ROLE OF WOMEN ENTREPRENEURS IN DIGITAL COMMERCE

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INTRODUCTION

Though women from half of the society**.** The pressure of domestic work such as home-making, child care and health care makes it efficient, if not impossible, for Indian women to engage in the entrepreneurial activities. But the remarkable success of wide-spread e-commerce helps many women in marketing their long-cherished of becoming entrepreneurs in the reality. Offers women much needed freedom to adopt the information technology recently emerged but well established concept of 'work-from-home'. The growth of e-commerce enables women entrepreneurs to generate new ideas and work by setting their own schedule. It is pertinent to make a microscopic analysis of the available opportunities and constraints in e-commerce for women entrepreneurs. Hence an attempt is made in this paper to examine the various challenges faced by women entrepreneurs who use online platforms to start, grow and sustain their business and enlighten them are the availability of more opportunities to encourage them to make a diffuse of online platform to reap in rich harvest in their vision.

The much advanced Information Technology (IT) offers women the much needed freedom to work from the comfort of their home. The e-commerce is sweets the business world throughout the country with the help of telecommunication networks. The manufacturer, marketers, mediatory and customers are involved in interaction through electronic devices to fulfil their needs without the necessity to have a direct personal enrich.

REVIEW OF LITRATURE:

The article by Meeta Jethwa and Chhaya Mishra, (2016), entitled "A Study on Status of Women Entrepreneur in E-Commerce Environment in India" highlights the role of E-commerce in the growth of women entrepreneurs by generating new ideas and work from their home. Today e-commerce offers a conducive atmosphere for highly educated, technically sound and well qualified women to gain entrepreneurial values to as to start and succeed in the business of their enrich and interests. The present study finds that E-commerce has facilitated women entrepreneurs to save time in every step of their business cycle, like identifying business opportunities, raw materials procurement and even finding sales leads online.

Tanjela Hossain, (2014) is study "Empowering Women through E-Business: A Study on Women Entrepreneurs in Dhaka City, evaluates the impact of e-business on women empowerment through a survey the author identifies the effects of Women Entrepreneurship through e-business on Women Empowerment related

attitudes. The study based on the data collected from 100 respondents of the study area, shown that bangaldesh women are interested in establishing their own online business as it is easier than any other form of business.

T. Charulakshmi, and M. Thaiyalnayaki, (2019) his paper entitled "A Study on Problems Faced by The Women Entrepreneurs in Kancheepuran District", examines the problems faced by women entrepreneurs in general and Tamilnadu women in particular according to them the socio cultural norms, male domination, family responsibility are the major problems of they encounter analysing the primary data with the hell of technical and scientific tools such as Chi-square and ANOVA the author arrives at the conclusion that Government has to improve some schemes to help the women entrepreneurs.

STATEMENT OF THE PROBLEM

E-commerce business is based on the concept of 'minimum investment, maximum profit' more than that, the facility of working at anytime from anywhere is a great boom to women entrepreneurs who were hitherto kept out of the business sector under the pretext of home making.

Thousands of women have entered into E-commerce platform to sell in different categories like jewellery, home furnishing, handicrafts, home utility products, fashion apparel accessories etc. Moreover, the possibility of the contracts of the buyers and sellers through electronic media with that the necessity of demands meeting makes the wall still smaller. Its elasticity and technology let women entrepreneurs conduct their business entirely on the internet. The high penetration of internet and the exponential growth in internet users in India makes the e-commerce sector alives vibrant. In India, where the recognized economic contribution of women is approximately 17% of the GDP, the growth of women-run businesses could play a crucial role in the national economy in the long run.

The ability to sell online has helped numerous women entrepreneurs of organizations like MAVIM (Mahila Arthik Vikas Mahamandal) attract a new set of customers with minimal investment. Besides the initial increase in revenue, exposures to new markets and clientele have also helped spur innovation within these businesses.

At present women are an emerging as a great force to boost the national economy, largely because of e-commerce which play a vital role in women empowerment. Which world intentionally lead to be emancipation of women. E-commerce helps the women entrepreneur generate new ideas and work from home. Today e-commerce provides a conducive atmosphere perfectly suited to for highly educated, technically sound and potentially qualified women to enter into entrepreneurial corridors and engage greatly to business. There are many online platforms that offer aspiring women entrepreneurs virtual workplaces and digitally mobile lifestyle thereby providing the needed flexibility to achieve their business objectives. This present study attempts to identify role of women entrepreneurs in E-commerce sector and the kinds of challenges faced by them in the online industry and e-commerce sector.

WOMEN ENTREPRENUERS

Women entrepreneur refer to any woman who organizes and manages any enterprise, especially a business and who accepts challenging role to attain economic independence so as to fulfil their needs. A women entrepreneur is the one who renders service to society by uplifting the economically and socially backward women. Go's defines women entrepreneurs as "An enterprise owned and controlled by women and employment generated in the enterprise to women."

WOMEN ENTREPRENUERS IN E-COMMERCE

E-commerce the abbreviated term of electronic commerce denotes transacting business through electronic media such as computer, internet, etc., Nowadays its better known as online trading. E-commerce is a modern concept which describes the purchase, sales or exchange of products, services or information over the internet through the medium of a computer. In other words e-commerce is all about trading of products and services via the electronic media.

ROLE OF E-COMMERCE IN THE DEVELOPMENT /GROWTH OF WOMEN ENTREPRENUERS

E-commerce is growing at a very fast pace in India largely because of advanced technologies and increasing social media penetration. It has opened new avenues for women entrepreneurship in India. E-commerce is unique in the sense enabling the buyer and seller to meet at anytime, anywhere without the necessity of personality knowing each other that is making the world come closer. The flexibility of it and technology lets women entrepreneurs conduct their business entirely on the internet. It has opened new vistas of opportunity for women entrepreneurs by helping them grow phenomenally by crossing the boundaries of international markets. E-commerce revolution has brought a great sense of financial independence along with over self reliance satisfaction for women. The benefits of E-commerce for women are flexibility, working from home-on safety & family restriction issues can partially work during maternity time also.

The constant growth of e-commerce globally has witnessed leading women players venture into the Indian market to stimulate growth and encourage the development of e-commerce platforms. The high penetration of internet and use of social media play an influential role in driving their business by reducing barriers to work across boundaries and creating flexibility around their schedule by introducing virtual workplace and digital lifestyle. Thus the culture of niche business is giving serious growth to e-commerce.

OBJECTIVES

1. To examine the role and achievements of women entrepreneurs in E-commerce sector.
2. To investigate the kinds of challenges faced by women entrepreneurs in the online industry and e-commerce sector.

METHODOLOGY

The present paper is descriptive in nature and is based on both primary and secondary data collected through interview schedule and literature survey, journals, and research papers.

Study area

The present study conducted in Chennai city from where 104 respondents are selected and interviewed.

ISSUES AND CHALLENGES FACED BY WOMEN IN E-COMMERCE SECTOR

Traditional Challenges:

1. **Family Resistance:** The biggest constraint in putting ideas into practice.
2. **Undesirable Constant Pressure:** Women entrepreneurs are constantly under pressure. – Double burden of taking care of family and business – hostile of criticism for failure results in discouragement.
3. **Mental Block:** The traditional male dominated society tries directly and indirectly to nullify women's efforts which to upsets he mentally that women suffer from an irrecoverable and incurable mental block.
4. **More of push than pull factor:** Women are faced into business for two reasons namely economic factor to Support their family by supplementing family income and unforeseen and inevitable factor earned by Family hardship because of insanitation or death of the breadwinner of the family.
5. **Lack of female mentors and role models:** Mentors are important for both personal and business growth. In 2016, out of 1021 funded start-ups, only 25 were female led business
6. **Lack of resources:** To start and run business women need financial assistance regularly. Lack of rising funds at right time is the biggest hurdles in starting or expanding an existing business.

With time the demand and popularity of e-commerce reaches new heights. There are quite a few women entrepreneurs making their mark in the industry, thanks to their e-commerce business ideas. Transacting over internet is new but not storage and its life good innovative as well. In the recent/ past years several e-commerce businesses came up in the market which clearly shows that it's attracts the attention of many aspirant particularly among women .but, there are lots of problems and obstacles coming their way one who successfully outcome the problems proudly march ahead towards their goal. Though this particular sector gains all attention there are some really big challenges that every entrepreneur has to face. The top five of challenges which are listed below

1. **Finding Suitable Market:** Many entrepreneurs believe e-commerce business is all about niche people all willing to transact over internet for any of their desired product. Finding suitable Nicheis quite an important task that every ecommerce entrepreneur faces.
2. **Retaining Customer:** Not only customer retention batch Customer acquisition are great challenges that every e-commerce business. E-commerce business requires necessary amount of attention from customers and in order to get that every firm needs to invest huge amount on marketing or other promotional activities. Which necessities a regular timely flow of huge fund and that is survive and succeeding. Unless there are reliable investors or fund raising processes it is tough for entrepreneurs to survive and succeed in the business. This is

one business that requires heavy investment on marketing as well as advertising to attract customers. Market experts rank this on the biggest challenge that most start-up companies need to face.

3. **Lack of Trust**: Reliable logistics as well as supply chain is another important aspect for e-commerce business of women entrepreneurs. Failure in this particular area leads to detriment and adversely affects the future reputation of the company.
4. **Inadequacy of Funds:** Every e-commerce entrepreneur faces lot of trouble in raising sufficient funds.
5. **Good and effective customer service**: It's important for ecommerce entrepreneur to maintain the good reputation through constant good services. There are times when goods delivered are not satisfactory. Customer satisfaction is utmost priority in this business which all entrepreneurs' have to ensure. In short it is team effort that needs proper dedication to meet the need of every customer to as to wins and sustain the satisfaction of the customers.

DATA INTERPRETATION

Age of Women Entrepreneur

Out of the total respondents interviewed for the study, it is found that most of the women in the study areas entrepreneurs followed by 20 to 30 years (33%) 31-40 years (42 %) , 41-50 years (18 %) and above 50 years (7%).

Table 1 Problems of Women Entrepreneur

Particulars	**Number of Respondent**	**Percent**
Lack of Trust	46	44.23
Problem of Funds	45	43.26
Marketing problems	38	36.53
Problems of skill	40	38.46
Total	N=104	***100**

Source: Primary data

*Multiple answers

Of the respondents selected for the study, 44.23 per cent of them confronted the problem of lack of trust closely followed by problem of funds (43.26 percent), problems of skill (38.46 per cent) and marketing problems (36.53 per cent)

So it is inferred that the problems of trusts and raising funds are the major problems which affect mostly Women entrepreneurs.

Women entrepreneurs are engaged in the business because of push and pull factors which encourage them to have an independent occupation and stand on their own feet. Every woman entrepreneur achieves the action after overcoming all the hurdles and challenges in their life. A large number of women sellers today are opting for e-tail sites to sell across a diverse range of sectors such as healthcare, home furnishing, jewellery, handicrafts and

fashion apparel, and the like. Minimum investments, ease of working from remote areas, global reach and the empowerment that comes in through financial independence are the primary reasons for the emergence of an online marketplace as the favourable platform for women entrepreneurs.

FINDINGS

The present study shows that a majority of women entrepreneurs are in the age category of 31- 40 years.

The present study finds that most of the women entrepreneurs are face the problem of lack of trust and rising of funds.

CONCLUSION

Women play a vital role in entrepreneurship in the present society. Women's can perform the online and e-commerce jobs from their home itself. Women role is important for the online marketing and selling the products. Every woman entrepreneur achieves their goal only after overcoming all the hurdles and challenges in their life. Financial independence is the primary reason for making online marketplace as the favourable and suitable platform for women entrepreneurs.

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