctors and Lawyers.
B. **Variables**

1. 'Entrepreneurial performance' is composed of Investment, Profit and Employment generation, by the entrepreneur.

2. 'Service quality,' with reference to entrepreneurs, consists of the following factors.
   - Provision of timely and satisfactory service.
   - Modernization and innovation.
   - Training attended by the service provider
   - Sending greeting card to the customers
   - Gifts to the customers
   - Periodical review of services offered
   - Estimate the size of customer base for the present services
   - Direct mail

3. 'Customer satisfaction,' from the point of view of the entrepreneur, shall consist of the following.
   - Continuing the family business
- Opinion about the customers by the entrepreneur

- Serving specific client group.

1.15. Chapterisation

Chapter -1 : This chapter provides an introduction to the theme of the subject, along with the importance, objectives, hypotheses, methodology and scope and limitations of the study.

Chapter - 2 : A review of literature, with a main focus on the Service Marketing, is given in this chapter.

Chapter - 3 : This chapter traces out the Origin & Growth of Service Sector.

Chapter - 4 : The Profile of Women entrepreneurs and their motivational factors, are given in this chapter.

Chapter - 5 : This chapter analyses the performance of Women Entrepreneurs in Service Marketing. (Analysis and Interpretation of data)

Chapter - 6 : The Problems and perceptions of Women entrepreneurs in Service Marketing, are given in this chapter.

Chapter - 7 : Summary / Conclusions, are given in this chapter.