



Marketing Practices in Small Scale Industries with Special Reference to Units in Industrial Estates Guindy Chennai

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Abstract: *The present study is concerned with the marketing practices of the little scale industrial units. A review of the present written work on the subject reveals that the marketing issues of the little scale industrialists have remained a really unmapped extent. The purpose behind this study is to look at to what degree the little representatives get the marketing thought in their marketing decisions for fulfilling legitimate targets. The mission and vision of the affiliation includes in choosing the necessities and requirements of target markets and passing on the pined for fulfilments more effectively and profitably than contenders.*

Keywords: *Small Scale Industries, Industrial Estate, Marketing Practice.*

1. INTRODUCTION

The characteristic conditions with rapidly moving development, changes in purchaser affinities and tastes, and the extension in competition have made marketing a vital limit for managing business affiliations today. The present thought of, marketing is customer arranged bolstered by facilitated marketing went for making purchaser devotion. To meet the various leveled targets of streamlining the advantages, fitting examination of the business division, arranging of sound courses of action, utilization of a dynamic marketing framework, and control over all marketing operations have wound up crucial. In the present study the distinctive studies on little scale industries are immediately depicted. This is trailed by a record of the marketing and diverse issues in Guindy Industrial estate Chennai. Around the end, the study advances out a barrier for a study on the marketing practices of little scale industrial units.

Marketing Problems in the Different Industry Groups As has starting now been communicated some time recently, just about 18% of units arranged in Guindy Industrial Estate are going up against issues in marketing. To recognize in which of the business amasses the issues in marketing are more amazing, the rates showed underneath.



– The little unit will be not able push its things in the business area because of low quality issues.

– There may be great quality contention and the cost of making a particular thing, may be high for a particular little unit. Thusly it defies marketing issues; Small businessmen not ready to offer centered credit terms may encounter the evil impacts of marketing issues;

– A little unit may go up against lesser issues in case they offer through marketing workplaces; - Marketing issues may be a result of nonattendance of marketing affiliation/work;

– Items may miss the mark in the business segment as they may not fit in with the customers' needs and longings;

– A unit may go up against marketing issues in light of competition from less costly/common thing;

– Absence of working capital can offer rising to marketing issues.

The once-over can be more finished however for exactness each one of these issues have been clubbed clasp the going with 5 heads, specifically.

(i) Product - marketing issues which may rise on account of deficiencies in the way of the thing? Wrong thing choice? Not in congruity with, customer's needs, etc.

(ii) Price - the cost of creation may be high because of which the thing is not cost centered? The expense may not arrange the business area piece? etc.

(iii) Distribution/Channel - an extended channel can offer climb to marketing issues because of the development in offering costs? The transportation cost may be high, by virtue of which the thing can't battle in the business area, etc.

(iv) Promotion - Deficient or lacking trade practices can offer climb to marketing issues? frailty of the little agent to spend more on headway may limit the offers of a little unit to low levels just, etc Competition - Competition from other little units or tremendous associations can make marketing issues for the little representative? Contention from new things can make marketing issues; esteem competition can realize marketing issues; contenders' progression procedures may offer rising to marketing issues, etc. The talk on this perspective may be shut here by saying that beside in 2 industry bundles, little units in every diverse get-together exhibited the closeness of maketing issues.

Explanation of the Problems

The Small industrialist' performs or rather joins in himself the commitments of each functional reach, for instance, creation, account, marketing, etc., which by and large are performed by paid capable agents under division of work in the formed part. Baum back calls this "the selective band issue". As the study is concerned with marketing points of view only, the issue that is taken up for examination is to find how effective and investigative the marketing practice of the little scale businessmen.

Research Objectives

The objectives of the study are

(i) To find, the level of execution of the little scale agents on the assorted marketing



practices;

(ii) To find, the nearness of relationship and the level of relationship between the execution variable, (arrangements), and marker variables, (the marketing practices), both for the entire example and for sub-tests. The marketing practices, included are (engaged and ask for practices (CDP), Product Development Practices (PDP), New Product Practices (NPP), - Pricing Practices (prp), - headway practices (PMP);

(iii) To separate the distinctive sub-clusters in profound respect of their marketing practices. The sub-packs that are absolutely inconsequential are, z Market arranged assembling - Job work masterminded assembling, z association bundle - Proprietary social event, z Ancillary SSI cluster - Eton-Ancillary SSI group, t High Capital Intensive get-together - Low Capital Intensive get-together. (c) Focus of examination The focal point of investigation in the present study is concerned with relationship among the characteristics of the 100 articles, (here the things are the little specialists and qualities are the particular variables tinder study) • The investigation layout, for getting the information required is thorough of exploratory, unmistakable and causal studies. An 'experience study' was grasped by the analyst attempting to get information on the qualities and deficiency of little industrialists with exceptional reference to the marketing points. Further, the industrial units orchestrated in Guindy estate were picked carelessly with the finished objective of pilot study, The proprietors/associates were met (coolly) as to the diverse issues, issues and working of their units. Thusly, the expert got information into the real working of the industrial units, the level of co-operation that could be ordinary from little agents besides as to which are the 'unstable regions for the little business visionaries.

Examining

Test Frame

The quantity of occupants in the Industrial estate at Guindy included 770 units, as per the Guindy Industrial Estate Directory. This figure was 101 complete of collecting establishments, trading working environments, shops, organization establishments, for instance, banks, post office etc. In any case, with the deciding objective of concentrate, simply amassing establishments are of significance. Consequently, a study people was gotten from this summary, which brought out 522 establishments as getting a charge out of collecting development. Thusly the testing diagram included 522 amassing units consolidated into the study masses, The course of action of Guindy industrial estate is one of heterogeneity, (that is, different sorts of things are made in the estate) These units were then requested on the reason of the things they make into different industry code packs. It was found that 17 industry clusters rose. Of these industry code clusters, 6 social events were overwhelming and spoke to 81.42% of the gathering activity in the estate.

2. CONCLUSION

The style of working of these business visionaries is not in congruity with the marketing thought. In the high capital concentrated assembling it is found that decisions relating to competition, premium and progression are taken in more conspicuous adherence to the marketing concept# as the backslide results exhibit that these two variables contribute an



extensive measure in clearing up the assortment in arrangements 231 Finally in the two groupings specifically, ASSI-NASSI and HCI-LCI there is no qualification in energy about marketing practices. Before completing up this study it gives off an impression of being valuable to rapidly recognize some related points of view/domains on which investigate ought to be grasped.

3. EXCHANGE OF RESULTS

Considering all the marketing practices together, from the diagram it was found that the business area arranged assembling is more useful for marketing thought allotment in its distinctive marketing decisions. This social occasion secured the most lifted assembling ordinary. This discovering draws out the significance of a little unit being business division organized besides the need that ought to be given to customers over all other valuable zones. The most amazing choice of the marketing thought was found in esteem of thing practices. Also, more imperative homogeneity was found in decisions concerning thing. The ordinary scores of the social affairs demonstrate that by far most of them are typical or awesome in the marketing variable relating to thing decisions. Negligible assignment of the marketing thought is found with respect to new thing practices. It was furthermore found that there was more unmistakable heterogeneity among the little agents in the practices relating to new things. This recommends the little business visionaries don't grasp appropriate practices when they consider exhibiting new things in the business division. It is likely that the little specialists may not know how to go about these points. This point out to the necessity for entrepreneurial 229 progressions and in this circle government affiliation can accept a basic part. Market information centers may be set up by Government workplaces where a business visionary can search for any information. It has been found that marketing thought allocation in assessing practices has been respectably low. The organization needs to engage capable organizations regarding accounting to be set up in the industrial estates premises. The little business visionaries' record of compensation and use is genuinely lacking. It may be said that the little representative is savvy and knows his advantages, in any case it has happened various times that out of the various things he creates only a couple.

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