



# **A STUDY ON WOMEN ENTREPRENEURS' UNDERSTANDING AND PERCEPTIONS OF SUSTAINABILITY AND SOCIAL RESPONSIBILITY IN DIGITAL MARKETING**

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## **ABSTRACT**

This study analyses women entrepreneurs understanding and perception of sustainability and social responsibility in digital marketing. A study of 100 women entrepreneurs in Malabar region, Kerala provide insight in to their challenges and approaches in implementing sustainable digital marketing practices.th study find that there is a positive correlation between sustainability and understanding and implementing practices. The key highlights of the study include the importance of awareness, resources availability and different strategies adopted by women entrepreneurs. The study provides an insight to the evolution and perspectives on women sustainable entrepreneurship.

**KEYWORDS: WOMEN ENTREPRENEURS, SUSTAINABILITY, SOCIAL RESPONSIBILITY, DIGITAL MARKETING**

## **INTRODUCTION**

Women entrepreneurs hip has emerged as a great development factor in digital marketing. Female entrepreneurship playing a significant role in creating economic value and business by contributing positively to society. when analyzing the relationship between sustainability and female entrepreneurship we can see that women entrepreneurs give more priority to sustainability in their daily business and development.in this digital era, sustainability and social responsibility are the major concerns in digital marketing. Women entrepreneurs faces number of challenges and obstacles when making a balance between business goal and ethical practices. By sustainability we mean satisfying present needs without compromising the availability of future generation to meet their own needs. Overall, sustainability represents a comprehensive development approach that balances ecological, social and economic resilience to ensure everlasting wellbeing and growth across generations.

By adopting sustainability and social responsibility, women entrepreneurs initiate not only a strengthening business practices but also provide with a global outlook for inclusive economic development. Digital marketing is the major area where entrepreneurs are widely focusing today and in the case of women entrepreneurs it is the best option for them to make money easily even at from home.

## OBJECTIVES

1. Assess women entrepreneurs understanding of sustainability in digital marketing.
2. Evaluate female entrepreneurs' perceptions of social responsibility.
3. Identifying the challenges in implementing sustainable practices.
4. Identifying correlation between understanding and implementation.

## RESEARCH METHODOLOGY

### Research Design

The study is a descriptive and analytical research design where both dependent and independent variables are carefully evaluated.

### Sample Size

A total of 100 female entrepreneurs engaged in digital marketing were selected using convenience sampling from Malabar region in Kerala

### Data Collection

Primary data was collected through structured questionnaires using a five-point Likert scale ranging from strongly disagree to strongly agree. Data are collected through an online mode.

## REVIEW OF LITERATURE

**Sheryl Sandberg (2013):** Sandberg enhances the women's leadership potential and the importance of empowerment in business environments. Although her work was focused widely on leadership, it also highlights how women entrepreneurs always emphasize collaboration, ethics, and long-term relationship building in business. These traits support sustainable digital entrepreneurship and socially responsible marketing practices.

**Nancy Fraser (2013):** Fraser studies the importance of inclusivity and fairness in economic systems and the impact on economy. Her work suggests that women entrepreneurship must incorporate social justice and equitable participation in business. In the context of digital marketing, women entrepreneurs often promote inclusive representation, ethical advertising, and diversity-driven campaigns, aligning with Fraser's theoretical insights. It will help them to grow faster.

**Michael E. Porter and Mark R. Kramer (2011):** Porter and Kramer focused on the concept of "Creating Shared Value," arguing that businesses can only generate economic value by addressing social problems. Their study indicates the importance of integrating sustainability into core business strategies to enhance competitiveness. For women entrepreneurs who focused digital marketing, sustainable branding and responsible communication can create both social and economic value.

**Muhammad Yunus (2010):** Yunus highlighted the importance of social business models that help to balance profit with societal impact. His work demonstrated that enterprises driven by social responsibility can achieve financial sustainability while addressing community and environment needs. This concept is highly relevant to women entrepreneurs in digital marketing who integrate CSR into branding and customer engagement strategies.

**Sara Carter (2006):** Carter analyzed the growth patterns of women-owned enterprises and proved that women entrepreneurs often integrate social and ethical considerations into their business strategies. The study said that women-led ventures tend to prioritize long-term sustainability over short-term profit maximization. This perspective supports the idea that female entrepreneurs in digital marketing may naturally align with sustainable and socially responsible practices.

## SIGNIFICANCE OF THE STUDY

This study highlights the increasing contribution of women entrepreneurs to sustainable business practices and provides empirical evidence on how sustainability in business practices influences business performance. Findings from this study encourage digital entrepreneurs, mainly women entrepreneurs, to adopt ethical and responsible strategies in their business. An academic discussion on gender, entrepreneurship, and sustainability

is also the result of this study. It helps the policymakers in designing programs that encourage responsible digital ventures.

## SCOPE OF THE STUDY

This study mainly focuses on women entrepreneurs operating in digital marketing practices and businesses. The study emphasized sustainability practices adopted in digital campaigns and operations. Social responsibility initiatives which are implemented in business activities are also discussed here. The study used correlation and ANOVA techniques to analyze the relationship between sustainability and business performance. The research is limited to selected regions and a defined sample size.

## ANALYSIS AND INTERPRETATION

### Correlation Analysis

In order to measure the strength, direction and relationship between social responsibility, sustainability practices and business performance correlation analysis was used.

**Table 1: correlation matrix**

Variables	SP	SR	BP
Sustainability practices (SP)	1.00	0.64	0.72
Social responsibility (SR)	0.64	1.00	0.69
Business performance (BP)	0.72	0.69	1.00

### Interpretation

- There is a strong positive correlation ( $r=0.72$ ) between sustainable practices and business performance.
- There a positive correlation ( $r=0.690$  between social responsibility and business performance.
- Here sustainability and social responsibility are related moderately ( $0.64$ )

All these indicate that female entrepreneurs who mainly implement sustainable and socially responsible strategies will achieve better business outcome.

### ANOVA Analysis

One way ANOVA Test was conducted to identify whether there is significant difference among entrepreneurs with low, medium and high level of sustainability practices.

**Table 2: ANOVA Table**

Source of variation	Sum of square (SS)	df	Mean square (MS)	F Value	P Value
Between Group	152.48	2	76.24	10.12	0.000
With in group	881.60	117	7.53		
total	1034.08	119			

### Interpretation

- The calculated F value (10.12) is significant at the 5% level ( $p<0.05$ ). that means business performance differs significantly based on the level of sustainable practices.
- Entrepreneurs with greater sustainability practices demonstrate better performance compared with those who follow lower sustainability focus.

## FINDINGS OF THE STUDY

1. Women entrepreneurs actively adopt and integrate sustainability into digital marketing strategies.
2. Sustainability practices have a strong positive relationship with business performance.
3. Social responsibility enhances and support customer trust and brand reputation.
4. ANOVA results confirm significant differences in performance based on sustainability levels.
5. Sustainable business models contribute to long-term growth and competitive advantage in business.

## SUGGESTIONS

1. Women entrepreneurs should focus on clear sustainability goals and performance indicators.
2. Training programs in digital marketing should enhances sustainability and ethical branding modules.
3. Government bodies should provide incentives for women for sustainable digital startups.
4. Entrepreneurs should actively communicate their CSR initiatives to build brand trust.
5. Future research can expand the sample size and include comparative studies across regions to get a global view.

## CONCLUSION

The study concludes that sustainability and social responsibility are important components of successful digital entrepreneurship. Women entrepreneurs in digital marketing are not only adopting innovative marketing strategies but also engages in ethical and responsible values into their business operations. The statistical findings clearly demonstrate that now a days sustainability practices positively influence business performance. Therefore, responsible digital entrepreneurship is not merely a moral choice but a strategic necessity for long-term success. Encouraging women-led sustainable ventures can contribute significantly to inclusive economic growth and socially responsible business ecosystems.

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