



## **20. Role of Women Entrepreneurs in the E-Commerce Industry: Case Study @ Tiruvallur District**

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### **ABSTRACT**

*This study explores the effective factors on entrepreneurial behavior with women in Tiruvallur district. The findings suggest that a methodical process of transforming norms to support and encourage the participation of rural women entrepreneurs, as well as the adoption of ecotourism culture, should be implemented in a setting of strong familial ties and support.*

### **KEYWORDS**

*Digital marketing, Women Entrepreneurship*

### **Introduction:**

For Indian women, the burden of household chores including housework, child care, and medical attention makes it difficult, if not impossible, for them to pursue entrepreneurial endeavors. However, the astounding success of widespread e-commerce aids a lot of women in bringing their long-held dream of starting their own business to reality. gives women the much-needed flexibility to adopt the well-established but recently-emerging idea of work-from-home in information technology.

The rise of e-commerce gives women business owners the freedom to create their own hours and come up with fresh concepts [1]. In Tanjela Hossain's (2014) study "Empowering Women through E-Business: A Study on Women Entrepreneurs in Dhaka City," the author examines how e-business affects women's empowerment by means of a survey. She also determines how e-business affects attitudes related to women's empowerment. According to a study conducted using data gathered from 100 respondents in the study area, women in Bangladesh are more interested in starting their own internet businesses than any other since they are simpler to operate than traditional company ventures. Meeta Jethwa and Chhaya Mishra's (2016) article, "A Study on Status of Women Entrepreneur in E-Commerce Environment in India," emphasizes how e-commerce helps women become more successful business owners by encouraging them to work from home and come up with fresh ideas. E-commerce provides a favorable environment for highly educated, technically proficient, and highly skilled women to acquire entrepreneurial values and launch and flourish in their own businesses based on their interests and enrichment [2-4].

The current study reveals that e-commerce has made it easier for female entrepreneurs to save time at every stage of their company cycle, including locating online sales leads and spotting business prospects. While the connection between cultural beliefs and gender discrimination remains unclear (Rubio-Bínón & Esteban-Lloret, 2016), ecotourism is widely recognized as a means of empowering women through entrepreneurship (Panta & Thapa, 2017). In their 2019 paper "A Study on Problems Faced by the Women Entrepreneurs in Kancheepuran District," TT. Charulakshmi and M. Thaiyalnayaki explore the issues that face women entrepreneurs generally, and Tamilnadu women specifically. They identify the main issues that they face as male dominance, sociocultural norms, and family responsibilities. After analyzing the primary data using a plethora of technical and scientific methods, including Chi-square and ANOVA, the author concludes that the government needs to enhance several programs to support female entrepreneurs. Environmental activists, scholars, and political leaders are deeply concerned about food security, population growth, and environmental conservation, particularly in developing nations with conventional agricultural systems (Yazdanpanah et al., 2021). Ecotourism has gained recognition recently as a substitute for traditional tourism that promotes regional and national development (Yiridomoh et al., 2021).

A microscopic examination of the opportunities and barriers that women entrepreneurs face in e-commerce is essential [5-8]. Therefore, an effort is made in this paper to look at the different obstacles that female entrepreneurs who use online platforms to launch, expand, and maintain their businesses face. It also aims to inform them about the increased opportunities that are available to them to encourage them to use these platforms to spread their businesses and realize their visions for rich rewards. Women now have the much-needed flexibility to work from home because to the highly developed field of information technology (IT). With telecommunication networks, e-commerce is spicing up the business scene across the nation [9, 10]. Through the use of technological technologies, consumers, marketers, manufacturers, and intermediaries interact to meet their demands without the need for direct personal enrichment. The idea of "minimum investment, maximum profit" is the foundation of e-commerce businesses. In addition, the ability to work from anywhere at any time has greatly benefited female entrepreneurs who had previously been excluded from the commercial world under the excuse of staying at home.

### **Problem Statement:**

Numerous women have joined e-commerce platforms to sell a variety of goods in areas such as jewelry, handicrafts, home furnishings, home utility products, and accessories for fashion garments. The wall is further reduced by the potential for buyer-seller contracts via electronic media, which necessitates the satisfaction of requests. Women entrepreneurs can operate their businesses exclusively online because to the technology and elasticity of the internet. The internet is widely used, and the number of internet users in India is growing at an exponential rate, which makes the e-commerce industry alive and well. The expansion of women-owned enterprises has the potential to be extremely significant for the national economy in India, where women's economic contributions are acknowledged to be around 15% of GDP. Many women entrepreneurs from groups like Mahila Arthik Vikas Mahamandal have found that being able to sell online has made it possible for them to reach a new clientele with little out of pocket. Beyond the first spike in profits, these companies' exposure to new markets and customers has also encouraged innovation. These days, women are becoming a powerful force to strengthen the economy of the country, primarily due to e-commerce, which is essential to women's empowerment. which globe purposefully contributed to women's liberty. E-commerce enables women entrepreneurs to work from home and come up with fresh concepts. These days, e-commerce offers a setting that is ideal for highly educated, technically proficient, and possibly qualified women to enter the entrepreneurial pipeline and become heavily involved in company. Numerous internet platforms provide prospective female entrepreneurs with digitally mobile lifestyles and virtual workspaces, giving them the freedom, they need to accomplish their company goals.

### **Entrepreneurs in E-Commerce:**

Any woman who plans and runs any kind of enterprise—especially a business—and takes on difficult responsibilities in order to become financially independent and meet her own needs is referred to as a women entrepreneur. An individual who serves society by assisting economically and socially disadvantaged women is known as a women entrepreneur. Women entrepreneurs are "an enterprise owned and controlled by women and employment generated in the enterprise to women," according to Go's definition. Online trade is the more common name for e-commerce, which is the shortened form of electronic commerce and refers to conducting business via electronic means like computers and the internet. E-commerce is a contemporary term used to describe the buying, selling, or trading of goods, services, or information via the internet using a computer. Put differently, electronic commerce refers to the exchange of goods and services using digital platforms.

### **Role Of Women Entrepreneurs in The E-Commerce:**

In India, e-commerce is expanding quickly, partly due to the country's rising adoption of social media and cutting-edge technologies. It has given Indian women entrepreneurs new opportunities. E-commerce is special because it allows a buyer and a seller to meet whenever and wherever they choose, without needing to get to know each other personally. This allows people to connect more easily and globally. Because of its flexibility and technological advancements, women entrepreneurs are able to operate their businesses exclusively online. It has helped women entrepreneurs expand tremendously by enabling them to penetrate foreign markets, opening up new avenues of opportunity for them.

Women now feel much more financially independent and satisfied with their level of self-reliance thanks to the e-commerce boom. Due to the ongoing expansion of e-commerce worldwide, prominent female players have entered the Indian market in an effort to promote the growth and development of e-commerce platforms. The widespread use of social media and the internet have a significant impact on how their firm is run by lowering obstacles to cross-border collaboration and enabling schedule flexibility through the introduction of virtual workplaces and digital lifestyles. Thus, e-commerce is experiencing significant growth thanks to the culture of niche company.

### **Main objectives and Methodology:**

M1. To investigate the function and accomplishments of female entrepreneurs in the e-commerce industry.

M2. To look at the kinds of difficulties that women entrepreneurs in the online and e-commerce sectors encounter.

With a descriptive focus, the current work draws from primary and secondary sources, including journals, research papers, interviews, and a review of the literature. The current study was carried out in Chennai, where 50 respondents were chosen for an interview.

### **Challenges:**

C1. Unwanted Continuous Pressure: Women business owners face ongoing pressure. The dual responsibility of managing a family and a business may be taxing. Receiving unfavorable feedback for shortcomings can be discouraging.

C2. Mental Block: The conventionally male-dominated society makes direct and indirect attempts to undermine the accomplishments of women, upsetting them to the point where they experience an incurable mental block.

C3. More push than pull factors: Women enter the workforce for two reasons: first, economically, to support their families by adding to the income of the household; second, due to unavoidable and uncontrollable circumstances resulting from illness or death of the family's primary provider.

C4. Absence of female mentors and role models: Mentors are crucial for the development of both individuals and companies. Of the 1021 sponsored start-ups in 2016, just 25 had female owners.

C5. Lack of resources: Women require ongoing financial support to launch and maintain their businesses. One of the biggest obstacles to beginning or growing an existing firm is raising capital at the appropriate time.

E-commerce is becoming more and more in demand as time goes on. Thanks to the success of their e-commerce ventures, a significant number of female entrepreneurs are leaving their mark on the sector.

Online transactions are relatively new, but storage and its unique life style are not. There have been a number of e-commerce enterprises in the market in recent years, indicating that it is a popular choice among aspirants, especially women. However, there are many challenges and barriers in their path; those who overcome them with pride continue forth toward their objective. Despite the intense attention this industry receives, every entrepreneur must overcome some extremely significant obstacles. the top five difficulties, which are mentioned here.

**Difficulties:**

D1. Selecting an Appropriate Market: A lot of business owners think that e-commerce is all about specialized consumers who are ready to make online purchases of whatever goods they want. Selecting an appropriate niche is a crucial undertaking for any e-commerce business owner.

D2. Customer Retention: Customers must pay attention to e-commerce businesses, and in order to do so, businesses must spend a significant amount of money on marketing and other promotional initiatives. It requires an enormous amount of money to flow regularly and on time in order to thrive. It is difficult for entrepreneurs to endure and prosper in the industry without trustworthy investors or fund-raising procedures. This is one of those businesses where a significant expenditure in marketing and advertising is necessary to draw clients. According to market experts, this is the largest obstacle that the majority of start-up businesses must overcome.

D3. Lack of Trust: Another crucial element for the e-commerce business of female entrepreneurs is a dependable supply chain and logistics. Failing in this specific area causes harm and has a negative impact on the company's future reputation.

D4. Inadequate Funds: One of the biggest challenges for every e-commerce business owner is obtaining enough money.

D5. Effective and good customer service: It's critical for e-commerce business owners to uphold their positive reputation by providing consistent, high-quality services.

The majority of the women in the research areas who were questioned for the study were entrepreneurs. The present study shows that a majority of women entrepreneurs. The present study finds that most of the women entrepreneurs are face the problem of lack of trust and rising of funds.

Due to push and pull elements that support their desire for independence and self-sufficiency, women entrepreneurs are active in the business world. After conquering all obstacles and difficulties in their lives, each female entrepreneur succeeds in their endeavors. Today, many women entrepreneurs choose to sell on e-commerce platforms in a variety of industries, including healthcare, jewelry, fashion apparel, handicrafts, and home furnishings. Online marketplaces have emerged as a favorable platform for women entrepreneurs due to their low investment requirements, ease of working from distant locations, global accessibility, and financial freedom.

## **Conclusion:**

In today's world, women entrepreneurs are essential. It is possible for women to work from home in internet and e-commerce roles. Women have a significant role in internet marketing and product sales. Only after conquering all of life's obstacles and hardships does a woman entrepreneur succeed in her endeavors. Online marketplaces are a favorable and appropriate platform for female entrepreneurs mostly due to their financial independence.

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