

FACTORS INFLUENCING WOMEN ENTREPRENEURS IN E-BUSINESS

Dr. P.Jayanthi, Assistant Professor, PG Department of Commerce-CA,
Nallamuthu Gounder Mahalingam College, Pollachi, Tamil Nadu, India,
jayanthi.saraswathy@gmail.com

S.J Harinie, II M.Com-CA Student, PG Department of Commerce-CA,
Nallamuthu Gounder Mahalingam College, Pollachi, Tamil Nadu, India,
sjharinie492@gmail.com

K. Nithyasree, II M.Com-CA Student, PG Department of Commerce-CA,
Nallamuthu Gounder Mahalingam College, Pollachi, Tamil Nadu, India,
nithyajayanthi3005@gmail.com,

ABSTRACT

This research study aims at exploring factors influencing women entrepreneurs in e-business and variables associated with level of preference to start e-business. Data for the study have been collected from 114 women entrepreneurs through issue of structured questionnaire by adopting convenience sampling method. Simple Percentage and Chi-square test have been used to analyze the data. The study reveals that majority of the women entrepreneurs belong to rural area and majority of them doing e-business 1-3 years and their ownership is proprietorship. The factors influences to start e-business are better status/ recognition in society, self-dependent, convenient, reasonable return/profit, small investment, no need of physical space, global customer, time saving, support household expenditure, business knowledge and generate employment opportunity. Chi-square test reveals that educational qualification, monthly income, family income per month, type of ownership, and source of finance are significantly associated with the level of preference to start e-business.

Keywords: women entrepreneur - opportunities - e-business - preference.

INTRODUCTION

Women entrepreneurs in digital economy have a unique set of opportunities and challenges in e-business. The rise of e-commerce and online marketplaces has made it easier than ever for women to start and grow their own business without the traditional barriers of physical retail spaces. One of the most significant opportunities for women entrepreneurs in E-business is the ability to reach a global audience through the internet. E-commerce platforms LinkedIn, Pinterest like make it easy for women to sell their products to customers all over the world, and social media platforms like WhatsApp, Instagram, telegram, Facebook and YouTube provide a low-cost way to market their business to a wide audience. This has opened up new markets and opportunities for women entrepreneurs who might not have had access to the same resources and networks in the past. The benefit of women entrepreneurs in using e-commerce platforms for undertaking entrepreneurial activities are ease global reach, lower cost in adoption, ease of identifying and prospecting customers, less time consuming, prospecting customers, less time consuming, provides abundant information about products and services targeted customers and 24/7 working services etc. The growth of e-commerce enables women entrepreneurs to generate new ideas and work by selecting their own schedule. In this regard the present study brief about women entrepreneurs in e-business.

REVIEW OF LITERATURE

Srividhya and Paramasivam (2022) in their research entitled “Perception towards women entrepreneurs in digital marketing” to identify the motivational factors to become entrepreneur in digital market and opportunities available to women entrepreneurship

in digital environment. Data have been collected by using questionnaire to 106 women entrepreneurs in Coimbatore using convenience sampling method. Simple Percentage and Garrett ranking techniques have been used to analyse the data. The result of the study reveals that majority of the women entrepreneurs have started their business to use the skill possessed by them followed by to earn money, to have own employment, need to be independent and to lead attractive lifestyle. Garrett ranking result indicates that opportunity for taking up education among women is ranked first followed by peer effect, increasing automation of household work, social recognition to women, awareness of women about economic independence, equality status of women and increasing number of successful women in society. Lakshmi Priya and Smilee Bose (2020) in their article entitled “A Study on online women entrepreneurs” to know motive factors that encourages women to start online business and problems faced by them. Data have been collected from 30 women entrepreneurs using questionnaire method. ANOVA has been used to analyse the data. The study shows that there is significant difference between education qualification with motive factors that encourage online women entrepreneur. It is also found that there is significant difference between age group with problems faced by online women entrepreneurs. Reema Bhagat et al (2021) in their research entitled “Digital marketing strategies adopted by women entrepreneurs and its impact on business performance” to examine the extent of digital marketing adoption amongst women entrepreneurs. Data have been collected from 102 women entrepreneurs of micro and small enterprises in Karnataka. Chi-square and correlation have been used to analyse the data. The result of the study indicates that there is significant association between digital marketing adoption level by the women entrepreneurs and the sales contribution made by digital marketing adoption. It is also found that there is a positive relationship between digital marketing adoption level and sales due to digital marketing.

STATEMENT OF THE PROBLEM

Online business is becoming a powerful tool for women empowerment. Women are born managers as they can manage their entire home. They have the skill of balancing both business as well household responsibilities. During the last two decades, large number of women is opting online business like clothes selling, food services Plastic & Woodwork, Trading Beauty Products and Services, etc. Women are starting their own ventures with their own finance i.e. self employment with the help of internet. The opportunities and challenges of women entrepreneurs have been an ongoing issue that requires further examination although e-business has provided women with a platform to start and grow their business, many obstacles hinder their program. **Tanjela hossain (2018)** found that most of the women entrepreneurs are below 30 years of age and are graduates. It is also found that most of the women entrepreneurs are married and have 1 year-3 years of experience in online business and majority of them agreed that e-business make it easier to be involved in entrepreneurship. **Afsana salam (2021)** observed that there is a significant difference between the mean rank of manufacturing and service sectors with regards to technology adoption. It is also found that there is an association between experience and level of technology adoption among women entrepreneurs. So, there arises question like: What is the socio- economic profile of the sample women entrepreneurs? What are the factors influencing women to start business? In order to find answers to the questions raised, the present study is undertaken.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To know the socio-economic profile of the working entrepreneurs.
- To identify the factors that influence women entrepreneurs to start e-business.
- To examine the variables associated with the level of preference for women to start e-business.

RESEARCH METHODOLOGY

The study is based on primary data collected through issue of well-structured questionnaire. It contains questions relating to the socio-economic profile, factors influences to start e-business. A sample of 114 women entrepreneurs doing e-business in Pollachi Taluk has been selected by adopting convenience sampling method. Simple Percentage and Chi-Square test have been used to analyze the data.

DATA ANALYSIS

The findings of the study are divided into three sections namely, Socio-economic profile of women entrepreneurs, factors influence to start e-business and variables associated with level of preference on e-business are depicted in the following paragraphs.

(I) SOCIO - ECONOMIC PROFILE

- Most 51(44.73%) of women belong to the age group below 30.
- Majority 72(62.3%) of the women are residing in rural area.
- Most of the women 48(42.11%) are under graduate.
- Majority 71(62.3%) of women are married.
- Majority of the women 73(64.04%) belong to nuclear family.
- Majority 46(40.35%) of the women's monthly income are below Rs.20000.
- Majority 49(42.98%) of them family income are between Rs.30001 and 40000.
- Majority 68(59.65%) of the women are not during the family business.
- Most 41(35.96%) of the women are doing e-business 1-3 years.
- Majority 86(75.44%) women's ownership is sole proprietorship.
- Most 37(32.46%) of the women are doing Textile & Apparel business through online.
- Majority of the 88(77.19%) women select WhatsApp as online platform.
- Most of the 50(43.86%) women sources of finance are personal investment.

(ii) Factors Influence to Start E-Business

The table below shows the classification of women based on factors influencing to start e-business.

Table: 1 Factors Influence to Start E-Business

Factors	Strongly Agree	Agree	Disagree
Convenient	51 (44.74%)	62 (54.39%)	1 (0.87%)
Small Investment	41 (35.96%)	71 (62.80%)	2 (1.76%)
Time Saving	43 (37.72%)	70 (61.40%)	1 (0.87%)
Business Knowledge	40 (35.08)	69 (60.53)	5 (4.39)
No Need of Physical Space	42 (36.84%)	70 (61.40%)	2 (1.76%)
Reasonable Return/Profit	33 (28.95)	77 (67.54)	4 (3.51)

Global Customer	43 (37.72)	70 (61.40)	1 (0.88)
Self-Dependent	44 (38.59)	65 (57.02)	5 (4.39)
Better Status/Recognition in Society	52 (45.61%)	60 (52.63%)	2 (1.76%)
Support Household Expenditure	40 (35.09)	70 (61.40)	4 (3.51)
Generate Employment Opportunity	43 (37.72)	69 (60.53)	2 (1.75)

Source: Primary data

From the above table, it is inferred that most of the women are strongly agree with doing e-business for better status/recognition in society and convenient. Also, majority of the women agree with doing e-business for reasonable return/profit, small investment, no need of physical space, global customer, time saving, support household expenditure and generate employment opportunity whereas most of the women disagree with doing e-business for self-dependent and business knowledge

(iii) Variables Associated with Level of Preference towards E-Business

To identify the association between the select variables and level of preference to start e-business the Chi-square test has been employed.

Table: 2 Variables Associated with Level of Preference to start E-Business

Variables	d.f	Calculated χ^2 Value	Table Value 5% Level
Area	4	2.413	9.488
Age	6	2.921	12.592
Marital Status	2	0.673	5.991
Type of family	2	1.905	5.991
Educational Qualification	6	11.646	12.592
Monthly Income	6	14.972	12.592
Family Income(Per Month)	6	16.274	12.592
Type of Ownership	2	7.055	5.991
Source of Finance	6	12.937	12.592

Source: Primary data

It has been found that there exists a significant association between educational qualification, monthly income, family income per month, type of ownership, source of finance and level of preference to start e-business.

SUGGESTIONS

Based on findings and suggestions given by the women entrepreneurs at the time of data collection the following suggestions are put forth.

- Government and financial institutions may provide assistance and support for women entrepreneurs to raise finance.
- Awareness programmes may be conducted by government and NGOs to new entrepreneurs like exhibitions, fairs and workshops that helps to connect with each other and share ideas.
- The training programmes may be provided to help entrepreneurs adapt to the digital economy and improve their business.
- Women Entrepreneurs' Guidance Cell should be opened to handle the issues related to business like production, marketing and distribution.

CONCLUSION

Women entrepreneur can lead to a tremendous social change. Now a day's more and more women are becoming innovators and entrepreneurs. Entrepreneurship among women not only improves the economy of country but also improves the economy of family. So, the survival and development of the enterprises headed by women are very necessary for the women entrepreneurs. For the success of women entrepreneurs' proper training, workshops can be provided by Govt., and NGOs to increase skilled workers and quality products. Still some actions by government are needed for developing women entrepreneurs especially to increase women empowerment.

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