

# **Empowering Women through E-Commerce and Digital Retailing**

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**Abstract:** *Economic progress is significantly impacted by the entrepreneurship of women. Women are gaining economic and social power these days by starting their own businesses. In recent times, there has been a notable upsurge in women-led e-commerce enterprises and their entrepreneurship, contributing significantly to the growth of both national and global economies. Information technology has made the world much smaller, faster, and easier for people to access it through the internet. The internet has completely changed the businesses operation through Online sales and digital marketing. Moreover, the pandemic has proven the value of digital technologies. In recent years, with the use of technology women entrepreneurs can easily enter new markets and have a wider range of customers. Web based businesses / E-commerce has given huge opportunities to the business sector. This study is qualitative in nature. The conclusions will inspire more women entrepreneurs to continue thriving in the ever-expanding e-commerce landscape. This present study explains the role of women entrepreneurs as a driving force in E-commerce in India.*

**Keywords:** Women Entrepreneurship, E-commerce, Technology in Business, Economic Empowerment, Digital Retailing

## **I. INTRODUCTION**

The Indian economy has grown steadily over the last decade. A majority of businesses are established by men in India but nowadays it is found that many Indian women have started showing interest towards entrepreneurship as well. In fact, in India women are struggling with socio economic conditions and cultural biases. With the rise of Globalization, e-commerce has increasingly become an essential skill for every business including all transactions and services that take place online. The growth of women entrepreneurship and empowerment has seen a sharp increase in recent years. E-commerce businesses led by women have played a significant role in strengthening the global and domestic markets. These women have shown great strength and flexibility and are not only succeeding but also contributing to the Indian economy. They have gone from being entrepreneurs to strategists to philanthropists and consultants. The concept of minimum investment and maximum return on e-commerce allows women to start online businesses and provides opportunities to expand their businesses by working from anywhere and anytime according to their convenience. Global e-commerce platforms like Amazon have given women entrepreneurs virtual spaces and flexible technologies to set up and expand their businesses. Not only have these platforms enabled business growth, but they have also liberated women from the restrictions of traditional business practices. By breaking down old boundaries, India's e-commerce market is altering the entrepreneurial journey for women. This digital space promotes equality by giving skills and creativity over gender. The flexibility and expandability of online businesses enable women entrepreneurs to run their business on their terms and adjust to changing market conditions.

### **Objectives :**

Following are the main objectives of the research work.

1. To know the concept of E-Commerce.
2. To study women empowerment and E-Commerce in the context of India.
3. To review role of women entrepreneurs in E-Commerce in India.



## **II. REVIEW OF LITERATURE**

1. Agarwal and Lenka (2018) explore the multifaceted dimensions of women entrepreneurship in India, focusing on the challenges and opportunities these entrepreneurs face. The study highlights social, cultural, and economic barriers, such as limited access to finance, societal norms, and lack of mentorship. However, it also emphasizes the growing opportunities due to government initiatives and increasing societal awareness. The authors conclude that while challenges persist, women entrepreneurs are gradually overcoming them with the support of technological advancements and policy reforms, leading to their empowerment and broader economic participation. This research offers valuable insights for enhancing women's entrepreneurial success in emerging economies.
2. Kumar and Mishra (2020) examine the impact of digital transformation on youth investment choices in Eastern India, focusing on how technological advancements influence the financial behaviors of young investors. Their study highlights a shift from traditional investment avenues to digital platforms, emphasizing the role of financial literacy and digital accessibility in shaping investment decisions. The authors identify that increased internet penetration and mobile usage have facilitated greater engagement with online investment tools among the youth. However, challenges such as cybersecurity concerns and a lack of comprehensive financial education persist, affecting the overall investment confidence. The research underscores the need for targeted financial literacy programs and robust digital infrastructure to empower young investors in the region.
3. Salunkhe (2023) examines the legal framework and challenges associated with virtual grievance redressal mechanisms in India. The study highlights the evolution of digital platforms aimed at resolving consumer complaints and disputes, emphasizing the role of technology in enhancing accessibility and efficiency. However, it also identifies significant challenges, including issues related to data privacy, digital literacy, and the adequacy of existing legal provisions to address the complexities of online grievance redressal. The paper underscores the need for comprehensive legal reforms and capacity-building initiatives to ensure the effectiveness and inclusivity of virtual grievance redressal systems in India.

### **Challenges:**

#### **1. Digital Divide**

The digital divide refers to the gap between individuals who have access to modern information and communication technology (ICT) and those who do not. In many rural areas, lack of infrastructure and high costs prevent people from benefiting from digital advancements. This challenge hinders access to education, healthcare, and economic opportunities, exacerbating social inequalities. Bridging the digital divide requires significant investments in infrastructure, digital literacy programs, and affordable technology, especially in remote or underserved regions, to ensure that all individuals can participate in the digital economy.

#### **2. Cybersecurity Threats**

As more individuals and organizations rely on digital platforms, the risk of cyberattacks has increased. Hackers and cybercriminals exploit vulnerabilities in networks, stealing sensitive information, or causing financial damage. This poses a major challenge for businesses, governments, and individuals. Ensuring robust cybersecurity involves regular software updates, employee training on security protocols, and using advanced encryption technologies. The challenge lies in keeping up with rapidly evolving threats, as attackers constantly adapt their tactics. A lack of awareness and preparedness can lead to significant data breaches and financial losses.

#### **3. Economic Instability**

Economic instability refers to periods of market uncertainty, inflation, unemployment, and fluctuating currency values, which can disrupt businesses and individuals alike. Global economic challenges, such as trade wars, natural disasters, or pandemics, amplify this issue. For businesses, it means adjusting to uncertain market conditions, while individuals face job insecurity and rising living costs. To address economic instability, governments and institutions must implement policies promoting sustainable growth, create jobs, and offer safety nets for those affected. Businesses, on the other hand, need agile strategies to weather market shifts and maintain profitability during downturns.



#### **4. Environmental Degradation**

Environmental degradation, caused by deforestation, pollution, and unsustainable agricultural practices, is one of the most pressing global challenges. It contributes to climate change, loss of biodiversity, and a decline in air and water quality. This challenge threatens ecosystems, food security, and human health. Addressing environmental degradation requires a multifaceted approach, including stricter environmental regulations, investments in clean technologies, and promoting sustainable practices across industries. Governments, businesses, and individuals must collaborate to reduce carbon emissions, conserve natural resources, and raise awareness about environmental issues to protect the planet for future generations.

#### **5. Mental Health Stigma**

Mental health stigma refers to negative perceptions and discrimination faced by individuals with mental health conditions. This stigma often leads to social isolation, reluctance to seek help, and a lack of understanding in society. The challenge lies in changing societal attitudes towards mental health, promoting open discussions, and ensuring access to quality mental health care. Public awareness campaigns, mental health education, and support networks can help break the stigma, encouraging individuals to seek help without fear of judgment. Addressing this challenge is critical to improving overall public health and well-being.

### **III. METHODOLOGY**

#### **Research Design:**

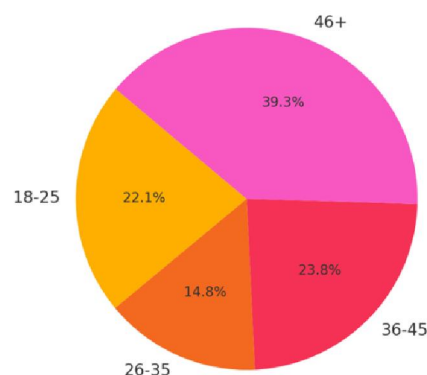
Quantitative data was collected from 75 individuals in a stratified random sample. Semi-structured interviews with twenty-five individuals produced qualitative insights. The analysis included the use of descriptive statistics, correlation, quantitative regression, and qualitative thematic analysis. Strict moral principles were adhered to.

#### **Sampling:**

With the goal of acquiring a representative sample of the Population that spans a range of ages, economic statuses, and legal knowledge. The sample size used was 75. To collect quantitative demographic information and responses to the "Empowering Women Through E-Commerce And Digital Retailing", a Google form was made.

### **IV. DATA ANALYSIS AND SURVEY QUESTIONS**

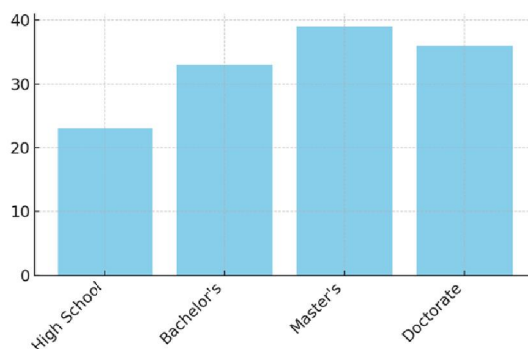
Q1. What is your age group?



**Analysis:** This graph illustrates the distribution of responses for this question.

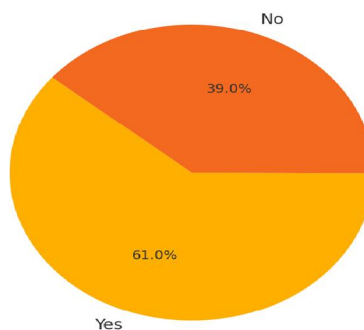


Q2. What is your highest level of education?



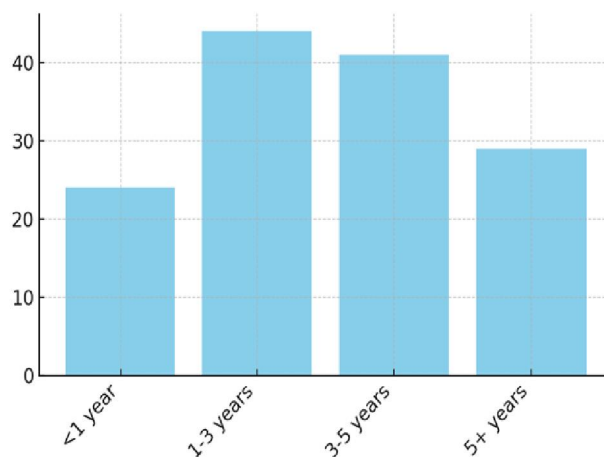
**Analysis:** This graph illustrates the distribution of responses for this question.

Q3. Are you currently running an online business?



**Analysis:** This graph illustrates the distribution of responses for this question.

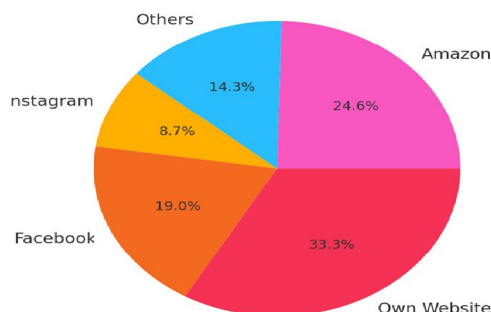
Q4. How long have you been in e-commerce?



**Analysis:** This graph illustrates the distribution of responses for this question.

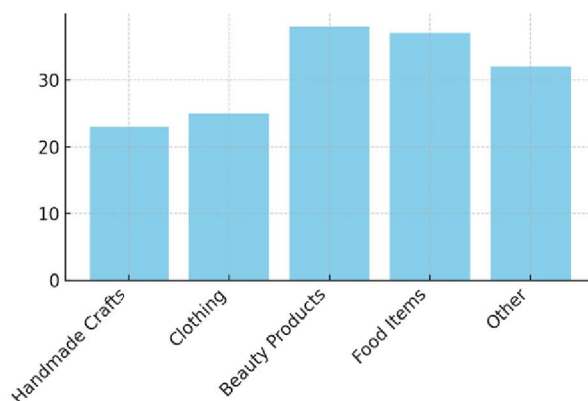


Q5. Which platform do you use for selling online?



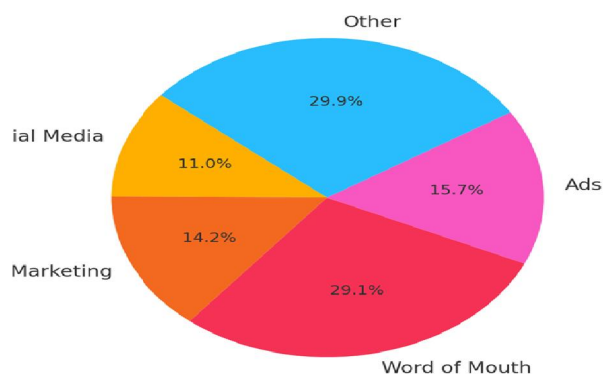
**Analysis:** This graph illustrates the distribution of responses for this question.

Q6. What kind of products/services do you offer?



**Analysis:** This graph illustrates the distribution of responses for this question.

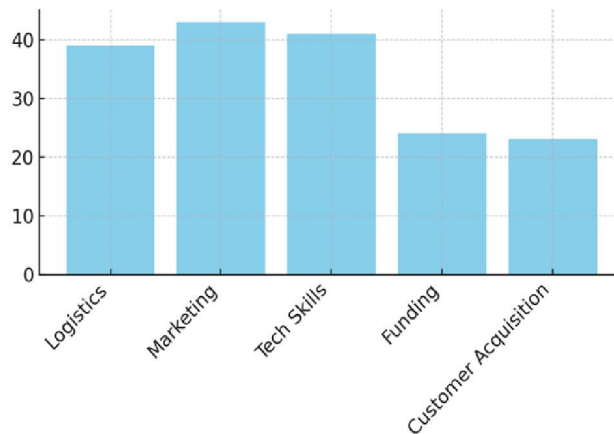
Q7. How do you promote your online business?



**Analysis:** This graph illustrates the distribution of responses for this question.

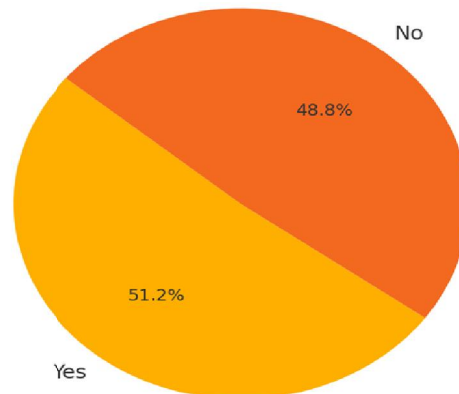


Q8. What challenges do you face in digital retailing?



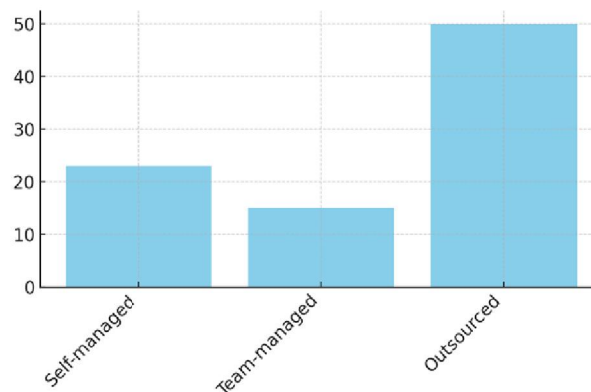
**Analysis:** This graph illustrates the distribution of responses for this question.

Q9. Have you received any formal training in digital marketing?



**Analysis:** This graph illustrates the distribution of responses for this question.

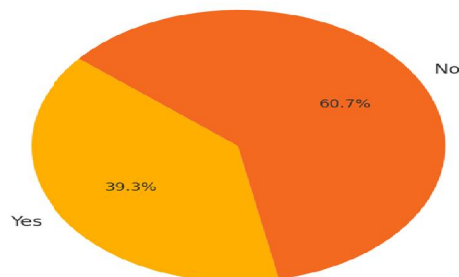
Q10. How do you handle customer service in your business?



**Analysis:** This graph illustrates the distribution of responses for this question.

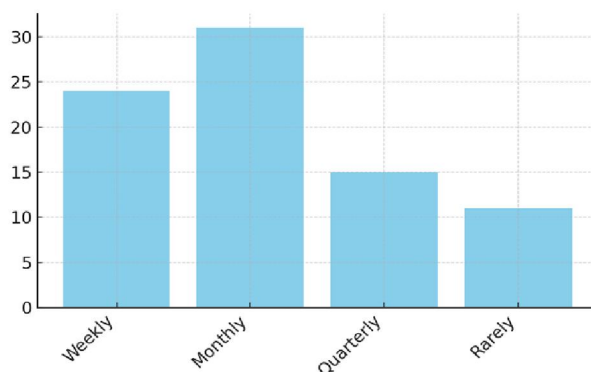


Q11. Do you use digital payment methods in your business?



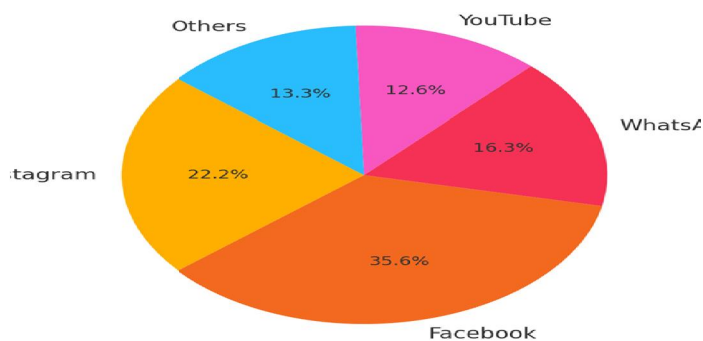
Analysis: This graph illustrates the distribution of responses for this question.

Q12. How often do you update your online store?



Analysis: This graph illustrates the distribution of responses for this question.

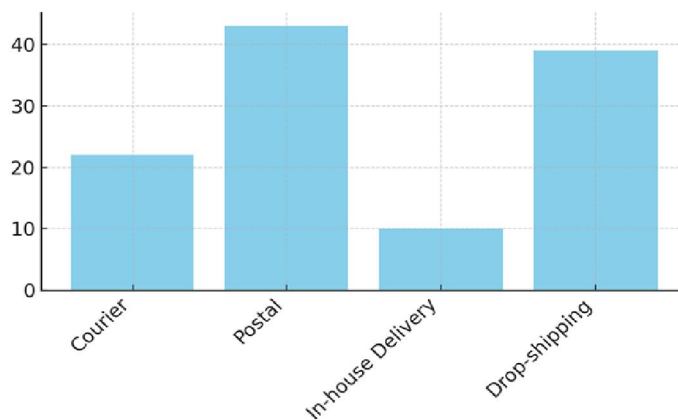
Q13. Which social media platforms are most effective for your business?



Analysis: This graph illustrates the distribution of responses for this question.

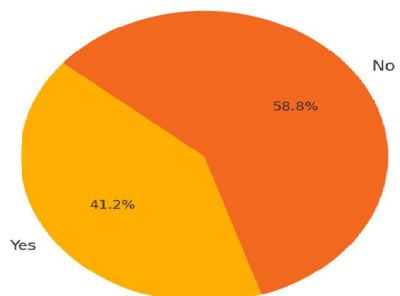


Q14. How do you manage logistics and delivery?



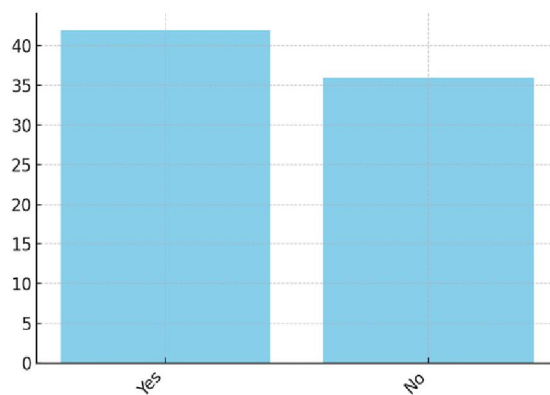
**Analysis:** This graph illustrates the distribution of responses for this question.

Q15. Have online sales improved your income stability?



**Analysis:** This graph illustrates the distribution of responses for this question.

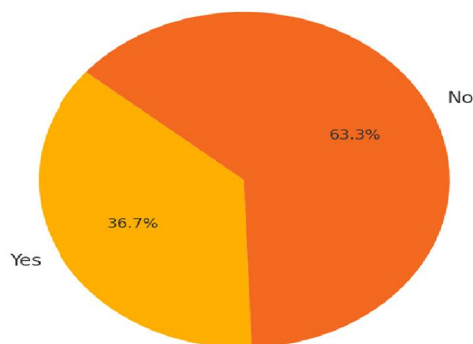
Q16. Would you recommend e-commerce to other women?



**Analysis:** This graph illustrates the distribution of responses for this question.

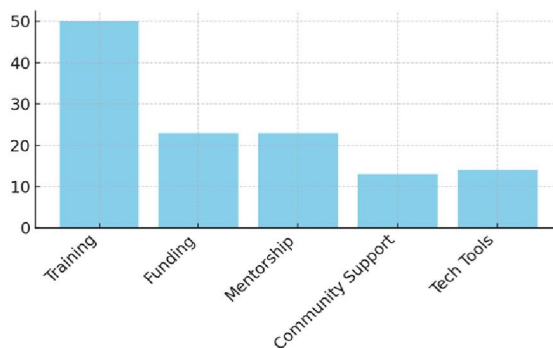


Q17. Do you face gender-specific challenges in online business?



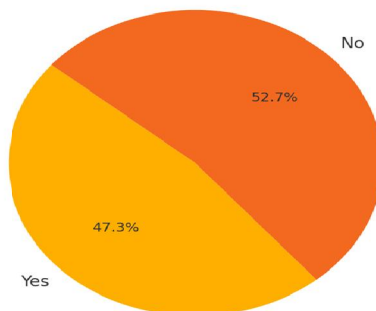
**Analysis:** This graph illustrates the distribution of responses for this question.

Q18. What support would help you grow your online business?



**Analysis:** This graph illustrates the distribution of responses for this question.

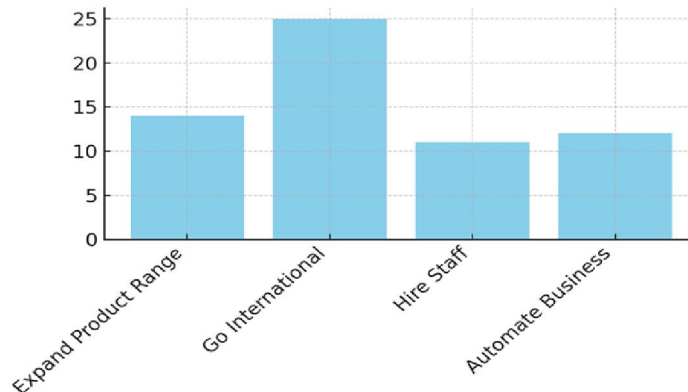
Q19. Are you part of any women entrepreneur networks or forums?



**Analysis:** This graph illustrates the distribution of responses for this question.



Q20. What is your vision for your online business in the next 5 years?



**Analysis:** This graph illustrates the distribution of responses for this question.

### Conclusion

The survey reveals valuable insights into the landscape of women entrepreneurs in the digital space. While many women are successfully using digital platforms for business, challenges such as logistics, marketing, and technical skills remain significant. Empowering women through targeted training, mentorship, and access to resources can further enhance their impact in e-commerce and digital retailing.

### V. CONCLUSION

In conclusion, the challenges outlined—digital divide, cybersecurity threats, economic instability, environmental degradation, and mental health stigma—are interconnected issues that demand immediate attention and collective action. The digital divide highlights the need for equitable access to technology, ensuring that no one is left behind in the digital transformation era. Similarly, addressing cybersecurity threats requires a robust approach to protect individuals and organizations from increasing cyber risks, which can undermine trust in digital platforms.

Economic instability continues to disrupt livelihoods, emphasizing the importance of sound economic policies and resilient business strategies to maintain growth and stability. Environmental degradation, caused by unsustainable practices, calls for global cooperation to preserve the planet's ecosystems and combat climate change. Lastly, the stigma surrounding mental health must be eradicated through education and awareness, ensuring that individuals with mental health conditions receive the support and care they deserve.

To tackle these challenges effectively, a coordinated effort is needed from governments, businesses, and individuals. By fostering collaboration, promoting innovation, and creating supportive environments, society can mitigate these challenges and work toward a more equitable, sustainable, and healthy future. Addressing these issues not only improves the quality of life for individuals but also contributes to global progress and well-being.

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