

Abstract

This study sets out to examine an exploration of entrepreneurial marketing strategies on women entrepreneurs in Pakistan. This paper discusses the viewpoint of women entrepreneurs in regards to entrepreneurial marketing strategies given by them in personal interviews and explores in detail the dimensions of entrepreneurial marketing. Moreover, development of nations depends upon how every individual contributes towards the economy of the country. There was a gap considering women entrepreneurs and entrepreneurial marketing strategies in Pakistan. This research gap was developed considering three papers mentioned under the research gap in the introduction section.

This study has adopted a qualitative approach and snowball sampling technique was used. In-depth interviews were held to discover the perceptions of participants about entrepreneurial marketing strategies. The data collected was analyzed using thematic analysis technique. Finding of this study suggest that traditional marketing isn't valuable in today's context if firm's want to succeed in the market, women have become more independent in Pakistan as families are supporting them to become socially and economically strong and how much entrepreneur and marketing has impacted their businesses considering various factors like resource leveraging, innovation and developing a strong marketing strategy. The study concludes with recommendations about how this literature could be enhanced using various factors mentioned in future research.