

Gender Equality in E-Commerce Business

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1. ABSTRACT

In the ever-evolving landscape of e-business, gender equality stands as a pivotal determinant of sustainable economic growth and social progress. This study delves into the multifaceted realm of gender equality within the sphere of electronic business, exploring its significance, challenges, and potential solutions. As women constitute a significant portion of the global workforce, their equitable participation in e-business not only fosters diversity but also harnesses untapped talent and creativity. The study also covers best practises and ideas that companies and legislators may implement to advance gender equality in e-business. The efficacy of programmes including skill development efforts, mentorship programmes, and encouraging work conditions in empowering women in the digital economy is investigated. Furthermore, policy interventions concerning education, financing accessibility, and legislative changes are examined as crucial elements of an all-encompassing strategy for achieving gender equality in e-business. The paper draws attention to the ongoing obstacles that women in e-business confront, which range from severely embedded cultural prejudices to restricted access to opportunities and resources. The paper illuminates the obstacles impeding women's active participation in e-commerce, entrepreneurship, and leadership positions through a review of relevant research and case studies. It also highlights the financial benefits of promoting gender equality in e-business by examining the favourable relationships between gender diversity and improved organisational performance, creativity, and decision-making processes. The paper concludes by arguing for a paradigm change in the e-business sector, where gender equality is now seen as an economic need rather than just a social objective. In the digital age, organisations may drive innovation, economic success, and social change by using the full potential of their workforce via the demolition of barriers, acceptance of diversity, and cultivation of inclusive cultures.

KEYWORDS – E-commerce, women entrepreneur, gender equality, empowerment, challenges, barriers, diversity.

2. INTRODUCTION

Today's educated women are unlikely to restrict themselves to the responsibilities that have traditionally been assigned to them in the home. From their male counterparts, they expect attention, respect, and equal rights. In spite of this, deeply rooted cultural attitudes that support male supremacy continue to pose serious barriers for Indian women seeking equality.

Women in Indian society are typically viewed as the weaker sex and are supposed to be dependent on males for the entirety of their life, both within and outside the home. In a conventional family structure, they are expected to obey the decisions made by males and are viewed as subordinates. Women still make up a sizable portion of the intellectual capital in the globe, but they are still marginalized and oppressed everywhere.

However, there are many inspiring tales of women's accomplishments in India. Women's aspirations for a better lifestyle and greater education have been bolstered by a change in cultural views. Women in India's

competitive and patriarchal society have succeeded because of their tenacity, perseverance, and hard work. India's female entrepreneurs are strong because of their ability to persuade others, quick learning trajectory, creative problem-solving style, risk-taking spirit, and classy acceptance of both success and failure.

The definitions of business operations and entrepreneurship have changed throughout time. When it was first coined, the term "entrepreneurship" was used to describe the risk-taking associated with purchasing products at one price and selling them at a different one. The synchronization of factors affecting production has been incorporated to the term all through time. This sparked discussions over whether entrepreneurship was just a type of management or had an exclusive role. In more recent times, innovation has emerged as a key component of entrepreneurship, giving rise to a number of subcategories, including market, organizational, factor, and process innovation. According to the modern definition, entrepreneurship is the establishment of businesses by an identifiable individual who is known as the entrepreneur.

Studies aiming at comprehending the psychological and sociological dimensions of entrepreneurship have been conducted. Research has revealed that entrepreneurs have a number of characteristics, such as a drive for success, a willingness to take chances, a feeling of control, and intuitive thinking. Aside from that, a number of variables have been investigated, including early exposure to economic difficulties, membership in minority groups, and childhood hardship. Even with these seemingly simple concepts, entrepreneurship is nevertheless a difficult idea to grasp. As a matter of fact, effective entrepreneurship does not necessarily require inventiveness; in fact, entrepreneurs frequently steer clear of unwarranted risks. Many business owners copy and enhance preexisting concepts, creating breakthroughs that are crucial to a product's success.

3. STATEMENT OF PROBLEM

This research explores the complex and ongoing issue of gender disparity in the rapidly developing E-commerce sector. Despite advancements in a number of areas, there are still large gender gaps in the e-commerce industry. These differences may be seen in the underrepresentation of female entrepreneurs as well as in their restricted access to opportunities and essential resources.

The uneven financing access is one important area of concern. It can be difficult for female entrepreneurs to get funding for their e-commerce projects, whether it comes from angel investors, company loans, or venture capital. Their capacity to grow their companies and compete on an equal basis with their male competitors is hampered by this financial gap.

Furthermore, there are still gender prejudices in the way items are portrayed and sold in the online retail industry. The market's range of options is restricted and conventional gender norms are further reinforced by stereotypical product depictions that are aimed particularly at particular gender groupings. These prejudices not only limit women's potential for entrepreneurial inventiveness but also feed negative perceptions, which impedes the expansion and innovation of the sector as a whole.

Another major obstacle is the dearth of networking and mentoring options for female entrepreneurs in e-commerce. For the purpose of transferring knowledge, developing skills, and boosting confidence, mentoring is essential. Women entrepreneurs find it difficult to manage the complexity of the market without the right assistance and direction, which hinders their development and sustainability. Insufficient networking prospects also limit their reach to possible partners, financiers, and markets.

In addition, one of the main factors preventing women from actively participating in the e-commerce industry is the absence of networking and mentorship opportunities for societal prejudices and biases. Women are sometimes discouraged from pursuing jobs in technology, entrepreneurship, or leadership roles within the business due to preconceived preconceptions about gender roles. In order to foster an inclusive climate that motivates women to investigate prospects in e-commerce, it is imperative that these preconceptions be dispelled.

The goal of this study is to fully examine these problems, examining how they relate to one another and how they affect female entrepreneurs in the e-commerce industry. The research aims to highlight these issues and provide ideas for policies that may be implemented. The ultimate objective is to promote an E-commerce sector that is more diverse, inclusive, and equitable—one in which women have equal access to opportunities, resources, and leadership positions—thereby contributing to the sector's overall expansion and innovation.

4. RESEARCH OBJECTIVE

- RO1 To understand concept of e-commerce, entrepreneurship in the context of women entrepreneurship.
- RO2 To explore the challenges faced by women entrepreneurs in India and globally as well.
- RO3 To determine whether there is gender equality in e-business.

5. RESEARCH QUESTIONS

What are the challenges faced by women being an entrepreneur and particular addressing it with respect to E-commerce business?

Whether there is gender – equality in E-commerce business models?

6. FINDINGS AND ANALYSIS

1. Growth of E-commerce

A turning point in the history of the internet occurred in 1991 when e-commerce became popular among businesses using the internet for trade. It seemed unlikely at the time that internet shopping and selling would spread around the world and that India would make such rapid progress. The notion of electronic commerce has had a tremendous influence on human life. Electronic commerce, or e-commerce, is the exchange of goods and services using computer networks. Electronic cash transfers, debit cards, and credit card transactions are made possible by e-commerce, which uses the internet and technologies such as Electronic Data Interchange (EDI).

E-commerce is the transition of enterprises to the World Wide Web (WWW), bringing with it cutting-edge information-based methods for managing orders and interacting with customers. It provides ways to cut costs while handling orders and interacting with different partners and suppliers. E-commerce, which includes a wide range of online commercial operations, is defined as any business transaction in which participants engage electronically rather than via face-to-face interactions in nations such as India. This style of business uses digital information processing and electronic communication to reshape connections and add value between people and organisations.

In the modern Indian civilization, e-commerce has become a part of ordinary lifestyle. E-commerce platform access is becoming a need rather than a luxury, particularly in cities. The e-commerce industry has grown exponentially as a result of the increasing trust that people have in making purchases online

and the broad availability of internet connection. The industry's quick rise is highlighted by the increasing number of customers signing up on e-commerce websites and using mobile devices to make purchases. It is pertinent to note that it found that India has the potential to see the expansion and advancement of the e-commerce industry. The study projects that over the next five years, the mature E-commerce markets in Japan, South Korea, and Australia will have compound annual growth rates ranging from 11% to 12%. These growth rates will be 25% and 57% in the quickly expanding markets of China and India, respectively. The research also emphasises how quickly the e-commerce marketplaces in China's neighbour are expanding; with a compound annual growth rate of more than 20%, this sector is expected to reach over \$ 350 billion. The Internet and Mobile Association of India (IMAI) released research estimating that by 2015, the Indian e-commerce sector will have grown by 37% to reach US Dollar 20 billion¹.

- **Positive aspect of e-commerce business**

1. **Global Reach:** Businesses now have a greater global reach because to e-commerce. Through e-commerce, women entrepreneurs may now reach out to clients anywhere in the world to offer their goods. They have so been successful in creating a newer market for their goods.
2. **Less Clerical Work:** Since e-business is run via computers, there is less clerical work.
3. **Convenience:** One may do e-commerce business from home. Transaction security, safety, and privacy are preserved when passwords are used.
4. **Savings:** The quickest way to handle business transactions is through e-business. It eliminates the need for travel, mail, and other time-consuming tasks.
5. **Elimination of intermediaries:** Computers assist in all transactions, eliminating the need for intermediaries.
6. **Fastest Transaction Processing:** The computer's unfathomable speed, accuracy, and memory allow for the quickest possible transaction completion.
7. **Quick Reply:** She has made it possible for clients to get prompt responses from commercial companies to their inquiries.
8. **Time and Cost Efficiency:** Significant time savings have been achieved in business dealings and transactions, as well as in product delivery.
9. **Information accessibility:** The Internet offers a wide range of business-related information. Any female entrepreneur may quickly and easily use the internet via an e-business channel to get the necessary information about items, their ingredients, their specialisations, their prices, conditions of sale, and how to pay for them.

2. Entrepreneurship

The notion of "attempt" is connected to the phrases "business" and "entrepreneurship," which denote doing something fresh, developing, and producing. Economists disagree on what constitutes a primary characteristic of a company, so there is no universally agreed-upon definition. Some examples of primary characteristics include risk-taking, the concentration of productive means and their techno-productive layout, the size and scope of work, financial incentives, production for unidentified consumers, and business autonomy.²

A manufacturing unit that integrates the three forces of production—land, labour, and capital—to create

¹ Dr. S. Gayathri, *Emerging Trends of E-commerce in India*: (6) Shanlax International Journal of Commerce, 71-80, (2018).

² Shane, S. A, *The illusions of entrepreneurship*, Yale University Press, (2008).

goods and services for a profit is what is known as an enterprise.³ A business may also be described as a concerted effort by a group of individuals who, by meeting the demands of their clientele, strive to consistently boost their earnings. According to⁴, a business is an economic entity or market sector that serves customers by offering them goods, services, or both.

There are two categories of producing forces in a business: living and inanimate.

The company's human resources comprise all of its employees. Inanimate factors include its buildings (factories, shops, offices, warehouses, etc.), machinery (engineers, electronics), intangible assets, its name, and any other elements that are directly related to the operation of the business (technical know-how, financial resources, etc.).⁵

• **Concept of Entrepreneurship**

There are several meanings for the term "entrepreneurship." The endeavour to convert an initiative into a result that possesses the following qualities—innovation, leadership, management, development, and initiative—is referred to as entrepreneurship. In addition, entrepreneurship is the process of producing something novel and valuable through the prudent management of time, money, and ideas, as well as the acceptance of the associated risks on the financial, social, and psychological fronts. Therefore, this process benefits both the entrepreneur and society at large.⁶ The ability to plan, develop, and carry out an idea in order to bring a good or service to market in a creative, innovative, competitive, and effective manner via the use of opportunities and available resources is referred to as entrepreneurship. The development of wealth by innovative combinations of production variables, leadership, creativity, competitiveness, risk-taking, and corporate social responsibility are the fundamental elements of entrepreneurship.

• **Who is an entrepreneur?**

Carayannis and Stewart (2014)⁷ define a "distinguished entrepreneur" as an entrepreneur of either gender who possesses inventive and visionary skills, recognises the changes that will shape their firm in the future, takes initiative, learns from mistakes, and embraces risk.

An entrepreneur is someone who is distinguished by their ability to spot chances, carry out creative solutions, and effect change by launching novel items or technology procedures targeted at lucrative business ventures. Research indicates that people might be motivated to undertake business by personality attributes such as extroversion, risk-taking, openness to new experiences, creativity, initiative growth, and self-confidence.⁸ In order to better understand the traits of an entrepreneur,⁹ looked at the distinctions between those who run their own businesses and those who don't. The study's findings demonstrated the traits of an entrepreneurial spirit that a prosperous businessperson possesses, including: self-assurance, social skills, adaptability, inventiveness, drive for success, risk-taking, and decision-making and that of problem solving.

• **Entrepreneurship and emotional intelligence**

³ Beaver, G, *Entrepreneurship: Starting, Developing and Managing a New Enterprise*: 13(3) International Small Business Journal, 100-103, (1995).

⁴ Eells, R, *The meaning of modern business*: Columbia University Press, (1960).

⁵ Norburn, D., Birley, S., & Dunn, M, *Strategic marketing effectiveness and its relationship to corporate culture and beliefs: a cross-national study*: 18(2) International Studies of Management & Organization, 83-100, (1988).

⁶ Hisrich, R.D, Peters, M.P. and Shepherd, D.A :*Entrepreneurship* (7th Ed.) Boston, (2008).

⁷ Carayannis, E. G., & Stewart, M. R; *Obsessed maniacs and clairvoyant oracles: Empirically validated patterns of entrepreneurial behavior*: In *Entrepreneurial Profiles of Creative Destruction*, 131-159, (2014).

⁸ Wang, C. K., & Wong, P. K, *Entrepreneurial interest of university students in Singapore*: 24(2) Technovation, 163-172, (2004).

⁹ Montgomery, M., Johnson, T., & Faisal, S; *What kind of capital do you need to start a business: financial or human?* :45(1) The Quarterly Review of Economics and Finance, 103-122, (2005).

A woman or group of women who launch, plan, and manage a business venture are referred to as women entrepreneurs. Women who innovate, mimic, or take up a business activity are referred to as "women entrepreneurs" under the Schumpeterian definition of innovative entrepreneurs. For female entrepreneurs, emotional intelligence opens up new business possibilities. According to studies, EI is a crucial component of any leadership. Nowadays, a large portion of large company and firm management is handled by women. They are able to take on difficult projects, manage dangerous jobs, and play a crucial part in managing company affairs.¹⁰ Emotional intelligence may improve entrepreneurial performance and potential, according to a number of research.¹¹ According to a study¹², the link between entrepreneurial intention, proactivity, inventiveness, and attitude is moderated by emotional intelligence.

3. Women and Entrepreneurship

To explore women's empowerment through E-business, it is necessary to understand the fundamentals of the concept of empowerment.

In order to illustrate the process of attaining women's equality by changing social and political institutions at the national and international levels, third-world feminists and women's organisations initially proposed the idea of women's empowerment in the 1970s.¹³ The idea of empowerment may signify several things depending on the situation. This might be because, depending on the sociocultural and political environment, empowerment encompasses intangible and non-material elements including social integration, capacity growth, and self-actualization.¹⁴ "Self-strength, control, self-power, self-reliance, own choice, life of dignity in accordance with one's values, capability of fighting for one's rights, independence, own decision making, being free, awakening and capability" are among the qualities Zimmerman lists as belonging to empowerment.¹⁵ The characteristics and function of e-business for women empowerment in poor nations were outlined by the study.¹⁶ Training, gender analysis, planning, creating, implementing, monitoring, assessment, and attention to the impact on women's lives and situations are all necessary for empowering women via internet commerce.

• Characteristics of Women Entrepreneurship

In a socioeconomic and cultural landscape that is always shifting, women are becoming more and more successful entrepreneurs. It is essential to reaching the objective of gender equality, and the labour sector is also seen as crucial to the innovation, employment, and wealth creation of nations. However, despite all of the efforts made in this regard, women still face a number of obstacles that prevent women's e-business and entrepreneurship from growing and being supported. According to researchers, motherhood and the "medium" and "macro" environment—which refers to factors outside of the market like cultural norms, societal expectations, and how the media portrays women entrepreneurs—are important considerations in businesses are considered to be part of the medium environment, the macro environment include national

¹⁰ Ranjitha Bernice, G., & Jebaseelan, A. U. S., *Emotional Intelligence-Women Entrepreneurs' Secret Weapon-A Conceptual Study*: 7(17) Research on Humanities and Social Sciences, 219-221, (2017).

¹¹ Mortan, R. A., Ripoll, P., Carvalho, C., & Bernal, M. C., *Effects of emotional intelligence on entrepreneurial intention and self-efficacy*: 30(3) Revista de Psicología del Trabajo y de las Organizaciones, 97-104, (2014).

¹² Zampetakis, L. A., Kafetsios, K., Bouranta, N., Dewett, T., & Moustakis, V. S., *On the relationship between emotional intelligence and entrepreneurial attitudes and intentions*: International Journal of Entrepreneurial Behavior Research, (2009).

¹³ Bisnath, S., and Elson, D., *Women's empowerment revisited* : Background Paper for Progress of the World's Women, (2000).

¹⁴ Midgley, J., *Social development*: 15(7) The intellectual heritage. Journal of International Development, 831-844, (2003).

¹⁵ Zimmerman, M. A., *Taking aim on empowerment research: On the distinction between individual and psychological conceptions*: 18(1) American Journal of Community Psychology, 169-177, (1990).

¹⁶ Mellita, D., and Cholil, W., *E Commerce and Women Empowerment: Challenge for Women-Owned Small Business in Developing Country* : 1(1) International Conference on Business Management and IS, (2012).

political agendas and cultural-economic impacts.¹⁷ Numerous definitions of women entrepreneurship exist, all of which centre on the innovative woman or group of innovative women who launch a business. As business owners, women design, launch, structure, and run their enterprises in accordance with the essential traits, risk assessment, financial ambiguity, and terms and circumstances that dictate the functioning of such an enterprise.¹⁸

• Women Entrepreneurship in India

In India, women have historically played crucial roles in economic activities, evolving over centuries. Ancient civilizations like Mohenjo-Daro and Harappa saw women actively engaged in production, including spinning, clay modeling, and crafts. During Vedic times, they contributed significantly to household and agricultural tasks. In the 18th century, women held notable positions in the economy and social structure. Since the 1950s, their involvement in international trade was documented, and by the late 1970s, women entrepreneurs emerged, gaining prominence in diverse sectors, showcasing competence and confidence.

India has always supported the notion of female entrepreneurs, and the nation is home to many prosperous female company owners who take the initiative and have significantly impacted the world. The country-specific research on advanced economies has provided a comprehensive understanding of the political, economic, and sociocultural obstacles that female entrepreneurs must overcome. These studies, however, only provide a geographically restricted view of the difficulties involved; moreover, little is known about the macro-level obstacles that keep women from establishing enterprises in developing nations, especially those that exacerbate their situation in comparison to that of male entrepreneurs.¹⁹

Published sources state that India has between 13.5 million and 15.7 million MSMEs and agribusinesses, more women-owned firms than many other countries. A more thorough investigation shows that in order to boost women's engagement in these businesses, a variety of strategies are required. A closer look reveals a few anomalies that need to be acknowledged.²⁰ There are several instances of nations and Indian states that have established support for and promotion of female entrepreneurship, some of which are at developmental phases similar to India's. Developed nations such as the United States and Canada, where women own 40% of businesses, and emerging economies such as Indonesia, Vietnam, and Russia, where women own over 30% of businesses, are prime examples. Tamil Nadu, Karnataka, Mizoram, Meghalaya, and Manipur are some of the Indian states with the highest percentages of female participation in the MSME sector.²¹

4. Women Entrepreneurship in E-commerce business

Today, a large proportion of female entrepreneurs are selling a variety of goods on online retail platforms, such as jewellery, crafts, fashion clothes, home furnishings, healthcare products, and jewellery. Online marketplaces are becoming the go-to option for female entrepreneurs because to their low entry barriers, ease of work from home, global reach, and sense of empowerment that comes with financial independence.

¹⁷ Supra note 17, Pitelis, C. N, *On globalisation and governance; some issues*: 24(1) Contributions to Political Economy, 1-12, (2005).

¹⁸ Harbison, F. H, *Human resources as the wealth of nations*: 115(6) Proceedings of the American Philosophical Society, 426-431, (1971).

¹⁹ Panda, S, *Constraints faced by women entrepreneurs in developing countries: review and ranking*: 33(4) Gender in Management, 315–331. <https://doi.org/10.1108/GM-01-2017-0003>, (2018).

²⁰ Anggraini, A. R., & Oliver, J, *Powering the economy with her Women entrepreneurship in India*: 53(9) Journal of Chemical Information and Modeling, 1689–1699, (2019).

²¹ Supra note 21.

In India, the number of women entering the corporate world has been steadily rising as a result of both internal and external pressures to pursue independent jobs and financial independence. Women are particularly motivated to start their own businesses by their desire for independence and decision-making authority in their personal and professional life. Women's position has improved dramatically over the last thirty years as a result of increasing awareness and improvements in industry and technology. Their participation in the economy has been increasing over time. Nonetheless, there are a number of barriers that women company owners must overcome to start and grow their companies, including restricted loan availability. Surprisingly, Indian housewives' customary function as careers has evolved into an entrepreneurial one, demonstrating their management abilities similar to those of small company startups. As internet entrepreneurship takes off, more and more women are seizing the chance to launch their own companies using web-based platforms. E-commerce platforms provide women with the freedom and accessibility to break through conventional boundaries and pursue their business goals while juggling their household duties. This paradigm change is a testament to the tenacity and will of Indian women as they forge ahead in the rapidly changing digital world and negotiate the challenges of entrepreneurship²².

• **Which sectors do women entrepreneurs prefer?**

As a result of women's involvement in small rural businesses, agritourism, and the creation of handcrafted home goods, the primary sector has seen a notable increase in the number of female entrepreneurs. But there are no female entrepreneurs in the mining, quarrying, or fishing industries. Furthermore, women are underrepresented in the secondary sector in the fields of industry, construction, and the distribution of electricity, gas, and water. Additionally, there is a lot going on in the services and tertiary sectors. In contrast to the decline in entrepreneurship in the education sector, there is growth in the wholesale and retail trade sector, hotel units, and restaurant business. Additionally, male entrepreneurship is on the rise in the health and welfare sector. Moreover, there is a rise in the number of women starting their own financial institutions, in contrast to the low number of women working in the real estate management and transportation and communications sectors.²³

India's female entrepreneurship is marked by significant progress, as indicated by improved statistics related to women finding opportunities to initiate ventures, validating their skills, and overcoming the fear of failure for their startups. These accomplished women entrepreneurs have triumphed over various challenges to secure their successful positions, earning recognition among the country's top entrepreneurs. The advancement of science and technology has led to the emergence of unique e-commerce businesses, and credit goes to these innovative women entrepreneurs for introducing such distinctive ideas and concepts. These e-commerce ventures are transforming the nation's landscape, bolstering the economy and various sectors. Each year witnesses the rise of new women leaders who establish trends of their own. Their stories of resilience and achievements serve as a beacon of inspiration for millions across the country. The primary reasons for choosing online marketplaces include minimal investment, the convenience of working from home, and the potential for global reach. With the escalating prevalence of e-commerce, Indian women entrepreneurs can easily access diverse information, build and manage business networks, and contribute significantly to their household incomes. Among these inspiring women

²² Sugandha Soni & Dr. Ritwik Sahai Bisariya, *Impact of E-commerce on Women Entrepreneurship: A Study in Indian Context*: 11(8) International Journal of Management, 1412-1418, (2020).

²³ Pinkovetskaia, I. S., Kryukova, L. I., Campillo, D. F. A., & Rojas-Bahamon, M. J, *Female entrepreneurship: Types of economic activity*: 8(2) Journal of history culture and art research, 253-265, (2019).

are numerous corporate leaders and entrepreneurs who have surmounted challenges to achieve remarkable success.

5. Major problems faced by women entrepreneurs

With time, e-commerce businesses in the nation are becoming more and more in demand. Thanks to their innovative e-commerce company concepts, a significant number of female entrepreneurs are leaving their imprint on the market. Online transactions are seen as quite inventive and are generally a really excellent concept. Numerous e-commerce companies have emerged on the market in recent years, and this is something that is drawing a lot of interest. They are fairly effective in overcoming all of the challenges and difficulties that come their way. Entrepreneurs that are successful march on with dedication towards their objective, regardless of the circumstances. Though this particular sector is gaining all attention but there are some really big challenges that every entrepreneur in general and women in particular need to face. Here are top challenges that every women entrepreneur needs to overcome:

1. Problem in finding suitable market - Many company owners think that the core of the e-commerce industry is a specialised market of consumers who are eager to transact online for whatever goods they want. One of the most crucial tasks for any e-commerce business is to identify a suitable niche.
2. Gender bias - Gender biases in the business world can affect women entrepreneurs' credibility and opportunities, impacting their ability to negotiate deals and collaborations.
3. Technological Barriers - In some cases, women may face barriers in accessing and effectively using technology, hindering their competitiveness in the e-business landscape
4. Work-Life Balance - Balancing business responsibilities with family obligations can be overwhelming. Juggling family commitments alongside the demands of an e-business can be particularly challenging for women.
5. Limited Networking Opportunities - Access to professional networks and mentorship is vital for business growth. Women entrepreneurs might face limitations in networking, which can restrict their exposure and learning opportunities.
6. Issues with retaining customers - Another significant obstacle that any e-commerce company must overcome is customer acquisition. Customers must give e-commerce businesses the attention they need, and every company must spend a significant amount of money on marketing and other promotional efforts in order to receive that attention. It is difficult enough for entrepreneurs to manage their businesses successfully without the ongoing need for funding, much alone the presence of trustworthy investors or fund-raising procedures. This is one of those businesses that has to spend a lot of money on both marketing and advertising to get clients. Market analysts claim that this is a significant obstacle that the majority of starting businesses must overcome.
7. Trust factor - Gaining customer trust is crucial in e-business. Female entrepreneurs may face scepticism or biases from customers, making it challenging to establish credibility and loyalty.
8. Social Norms and Cultural Expectations - Societal expectations and cultural norms can limit women's freedom to pursue entrepreneurial ventures, especially online businesses, impacting their confidence and decision-making abilities.
9. Legal and Regulatory Challenges - Navigating complex legal frameworks, such as taxation and intellectual property laws, can be daunting for women entrepreneurs, potentially leading to legal complications.
10. Financial aids - Securing capital and investment is often challenging for women entrepreneurs. Limited access to financial resources hampers their ability to scale their e-business ventures.

11. Good and effective consumer services - The e-business arena is highly competitive. Women entrepreneurs must contend with intense competition, requiring them to innovate and market their products or services effectively.
12. Cybersecurity Concerns - E-businesses are vulnerable to cyber threats. Ensuring robust cybersecurity measures can be complex, especially for women entrepreneurs with limited technical expertise.

7. CONCLUSION AND SUGGESTIONS

Thanks to E-business, numerous women have achieved financial independence by selling products online. In India's evolving economy, women are balancing roles as both breadwinners and homemakers. E-commerce enables them to manage both effectively, working from home. Many women entrepreneurs are utilizing online platforms to sell a variety of products, from healthcare to fashion. The appeal lies in minimal investment, ease of working from home, and global reach. Despite these advantages, female entrepreneurs face challenges, notably in understanding startup processes. Workshops and training programs are essential, providing guidance on initiating and managing ventures. Established platforms like Amazon and Flipkart should organize training sessions covering marketing, distribution, and packaging. Both governmental and non-governmental organizations must support and encourage women entrepreneurs, as E-commerce in India is still in its early stages. Women entrepreneurs should pursue their dreams without constraints, seizing the vast opportunities E-commerce offers.

Further it is a truth that policies aimed at bringing about economic success should involve women since they represent a significant source of economic development, particularly in emerging nations. Policies and initiatives to encourage women's e-business and entrepreneurship are desperately needed. Moreover, emotional intelligence is a crucial requirement for the growth of businesses and is closely related to entrepreneurship. A true entrepreneurial culture and the success and sustainability of the firm can only be fostered by an entrepreneur with vision, conflict management skills, team spirit, and interpersonal abilities.

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