

A STUDY ON PERCEPTION TOWARDS WOMEN ENTREPRENEURSHIP IN DIGITAL MARKETING

¹K. M. SRIVIDHYA, ²J. PARAMASIVAM

¹ASST.PROFESSOR, DEPARTMENT OF COMMERCE, ANNAI VOILET COLLEGE OF ARTS AND SCIENCE

²ASST PROFESSOR, PG & RESEARCH DEPT OF COMMERCE, THIRU KOLANJIAPPAR GOVERNMENT ARTS COLLEGE, VIRUDHACHALAM

Abstract

Women entrepreneurs are the business owners participated in economic activity to empower themselves economically and enhance their status in the society. Women-entrepreneurs have been making a considerable impact in all the segments of an economy. Despite the growing situation, availability of number of initiatives and resources to promote and develop women's entrepreneurship in developing countries, women still not coming forward to start and manage own businesses than men, they earn less money with slow business growth. The reasons are denial of benefit of education, lack of opportunities to develop their natural capacities and became helpless and narrow-minded. Still, women are economically, completely, dependent upon men. Young girls take up employment to meet their economic needs and it is possible because of their work experience, exposure to education and urbanization facilitated emergence of women entrepreneurs. Hence in this era of social change and evolution, it is essential to study women entrepreneurship in this digital environment, what kind of opportunities facilitated them to take up entrepreneurship and how can it be encouraged and make the venture a successful one.

Keywords: Women entrepreneurs, economy, digital marketing.

Introduction

Women entrepreneurs are the business owners participated in economic activity to empower themselves economically and enhance their status in the society. Women-entrepreneurs have been making a considerable impact in all the segments of an economy. India has great entrepreneurial Potential. It is further activated by the introduction new policy of liberalization, globalization, privatization by Indian Government in the year 1992. Since then women entrepreneurship has gained momentum with the increase in number of women enterprises and their contribution to economic growth. Hence, woman entrepreneurs are an important part of economic development and social progress.

They have been regarded as the new engines for growth and the rising stars of the economies to bring prosperity and welfare and are 'untapped source' of economic growth and development. The growth of the proportion of women entrepreneurs in digital marketing of a developed country proved that women entrepreneurship is essential for growth and development and drawn the attention of both the academic and the development sector.

PROBLEM STATEMENT

India is a country with different culture and rich cultural heritage. Earlier, in India women were not allowed to venture out of their homes. But in the present scenario of opportunities for improved education standards

and to participate in social and political activities with equal enthusiasm as men, women are motivated to take up business ventures. Moreover, women worldwide are breaking away from traditional and stereotypic roles and are entering into the conventional male dominated roles and are succeeded in their new roles.

Developing countries paid increased attention to women and women entrepreneurship in digital marketing to a great extent and this untapped resource is regarded as indispensable nowadays for development. However, despite this growing situation, availability of number of initiatives and resources to promote and develop women entrepreneurs in digital marketing of a developed country, women still not coming forward to start and manage own businesses than men, they earn less money with slow business growth. The reasons are denial of benefit of education, lack of opportunities to develop their natural capacities and became helpless and narrow-minded. Still, women are economically, completely, dependent upon men. Young girls take up employment to meet their economic needs and it is possible because of their work experience, exposure to education and urbanization facilitated emergence of women entrepreneurs. Hence in this era of social change and evolution, it is essential to study women entrepreneurship in digital environment, what kind of opportunities facilitated them to take up entrepreneurship and how can it be encouraged and make the venture a successful one.

REVIEW OF LITERATURE

Research on women entrepreneurship in digital marketing covering different aspects of the women entrepreneurs like the socio-economic background of women entrepreneurs, their problems, economic and social progress, financial performance of units of women entrepreneurs, determinants of women entrepreneurship development, etc., have been carried out in different parts of the world including India. The researcher has made an

attempt to present those the earlier works in the following pages which help her to find out the research gap.

1. Sunanda & Hiremani Naik (2017) discussed the vital factors that motivate women to become successful entrepreneurs. It found that women who are ready to face challenges are into the ball game of entrepreneurship and factors like financial independence through their business ideas, desire to become the owner of a firm, desire to work for themselves instead of for others and attraction towards the recent start-up culture are some of the factors that drive women entrepreneurs.
2. Rathna C. et al. (2016) did a study on entrepreneurial motivation and challenges confront by women entrepreneurs in Thanjavur district which revealed that financial need motivates woman to the utmost need to opt entrepreneurship in comparison to family income, improve social status etc. The result also showed that unfavorable market conditions and stringent legal and regulatory things have been more challenging than the other problems
3. Mishra & Kiran (2014) focused on the factors enhancing the skill of women entrepreneurs in rural areas in their research paper and highlighted the fact that women are becoming socially and economically independent and empowered through running up their own enterprises.
4. Swetha & Rao (2013) discussed the overall change in the society through innovation and found that life of an entrepreneur had never been smooth and they faced many obstacles and hindrances in their path of entrepreneurship to reach to success. The study emphasized that women as a part of the nation act as a source of support, solidity and firmness, not only to her family but also to whole nation.
5. Shah H., (2013) conducted a study to identify and suggest some strategies and approaches which could create encouraging environment for women entrepreneurs in India and majorly highlighted that women entrepreneurship is not yet tapped properly for economic growth of a country like India.

6. Mehta and Mehta (2011) studied the opportunities and challenges of rural female entrepreneurs in Silli, Jharkhand, India and found that the main challenges faced by rural women in business are educational and work background.

7. Rashmi Gopinathan, (2010) studied the impact of women entrepreneurship on families and highlighted that the value of assets possessed by them indicated the financial condition of the family which determines the need for setting up personal enterprise. [2] Gopinathan, R., 2010. Impact of Women Entrepreneurship Development on Families: A Study of Women run micro-enterprises in Selected districts of Maharashtra, June 2010

8. Murali Krishna (2009) analysed the problems and prospects of women entrepreneurs in north coastal Andhra Pradesh and identified shortage of capital, unhealthy competition, transport system, information system, family problems, self-confidence, and training programmes etc., as major problems faced by the women entrepreneurs. He recommended for a provision of necessary support in production, financing and marketing and improvement in the socio-cultural environment.

9. Dhameja (2002) studied the opportunities, performance and problems experienced by women entrepreneurs with reference to India and found that the role of women has changed over the years and they are successful in various decision-making roles like advisors, publishers, exporters, producers, artists and so on.

OBJECTIVES OF THE STUDY

1. To identify the motivational factors to become entrepreneur in digital market.
2. To find out the opportunities available to women entrepreneurship in digital environment.

METHODS AND MATERIALS

This research is based on the primary data collected in Coimbatore, Tamilnadu. The Primary objective of the research is to analyse the opportunities available for women entrepreneurs. The Respondents for the research are selected based on convenience sampling and the research carried out among the sample of 106 respondents. The data has been collected through questionnaire. The required data collected through questionnaire on these lines was collated and analyzed using statistical tools like percentage analysis, and Garret Ranking technique. The results of the analysis are presented in the following pages.

DEMOGRAPHIC PROFILE OF FIRST-GENERATION WOMEN ENTREPRENEURS IN DIGITAL MARKETING

In this section, the demographic profile of women entrepreneurs in digital marketing is analyzed and interpreted to comprehend upon the socio-economic background of women entrepreneurs in the city of Coimbatore. This will enable the reader to comprehend women entrepreneurs with that of their social and economic status in the society. Age, educational background, marital status, family type, form of support from family, location of business, type of enterprise, and financial support are the contents of data collection while illuminating upon the demographic profile of women entrepreneurs in Coimbatore.

Table 1 *Demographic Profile of First-Generation Women Entrepreneurs in digital marketing*

Particulars	Classification	Number	Percentage
Age of Respondents	Below 30	27	25.5
	30-40	58	54.7
	40-50	14	13.2
	Above 50	7	6.6
Marital status	Married	55	51.9
	Unmarried	51	48.1
Educational Qualification	Literate	5	4.7
	School	33	31.1
	Graduation	68	64.2
Family type	Nuclear	78	74
	Joint	28	26
Form of support	Manual help	25	24
	Emotional	38	36

from family	support		
	Financial help	23	22
	Advice	20	18
Location of business	Part of house	92	87
	Separate shop	14	13
Type of enterprise	Fashion design and Tailoring	30	28
	Beauty Parlor	15	14
	Vegetable vendor	17	16
	Garment Selling	19	18
	Fancy store	14	13
	Snacks preparation	11	11
Financial support	Own fund	68	64
	From family	23	22
	From friends and relatives	15	14

Source: Researcher's calculation from primary data

The demographic profile of the respondents is given in Table 1. Out of the 58 respondents taken for the study 54.7 per cent belong to the age –group of 30-40 years. Regarding the marital status 51.9 per cent are married, 64.2 per cent have completed their studies up to graduation.

Regarding the family type 74 per cent have nuclear families and 87 per cent get support of their family members, 36 per cent get the support in the form of emotional support and 87 per cent have their business premises as a part of their house. 28 per cent are engaged in fashion designing and tailoring and 18 per cent run beauty parlor. 64 per cent have used their own funds to start the business.

MOTIVATIONAL FACTORS FOR STARTING THE ENTERPRISE

Table - 2: Motivational Factors for Starting the Enterprise

Factors	Frequency	Percentage
Need to be Independent	58	55
Financial motives	65	61
Use own skills	74	70

Attractive lifestyle	56	53
Have own employment	61	58
Any other factors	27	25

It is clear from the table 2 that majority of the respondents (70 %) have started their business to use the skill possessed by them. Further, most of the respondents (61 %) have started their business to earn money. 58 % of the respondents started their business by motivating to have own employment. 55% of the respondents by the need to be independent by owning their own business, 53% of the respondents started their business to lead attractive life style and 25% of the respondents started their business motivated by other factors like providing employment etc.

OPPORTUNITIES CONTRIBUTING TO BECOME ENTREPRENEURS IN DIGITAL ENVIRONMENT

In this section of study researcher is attempting to analyze and present the women entrepreneurs' opinion about prospective factors contributing to prospects of women entrepreneurs in the city of Coimbatore. Data on prospective factors enriches our awareness on the factors of opportunities behind the women entrepreneurs to prosper in their ambition of starting and running the business.

Table – 3 *Opportunities contributing to become Entrepreneurs in digital environment*

Opportunities	Frequency	Percentage
Availability of educational opportunities	84	70
Social recognition to women	78	74
Awareness of women about economic independence	83	79
Peer effect	77	73
Increasing number of successful women in society	72	68
Increasing automation of household work	81	76
Equality status of women	76	72

Source: Researcher's calculation from primary data

As per Table 3, according to 80 per cent of respondents' most promising factors has been opportunity available for taking up education among women in society. 79 per cent women entrepreneurs proposed that their awareness about economic independence as a vital prospective factor which enabled women comprehend their choice of occupation and motivated women to pursue them.

Increasing automation of household activity like increasing usage of microwave/washing machine/dishwasher and other household activities makes life easier to manage and maintain a balance between work and family for 76. According to 73 per cent of respondents increasing equality status of women in the society has played pivotal role for many women to come forward and exploit opportunities in surrounding. For 73 per cent of respondents' peer effect is also a eligible factor that 180 becomes a push factor for women to match with how their peer are growing in their respective occupations. According to 68 per cent of respondents increasing equality status of women in the society has played pivotal role for many women to come forward and exploit opportunities.

APPLICATION OF GARRET RANKING ON THE OPINION TOWARDS OPPORTUNITIES

Opportunities are the prospects available to one that enable causes people to engage in one behavior/activity rather than some other alternatives. This attempt has been made to know the opportunities available to entrepreneurs of the respondents. For the purpose of this study, it has been identified that there are seven variables viz., Opportunity for taking up education among women, Increasing social recognition to women, Peer effect, Increasing awareness of women about economic independence, Increasing number of successful women in society, Increasing automation of household work (Increasing usage of microwave, washing machines, dish washer kind of electronic equipment for household work and Increasing equality status of women. To identify the most important factor, Henry Garrett Ranking Technique was

employed and the details of the ranking the variables of opportunities to become an entrepreneur are shown in the following table.

Table – 4 *Garrett Ranking of Opportunities for First Generation Women Entrepreneurs in digital environment*

Opportunities	Total score	Mean score	Rank
Availability of educational opportunities	7488	70.6	I
Social recognition to women	6669	62.9	IV
Awareness of women about economic independence	6379	60.1	V
Peer effect	7100	66.9	II
Increasing number of successful women in society	5941	56.1	VII
Increasing automation of household work	7025	66.3	III
Equality status of women	6022	56.8	VI

Source: Researcher's calculation from primary data

It is divulged from the above table that major opportunity variable to become an entrepreneur as 'Opportunity for taking up education among women' which is ranked first with the Garrett score of 7448 points. It is followed by the second and third ranks are assigned to 'Increasing awareness of women about economic independence' and 'Increasing automation of household work (Increasing usage of microwave, washing machines, dish washer kind of electronic equipments for household work) with the Garrett scores of 7100 and 7025 points respectively.

The fourth and fifth ranks are assigned to 'Increasing social recognition to women' and 'Peer effect' with the Garrett scores of 6669 and 6379 points respectively. The sixth and seventh ranks are assigned to 'Increasing equality status of women' and 'Increasing

number of successful women in society' with the Garrett scores of 60221 and 5941 points respectively. It is found from the analysis that majority of the respondents opined that main opportunity that motivate to become an entrepreneur as 'Opportunity for taking up education among women' and 'Increasing awareness of women about economic independence'.

CONCLUSION

Women in the present days take up role equal role to men and are going much beyond them. They are sharing the responsibilities of developing the society by all means. They have been showing interest in income generating activities and entrepreneurship resulted in property rights, personal rights, family development, community development and at last leading to national development. Hence, it is suggested that women should regarded as special group and development programmes for should be specifically designed. Moreover, it is known from the study that education that facilitated women to take entrepreneurship additional care and attention should given by the government in providing education to them. Adequate training programs on management skills focusing on participation in decision making. professional competence and leadership skills and marketing skills. To conclude that these measures will act as driving forces for women entrepreneurial activities and help them to survive and feed one's family leading to a new paradigm of a booming nation, powered by female business leaders.

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