
A STUDY ON THE WOMEN EMPOWERMENT THROUGH DIRECT MARKETING IN MI LIFESTYLE MARKETING GLOBAL PRIVATE LIMITED, MARADU, ERNAKULAM

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ABSTRACT

The Indian automotive industry is going through one of its worst slowdowns of the last two years. The study title “A study on women empowerment through direct marketing in Mi Lifestyle Marketing Global Private Limited, Maradu, Kochi”. **Women Empowerment** refers to the creation of an environment for women where they can make decisions of their own for their personal benefits as well as for the society. This study aimed at analyzing how direct marketing helps literate and illiterate housewife and unemployed women with or without experience can earn financial freedom and time freedom.

Mi Lifestyle Marketing Private Global Limited is a private incorporated on 13 August 2013. It is classified as Non-Government Company. Mi Lifestyle Marketing Global Private Limited is a direct selling company that offers a comprehensive range of lifestyle products directly to the consumers.

INTRODUCTION

The world without consumer is unrealistic. A consumer is not only a salient backer to the industrialists but also the very backbone of the financial structure of society. There are two different channels by which products and services are distributed to consumers. One is the traditional and the most practiced channel which includes - Manufacturer – The third party carrying and moving agents – Redistribution stockiest – Wholesaler – Distributor – Retailer – Consumer. This model is widely accepted and practiced in India.

In traditional business as seen above, products are made by the manufacturer, then passes

through various middle men like C&F agents, nation wise, regional and state wise distributors and finally reach local retail shop where the product is sold to the end user.

Company is also spending huge money for celebrity advertisement. In short, almost 60 to 70 percentage of product MRP is gone for this middlemen and advertisement.

The second model is Direct Selling most popularly known as MLM [Multi-Level Marketing] in which the manufacturers distributes the product and service directly to the consumers via distribution centre's across the country. This model is often under a false presumption by the society and body of law as a Ponzi or pyramid scheme or chit fund

STATEMENT OF THE PROBLEM

To study women empowerment through direct marketing with the aim of identifying the factors that promote financial freedom and lifestyle changes among women distributors.

OBJECTIVES OF THE STUDY

- To study on the women empowerment through direct marketing in Mi Lifestyle Marketing Global Private limited, Maradu, Kochi.
- To study how the direct marketing change the lifestyle of women.
- To study the opportunities provided by the direct marketing for the advancement of social and economic strength of women.
- To analyse whether direct marketing is suitable for women.
- To study the extent to which direct marketing helps women to become self-reliance.

SCOPE OF THE STUDY

The study focus on how the direct marketing helps literate and illiterate housewife and unemployed women with or without experience can earn financial and time freedom. The study is conducted on the female distributor of Mi Life Marketing in Kerala. Questionnaire and interview are the sources of first hand data. The time period for doing the study is 31 days that is from November 14, 2018 to December 15, 2018.

RESEARCH METHODOLOGY

Type of research: The type of research used for this study is descriptive research.

Data collection:

Primary data: This is called first hand data which the information are collected directly from respondent through questionnaire and interview.

Secondary data: This is second hand data. It is the collection of data through internet and scholarly articles.

Population:

The study was conducted on female distributors of the organization. Population size: There are 378 female distributor in Mi Lifestyle Marketing.

Sample: A small portion of female distributors in the organization. Sample size: Sample size of the study is 50.

Sampling technique: Sampling design used here is convenience sampling.

Tools for analysis: Statistical tools used for the study are tables, diagrams, charts. **Tool for statistical analysis:** Percentage method

Limitation of the study:

- Some of the respondents were busy with their work since my duty was during their working hours.
- Difficulty in finding out secondary data.

ANALYSIS OF DATA

Table Showing the line of work of female distributors before joining direct marketing.

Response	Number of respondents	Percentage
Private job	24	48
Government job	1	2
Business	6	12
Housewife	16	32
Student	3	6
Total	50	100

Table Showing whether female distributors are able to spent time with their family.

Response	Number of respondents	Percentage
Always	15	30
Sometimes	16	32
Often	10	20
Seldom	8	16
Never	1	2
Total	50	100

Table Showing the duration one associates with direct marketing.

Response	Number of respondents	Percentage
Less than 6 months	16	32
6 months – 1 years	18	36
1 – 2 years	10	20
2 – 3 years	5	10
More than 3 years	1	2
Total	50	100

Table Showing the main reason to start direct marketing business by female distributors.

Response	Number of respondents	Percentage
No inventory risk	12	24
No need of employee staff	8	16
No huge investment for land and building	20	40
No need of creative idea	10	20
Total	50	100

Table Showing whether any requirements or qualifications are necessary for being engaged in direct marketing.

Response	Number of respondents	Percentage
Yes	0	Nil
No	50	100
Total	50	100

Table Showing the source of income from direct marketing.

Response	Number of respondents	Percentage
By sale of good quality products	19	38
Through team work	31	62
Total	50	100

Table Showing whether the payment system free from discrimination.

Response	Number of respondents	Percentage
Always	32	64
Sometimes	10	20
Often	6	12
Seldom	2	4
Never	0	Nil
Total	50	100

Table Showing whether the direct marketing helps female distributor to spend more time with their family without compromising their income.

Response	Number of respondents	Percentage
Always	23	46
Sometimes	20	40
Often	6	12
Seldom	0	Nil
Never	1	2
Total	50	100

Table Showing whether the female distributor able to enjoy freedom on their work.

Response	Number of respondents	Percentage
Always	39	78
Sometimes	10	20
Often	1	2
Seldom	0	Nil
Never	0	Nil
Total	50	100

Table Showing the core benefit noted by female distributors in direct marketing.

Response	Number of respondents	Percentage
Personal growth	18	36
Nominal or no investment	12	24
No specific educational qualification	9	18
No age bar	11	22
Total	50	100

Table Showing the quality one can develop in direct marketing.

Response	Number of respondents	Percentage
Interpersonal skill	13	26
Patience	9	18
Persistence	5	10
Ability to accept rejection and work outside the comfort zone	10	20
Time and money management	13	26
Total	50	100

Table showing whether direct marketing enhanced the capacity to accepting challenges.

Response	Number of respondents	Percentage
Strongly agree	26	52
Agree	18	36
Neutral	3	6
Disagree	2	4
Strongly disagree	1	2
Total	50	100

Table Showing whether direct marketing enhanced the personality and leadership qualities of female distributors.

Response	Number of respondents	Percentage
Strongly agree	23	46
Agree	17	34
Neutral	9	18
Disagree	1	2
Strongly disagree	0	Nil
Total	50	100

Table Showing the difference between direct marketing and other businesses.

Response	Number of respondents	Percentage
No supervisor-subordinate relationship	18	36
No time limit	15	30
No business target	17	34
Total	50	100

Table Showing whether the direct marketing help female distributors lead a life of a businesswomen.

Response	Number of respondents	Percentage
Strongly agree	16	32
Agree	21	42
Neutral	11	22
Disagree	2	4
Strongly disagree	0	Nil
Total	50	100

Table Showing whether it provide long term source of work and income other than employment opportunities.

Response	Number of respondents	Percentage
Strongly agree	21	42
Agree	23	46
Neutral	6	12
Disagree	0	Nil
Strongly disagree	0	Nil
Total	50	100

FINDINGS AND SUGGESTIONS

FINDINGS:

- It was found that majority of the female distributors' education qualification were degree.
- Majority of the female distributors had private job before joining direct marketing.
- Most of them were not able to save the part of their income from previous job.
- We can notice that sometimes female distributors are able to spend time with their family.
- In the case of duration of one associated with direct marketing, majority were less than 6months.
- Majority respond for the main reason to start direct marketing because there is no huge investment for land and building.
- All the respondent respond that there is no specific requirements or qualifications for being part of direct marketing.
- All most all of them say that direct marketing helped them earn more.
- The study also made the findings that the major source of income is through teamwork.

- Majority are able to earn the same income which others earn.
- Most of the respondents say that there is no discrimination on payment system.
- Most of the female distributors respond that they were able to spend more time with their family without compromising their income after entering in to the direct marketing field.
- Majority of them were able to enjoy freedom on their work.
- The core benefit noted in this field is personal growth.
- It is found that the qualities one can develop through direct marketing are interpersonal skill, time and money management.
- In case of enhancing the capacity to accepting challenge, majority of the respondent agree with the statement.
- In the case of development of personality and leadership qualities through direct marketing, almost of them agreed with the statement.
- Most of the respondent believes that direct marketing and other businesses differentiate as there is no supervisor- subordinate relationship.

SUGGESTIONS

1. Company provides online Shoppe in all states except in Kerala. If they start it in Kerala also, it will help them purchase the products from their residence which will boost their sales and income.
2. At least one outlet should be opened at every district headquarters. It will be convenient for lady distributor to boost their sales. As there are only six outlets in Kerala, they have to travel long distances to purchase the products.
3. The organisation could organise training campaigns for female distributors to improve their selling skills.

CONCLUSION

Women empowerment is the most debated subject in worldwide. But most of the steps taken towards the women empowerment is based on gender issues. Govt. initiated project for women empowerment like **Thozhilurappu, Kudumbhasree** are helpful to

redress some of their issues but not apt to empower them.

Empowering them is not to find money for their day to day affair, but uplift them socially and financially. This is not get from individual effort and active income. This only happened from team effort and passive income as a business man. This is what Robert Kiyosaki explained in his Life Quarterant theory.

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