



Impact of E-Commerce on the Adoption of Entrepreneurship

(With special reference to women entrepreneurs in Ramanathapuram)

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Abstract: E-commerce can play an imperative role in empowering women as it creates opportunities to work and earn for themselves and others. The most important of these benefits is improving women's self-esteem and social status at home, besides any financial gain. There are many women from developed areas, who faced technical barriers previously, and therefore prevented from entering e-commerce are now less important. Today, low-cost e-commerce platforms and low access risk are encouraging women to engage in e-commerce. Nevertheless, women are required to build confidence, government and institutional support, managerial skill development, training, expansion of market access, and face challenges such as financial, socio-cultural to establish e-commerce business to enhance socio-economic growth. This study shows both the opportunities and challenges that are posed by the use of e-commerce and makes recommendations to small businesses and entrepreneurs so they can overcome the challenges and exploit the opportunities presented by e-commerce. It will help women entrepreneurs will be able to establish an e-commerce business.

Keywords – E-Commerce, Entrepreneurship, women.

I INTRODUCTION

This paper is an investigation into the adoption of e-commerce by women entrepreneurs at Ramanathapuram district. The research examines the combination of entrepreneurship with the domain of e-commerce, which began to diffuse among women entrepreneurs in Kilakarai. Despite Kilakarai being a developing town, the process of internet trading, particularly e-commerce is not yet complete or mature. Small businesses and entrepreneurs are rushing to the Internet to do business and reach new markets. Although small businesses and entrepreneurs' use of the Internet is increasing, they will face many challenges as they start using the Internet. The low barriers to entry and increase in competition will have an increasingly negative effect on entrepreneurs and small business owners' ability to survive within the B2C area. Both traditional and virtual companies' weaknesses have been amplified. Consumers have gained power in the distribution channel by demanding and receiving the lowest prices available. While e-commerce is used for advertising, business-to-consumer and business-to-business transactions, small businesses and entrepreneurs encounter several challenges. This paper examines both the opportunities and challenges that are posed by the use of e-commerce and makes recommendations to small businesses and entrepreneurs so they can overcome the challenges and exploit the opportunities presented by e-commerce.

II OBJECTIVES OF THE STUDY

- To identify the significant impact of e-commerce on entrepreneurship.
- To study how e-commerce aid in the development of women entrepreneurs in Rural India.
- To identify the relationship between e-commerce and emerging market.
- To find the barriers to the adoption of e-commerce in entrepreneurship

III SIGNIFICANCE OF THE STUDY

E-commerce has been hailed by many as an opportunity for developing countries to gain a stronger foothold in the multilateral trading system. E-commerce can play an instrumental role in helping developing economies benefit more from trade. Unlike the requirements necessary to run a business from a physical building, e-commerce does not require storage space, insurance, or infrastructure investment on the part of the entrepreneurs. The only prerequisite is a well-designed web storefront to reach customers. Additionally, e-commerce allows for higher profit margins as the cost of running a business is markedly less.

IV STATEMENT OF THE PROBLEM

The technological revolution has transformed the way many companies do business. businesses are finding that they are no longer constrained by geographic location. Through e-commerce, they are afforded access to a full range of market opportunities—from

local to international—never before achieved. For rural entrepreneurs and small business owners, however, this Internet revolution represents a double-edged sword. While rural businesses can access new markets and serve new customers through the effective use of e-commerce, doing so will thrust them into a whole new marketplace where they will experience increased competition from firms and well-established giants, like Amazon.com, that come from well outside of their normal market reach. In this new competitive environment, rural entrepreneurs especially women will need to adapt innovatively and informed e-marketing strategies to remain distinct and profitable. As entrepreneurs consider how to use e-commerce as a business development strategy, an effective learning tool can be the experiences of other business owners. This research includes women entrepreneurs who implemented e-commerce strategies can provide insights into the opportunities, challenges, and potential impacts on the business that e-commerce may provide.

V METHODOLOGY

This study is based on descriptive research. The study is based on both primary and secondary data. The Primary data has been collected using a questionnaire with close-ended questions. It has been collected from various cosmetic users. The secondary data has been from books, journals, magazines, and related researchers and internet sources. The respondents were categorized based on age, marital status, educational status, occupation, and monthly income.

VI REVIEW OF LITERATURE

Mitchell (2004) found the ways and targets of men and women are influenced by the stereotype behavior. The stereotype indicators such as targets, negative perspectives, and self-appropriate behavior are dangerous to their self-fulfillment cycle. Thus, many women entrepreneurs are motivated by the safety level measures for their families.

Minnitti et al. (2005) argue that men continue to exhibit more active participation in entrepreneurship, as compared to women. The data suggested that the shortfalls occur more likely with the middle-income nations where women are 25% of entrepreneurs. In contrast, women entrepreneurs are more active comparatively in the high-income countries, with over 33% of the total, and in the remaining low-income countries with a 41% participation rate (Minnitti et al., 2005).

Singh (2008) indicates the underlying factors behind the initiating of women entrepreneurship in India. Also, the challenges to entering into a business venture were identified. The study mentioned that obstacles that lie within the path of women entrepreneurship are mainly associated with social un-acceptance as female entrepreneurs, lack of interaction with other successful entrepreneurs, gender discrimination, less priority given to women entrepreneurs by bankers to provide business loans, missing network as well as a family responsibility.

Jan and Shar (2008) have explored the various economic opportunities for women, developing their entrepreneurial skills, empowering them through the cooperative sector of the economy along presenting ways to improve their socio-economic status.

Mrs. Sunita and S. Padmanavar (2011), "A Review on E-Commerce Empowering Women's" this study focused most success stories of women-empowered enterprises have to do with marketing unique products to consumers with disposable income. While it is generally agreed that the private sector should take the lead role in the development and use of e-commerce, the government plays an instrumental role in encouraging e-commerce growth through concrete practicable measures.

Mat and Razak (2011) suggest that governmental policies are vital for encouraging women to become entrepreneurs. In their view, several factors affect the entrepreneurial activities of women, including education, attitude, and experience level of the individual.

P K Mishra(2012) "Perception and Adoption of E-Commerce in Indian SMEs: A Study In The State Of Orissa" This paper tries to present the e-Commerce scenario in the SMEs of Orissa, the prospect of future growth, and the empirical analysis of the factors influencing the adoption of e-Commerce. Through a survey of sample organizations, it was found that, although the rate of adoption is not satisfactory, the entrepreneurs/ managers are quite optimistic regarding the e-Business applications.

Diyan 2012, in his Ph.D. thesis "The Impact of E-commerce on Small-size Companies in Sweden," describes the drivers for e-commerce adoption and investigates the barriers and benefits faced by the companies when starting the process of implementation. Qualitative research was performed and an abductive approach was used, where the research findings and the theoretical background were connected by going back and forward in the process of analysis. The results suggest that companies value less than before the cost factor and consider the lack of knowledge as the main barrier. At the same time, many companies are not motivated enough to make improvements, because of a lack of customer demand.

Mellita and Cholil (2012) described the aspects and role of e-business for gender empowerment in developing countries. Empowering women through online business requires training, gender analysis, planning, designing, implementation, and monitoring assessment, and paying attention to the effect on women's lives and their conditions.

Meenakshi (2015) argues that the government is playing a vital role in influencing women to become entrepreneurs. The government's support is encouraging women to become an entrepreneur by developing entrepreneurial intention among them.

Manisha Parnami, Dr. Tripti Bisawa, (2015) "The Rise of Indian Women Entrepreneurs in E-commerce" study reveals the successful women entrepreneur in the E-commerce sector and challenges faced by women entrepreneurs in the e-commerce sector.

Suraiya Akter, (2018) "Women Entrepreneurship: New Direction for Future Economic Growth through E-Commerce in Bangladesh" The objective of the study is to highlight the current status of e-commerce in Bangladesh and to classify how using e-commerce helps women manage and grow their business. Furthermore, this study will raise awareness among potential women, and contribute to social and economic progress in Bangladesh.

M. Hasan and E. Harris published an article on "Entrepreneurship and innovation in e-commerce". This paper explores the synergies between entrepreneurship and innovation and investigates their roles in organizational development in general and dot.com companies in particular. The results of this study have shown that entrepreneurship and innovation is a crucial factor for the long-term sustainability of e-commerce and e-business.

Tanjela Hossain (2018), published an article on "Empowering Women through E-Business: A Study on Women Entrepreneurs in Dhaka City" this paper tries to evaluate the effectiveness of e-business on the empowerment of women. A survey has been administered to identify the effects of women entrepreneurship through e-business on women empowerment-related attitudes. The

findings of this study reveal that e-business is a powerful tool in enhancing women's empowerment. Women believe that e-business is one of the easiest ways to become entrepreneurs which is, in turn, empowering them in different social issues.

Krishna Rajan and P.S,Dr.RVenugopal, (2019) "Women entrepreneurship in e-commerce sector - Problems and opportunities" this study found that the current start-up-friendly environment in India will help combat gender-based stereotypes that empower and enables them to take risks. Women work for job satisfaction, but every entrepreneur's major goal is to generate money, and women are equally good at controlling finances and taking risks. Explosive growth is being analyzed in mobile and online penetration. Therefore, new enterprises focus on this opportunity, and the older ones are targeting to revise their business model. E-commerce and start-up revolution imbibed a great thing for the women entrepreneurs - work from home concept, traveling, and working remotely on their own

VII METHODS OF DATA COLLECTION

Both primary and secondary data are used in this study. Primary data are collected from the women entrepreneurs in Ramanathapuram district with structured questionnaires. Before undertaking the survey, a pretest was conducted and then the questionnaires are modified and restructured suitably. The primary data were collected six months between April 2021 and September 2021. The sample size consists of 100 respondents of those women entrepreneurs adopting e-commerce platforms to do their business. The secondary data were collected from articles, books, journals, and also from various internet sources.

VIII RESULT AND DISCUSSION

The demographic analysis of the respondents is displayed in Figure 2, where it shows that out of 100 women respondents who participated in this survey, the majority were in the range of age group of 25-30, most of them graduated from undergraduate and most of them were unmarried. On the other hand, the majority of women respondents were homemakers and currently, who starts their online venture to gain more income for their families.

8.1 CHI- SQUARE

The five hypotheses were discussed and performed based on the factor analysis which is now being considered in works of literature reviewed.

Particulars	Value	DF	Asymp.sig.(2 sided)
Pearson Chi- square	46.7 ^a	8	0.000
Ratio	45.698	8	0.000
*9 cells have an expected count less than 5. The minimum expected count is 84			

The chi-square value obtained is 46.7 and the ratio is 45.698 @ 5% significance level. The findings concluded that there is a significant relationship between the educational qualification of the respondents and the level of satisfaction towards the adoption of e-commerce by women entrepreneurs.

8.2 ANOVA

Sources	Sum of Squares	DF	Mean Square	F
Difference between samples	3.689	3	1.230	3.8
Difference within samples	31.061	9	0.324	

The calculated F value is lesser than the F table value. So the null hypothesis is accepted. Hence, it is concluded that there is no significant difference between the opinions on the adoption of e-commerce among various age groups of respondents.

8.3 SIGN TEST

Signs	Frequency	Values
Negative	5	1.11
Zero	40	
Positive	55	
The table value $Z_{0.05} = 1.64$ @5% significance level.		

The calculated value is lesser than the table value. so the hypothesis is accepted. hence it is concluded that there is no significant change in the adoption of e-commerce among women entrepreneurs.

The personal challenges would affect the opportunities for growth of women entrepreneurs in E-commerce development. Most women are self-motivated, driven toward entrepreneurship by the need for achievement and challenge, rather than merely for financial gain. Based on the survey, 56% of respondents were being so strong on their entrepreneurship. It has been noticed from the findings that women are rich with these qualities which are required in setting up their enterprises were they able to manage their both professional and family life. According to the results, the majority of respondents (53%) indicated that balancing home responsibilities and career life was not a major challenge for women entrepreneurs of e-commerce.

The monetary challenges would impact the growth of women entrepreneurs in E-commerce. Analysis to this insight signals that women business people are less dependent on government or banking finance to begin their online business which is due to the reality that women entrepreneurs in common frequently discover it difficult to get funds from the government or financial bodies due to the requirements of awkward archives necessity and tedious procedures. It too signals to a reality that, as ladies business people are more subordinate on their savings to begin the e-commerce, it is due to the common recognition of individuals to not enjoy in tedious strategies of banks and not to burden self with overwhelming repayment commitments in form of installments. The survey conducted,

it is showing that a large number of women entrepreneurs started their businesses using their savings. Due to the lack of access to finance for their online business, women business people use their savings and borrow from family and friends to start and grow businesses.

The level of education of the respondents might explain why they are pro in knowledge and skills in information technology. Many of these entrepreneurs do have the ability to use computers, mobiles, tablets, and other accessories. Be that as it may, it is empowering that the women entrepreneurs are certainly competent in utilizing cell phones, another form of innovation that encourages the running of their commerce.

The majority of respondents of women entrepreneurs are to be versatile and technology proficient, were they using multiple tools to connect with their customers for their business purpose. More specifically, they use mobile phones that can be accessed to the internet has voted where they use their handphone for their e-commerce dealings. The results, its clearly shows that respondents believe in Information and Communication Technology is playing a major role in entrepreneurship.

Expansion of technology advancement adopted to increase the number of women entrepreneurs' involvement in e-commerce in the rural area. Thus, female entrepreneurs accessing to up-to-date information to help them to develop in their e-commerce business. This clearly explains that the knowledge and technology skills promoting e-commerce in the rural area. It once more highlights the certainty of women's business visionaries on being technologically smart. It is clearly due to the reality that the nature of commerce they own does require technological intensive operations where their entrepreneurial exercises are based on the web.

IX SUGGESTION

- There is no monitoring and specific legal framework as well as a proper training system from the government, which makes the sector unorganized. As a result, to some extent, new start-up entrepreneurs feel demotivated due to not having specific guidelines. Improve government and institutional female mentoring and training support services to enable women entrepreneurs to achieve their full potential.
- Educate entrepreneurs and small business owners & managers about the strategic importance of e-commerce and its potential benefit to businesses and develop resources for providing short-term, practically oriented, hands-on training and free consultancy to small, rural businesses to adopt e-commerce.
- Examine existing regulations and enforce laws to ensure protection and improve the security of e-commerce activities. Doing this will build the trust of both customers and vendors in online operations. Other policies are needed to upgrade the existing infrastructure and overcome challenges associated with risk and uncertainty. For most of the women entrepreneurs involved in micro-enterprises, e-commerce can enable the building of a network with customers, suppliers, banks, etc, thus facilitating timely access to people and resources and thereby providing better business opportunities; Self-employment through e-commerce is another area that can become an income-earning possibility for the women entrepreneurs.
- Encourage technological entrepreneurial funding through government-backed start-up loans, focusing on high-growth and high-impact start-ups rather than increasing the number of start-ups with limited growth and high failure rates.
- Implement policies that facilitate access to funds. government agencies could examine and regulate the financing of those start-ups. This would allow women, investors, to participate in the financing process until these start-ups mature and can make a profit.
- Implement policies to support strong collaborative engagement and networks across educational institutions and between universities and technology incubators, as well as other incentives that promote public-private partnerships. Reduce the overall entry regulatory and administrative burden on entrepreneurs. This would involve reviewing and simplifying the current start-up business registration system that can entail complex, lengthy, and costly procedures by automating and streamlining the registration process.

X CONCLUSION

E-Commerce has helped the marketing and sales processes and improved the speed of marketing because in electronic retailing, faster can be the key to success. One of the areas of information technology is E-commerce, in which the parties concerned interact electronically instead of physical exchanges or physical direct contact. E-commerce, which involves the sale and purchase of goods and services on the Internet or other electronic platforms, also provides opportunities for small entrepreneurs to create "virtual stores" on websites with online catalogs and marketing or sales. Products engage in one type of business. This was the same capacity that was largely limited to large companies in the past. Mobile phones, SMS, email, and Internet-based phone software (like Skype or WhatsApp) are increasingly being used by female entrepreneurs to connect with current and future customers as well as their colleagues. women's economic empowerment is central to realizing women's rights and gender equality. Through their innovative moves, women are proposing new dimensions of improving their socio-economic status. Undoubtedly, e-commerce has emerged as a great platform for women's empowerment in modern days. Despite having many constraints, it is continuously bringing new information resources and opening communication channels for women entrepreneurs of marginalized communities. This sector needs high-level preparation, monitoring, gender evaluation, and tracking assessments. Additionally, adequate research and attention need to be paid to evaluate the impact of these businesses on the living condition of women.

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