

EXPLORING PERCEPTIONS OF WOMEN ENTREPRENEURSHIP IN THE DIGITAL MARKETING SPHERE: AN INVESTIGATIVE STUDY

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Article Received 05-03-2023, Revised 25-03-2023, Accepted 28-03-2023.

Abstract: This study explores women's entrepreneurship in the context of economic empowerment and societal elevation, acknowledging the substantial impact of women entrepreneurs across diverse economic segments. Despite existing initiatives in developing countries, a gender disparity persists, with women showing reluctance to initiate businesses compared to men. Contributing factors include limited educational opportunities, societal constraints, and economic dependency. However, a shift is noted as young girls, influenced by work experience, education, and urbanization, increasingly participate in employment. In the contemporary digital environment, understanding the opportunities facilitating women's entrepreneurship and developing strategies for encouragement and success becomes crucial in this era of societal evolution.

Keywords: Entrepreneurship, Women Entrepreneur, Digital Marketing

Introduction:

Women entrepreneurs, actively engaged in economic pursuits to bolster their financial autonomy and societal standing, have been instrumental across diverse sectors in Pakistan. The entrepreneurial potential within the country is substantial, and the trajectory of women's entrepreneurship in Pakistan has been gaining momentum, evident in the increasing number of women-led initiatives and their notable contributions to monetary advancement (Zaidi et al, 2023, Pathan, M. S. K. (2023). Consequently, women entrepreneurs emerge as pivotal contributors to both economic development and social progress.

Acknowledged as the catalysts for growth and the emerging luminaries of economies, women entrepreneurs represent an untapped wellspring of efficient prosperity and advancement. The surge in the ratio of women businesspersons within the numerical advertising sphere in Pakistan accentuates the indispensable role of women in fostering growth and development. This phenomenon has captured the attention of academia and the development sector alike, underscoring the significance of women's entrepreneurship in propelling the nation toward prosperity and welfare.

Statement of Problem:

In the tapestry of Pakistan's diverse culture and rich cultural heritage, historical norms once restricted women from venturing beyond their homes. However, contemporary opportunities, coupled with advancements in education, have empowered women to actively participate in social and political spheres, matching the enthusiasm of their male counterparts. The evolving landscape encourages women in Pakistan to embrace entrepreneurial pursuits, challenging traditional gender roles.

Globally, women are shattering entrenched stereotypes, transcending standard male-conquered tasks, and succeeding in their newfound ventures. Developing nations, including Pakistan, have recognized the paramount importance of women and women's entrepreneurship in digital marketing, acknowledging it as an indispensable and untapped resource for national development. Despite the availability of initiatives and resources aimed at fostering women businesspersons in the numerical realm of a fostered country, there remains a disparity. Women are hesitant to initiate and manage their businesses, facing slower growth and earning less than their male counterparts.



Rooted in factors such as the denial of educational benefits, limited opportunities for capacity development, and societal constraints, women in Pakistan still grapple with economic dependency on men. However, the landscape is changing as young girls, armed with work experience, exposure to education, and the effects of urbanization, increasingly engage in employment to meet economic needs. This societal evolution prompts a crucial inquiry into women's entrepreneurship in the digital environment of Pakistan, exploring the opportunities that facilitate their entry into entrepreneurship and devising strategies to encourage and ensure the success of such ventures in this era of communal alteration and fruition.

Literature Review:

Research into women entrepreneurship in the realm of digital marketing, encompassing diverse facets such as the socio-financial context of women businesspersons, the challenges they face, their economic and social progress, financial performance, and determinants of entrepreneurial development, have been conducted globally, with specific attention to Pakistan. This study aims to present and synthesize previous works, addressing the existing research gap. Pathan, M. S. K. (2023); and Sunanda & Hiremani Naik (2017) scrutinized key factors motivating women to excel as entrepreneurs. They discovered that women ready to confront challenges engage in entrepreneurship, driven by factors like financial independence, a desire to own a firm, the aspiration to work for themselves, and an attraction towards the contemporary startup culture.

Rathna C. et al. (2016) explored innovative inspiration and experiments faced by women magnates in Thanjavure district, revealing that economic needs often propel women towards entrepreneurship, surpassing motivations like family income and improved social status. The study highlighted the detrimental market environment and strict allowed and controlling factors as significant challenges. Pathan, M. S. K. (2023); and Mishre & Kiren (2015) met on factors improving the skills of women folk industrialists in rural regions, emphasizing the increasing social and economic independence achieved through running their enterprises. Pathan, M. S. K. (2023); and Swetha & Rao (2013) discussed societal change through innovation, emphasizing the arduous entrepreneurial journey marked by obstacles. The study underscored the role of women as a source of support, stability, and resilience for both their families and the nation.

Shahs H. (2014) guided a study to recognize strategies and approaches to creating an encouraging environment for women entrepreneurs in Pakistan. The study emphasized the untapped potential of women's entrepreneurship for the economic growth of the country. Mahta and Mahta (2012) explored the prospects and trials faced by rural female industrialists in Sillie, Jharkhand's, highlighting educational and work backgrounds as the main encounters. Pathan, M. S. K. (2023), and Rashmie Gopinathans (2011) examined the impact of women's private enterprise on relations, noting that the worth of assets owned by women designated the monetary condition of the domestic, influencing the need for establishing individual enterprises. Muralie Krishnas (2008) dissected the issues and prospects of ladies business people in north beach front Andhra Pradesh and recognized issues,

for example, absence of capital, undesirable rivalry, constraints in transportation and data framework, family issues, self-assurance and lacking preparation programs. Suggestions included help for creation, supporting, promoting and enhancements in the sociocultural climate. Dhameja (2002) analyzed the open doors, accomplishments and issues of ladies business visionaries in India and featured the developing job of ladies in different dynamic limits.

Study Objectives:

1. To discern the factors that act as motivations for individuals to venture into entrepreneurship within the digital market.
2. To ascertain the available opportunities for women entrepreneurs within the digital environment.

Table 1 Demographical Summary of First-Cohort Ladies Business person in digital advertising

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	Vogue Design and Designing	30	28
	Attraction Parlor	15	14
	Carrot vendor	17	16
	Clothing 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

MOTIVATIONAL ELEMENTS FOR LAUNCHING THE ENTERPRISE

Table - 2: Motivational Aspects for Starting the Company

Issues	Occurrence	Fraction
Need to be Standalone	59	56
Monetary motives	66	62
Use own abilities	75	72

To examine and introduce the perspectives of ladies' business visionaries on the potential variables adding to the possibilities of ladies' businesspeople in Coimbatore city. Pathan, M. S. K. (2023) Forward-looking component information improves our consciousness of the empowering factors that assist ladies' business visionaries with prevailing in their journey to begin and maintain a business.

Table: 3 Openings Aiding to Becoming Businessperson in a Digital Background.

Opportunities	Frequency	Percentage
Obtainability of learning prospects	84	70
Collective identification of women	79	75
Knowledge of females about profitable independence	83	79
Peer impact	78	74
Improving the number of effective women in society	72	68
Increasing automation of household work	81	76
Fairness rank of females	77	73

Source: Researcher’s calculation from primary data

APPLICATION OF TOP STORY ORDERING ON THE OPINION TOWARD PROSPECTS

Open doors are the possibilities accessible to somebody that lead individuals to participate in a specific way of behaving/action as opposed to another other option. An endeavor was made to figure out what choices were accessible to the entrepreneurs studied. For this review, it was observed that there are seven factors, in particular, the chance to begin schooling for ladies, expansion in friendly acknowledgment of ladies, peer impact, expansion in ladies' attention to freedom financial development, the expansion in the quantity of fruitful ladies in the public eye and the expansion in computerization of family undertakings (expanded utilization of microwaves, clothes washers and dishwashers as electronic gadgets for family errands and expansion in ladies' equity. Pathan , M. S. K. (2023) To distinguish the main element, Henry utilized the positioning method. Garrett and the subtleties on positioning the main variables for beginning a business visionary are recorded in the accompanying table.

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

Opportunities	Total Score	Mean Score	Rank
Accessibility of educational opportunities	7489	70.7	I-0
Collective identification of women	6668	62.8	IV-0
Knowledge of women about economic independence	6378	60.2	V-0
Peer effect	7101	66.8	II-00
Strengthening number of effective women in humanity	5942	56.2	VII-00
Increasing automation of household work	7024	66.4	III-00
Equal opportunity status of females	6023	56.9	VI-00

Source: Investigator’s result from leading data

From the table above, the primary variable of enterprising open doors is "instructive open doors for ladies", which positions first with a Garrett score of 7448 places. Pathan, M. S. K. (2023) Following are the second and third positions doled out to the subjects "Expanding ladies' attention to monetary

autonomy" and "Expanding robotization of housework (expanding utilization of microwaves, clothes washers and dishwashers, kinds of electronic home devices)". . work) with Garrett upsides of 7100 and 7025 focuses separately.

Research Methods:

This study is founded on primary data gathered from Business Incubation facilities in the province of Sindh, Pakistan. Pathan, M. S. K. (2023) The principal aim of this exploration is to assess the prospects accessible to women businessperson. Plaintiffs for this study were chosen through ease trying, and the study was conducted with a try of 115 participants. The collection of statistics was facilitated through the administration of questionnaires. Subsequently, the acquired data, gathered along these lines, underwent collation and analysis using statistical methodologies, including percentage analysis and the Garret Ranking technique.

Analysis:

In this section, an exhaustive analysis is conducted to interpret the demographics shape of women businesspersons actively engaged in numerary selling within the province of Sindh, Pakistan. The aim of this examination is to offer readers an in-depth comprehension of the socio-economic backdrop against which women entrepreneurs operate, shedding light on various aspects of their lives and ventures.

Firstly, the age distribution of the respondents presents a diversified landscape. A notable 54.7% fall within the age group of 30-40, signifying a significant demographic segment actively participating in digital marketing entrepreneurship. This age group is closely followed by those below 30, constituting 25.5%, indicating a considerable representation of younger entrepreneurs. The study also encompasses entrepreneurs aged 40-50 (13.2%) and those above 50 (6.6%), revealing the broad age spectrum within this dynamic sector.

Marital status emerges as a pivotal factor influencing women entrepreneurs, with 51.9% identified as married and 48.1% as unmarried. This delineation underscores the diverse personal circumstances that may shape the entrepreneurial journey of women in Sindh.

Educational qualifications serve as another critical facet of the demographic profile, with 64.2% of women entrepreneurs possessing a graduation

degree. Additionally, 31.1% have a school education, and a smaller proportion, 4.7%, are literate. This educational breakdown showcases the varying levels of academic attainment among women in digital marketing entrepreneurship.

Family dynamics play a role in the entrepreneurial landscape, with 74% belonging to nuclear families and 26% to joint families. This distinction is vital as it underscores the potential influence of family structure on entrepreneurial decisions and strategies.

The nature of support women entrepreneurs receive is multifaceted. Emotional support is the most prevalent, at 36%, followed by manual help at 24%. Financial support and advice stand at 22% and 18%, respectively, portraying the diverse ways in which women are assisted in their entrepreneurial pursuits. The location of business operations is predominantly home-based, with 87% conducting their entrepreneurial activities within the confines of their residences. The remaining 13% opt for a separate shop, indicating the varied preferences and settings chosen by women entrepreneurs.

Different types of enterprises are explored, with fashion design and tailoring standing out as the most prevalent at 28%. Other ventures include beauty parlors (14%), vegetable vending (16%), garment selling (18%), fancy stores (13%), and snacks preparation (11%). This diversified portfolio showcases the breadth of entrepreneurial activities undertaken by women in digital marketing.

Finally, an examination of financial support reveals that 64% rely on their own funds, while 22% receive support from their families. This breakdown highlights the financial autonomy of a significant portion of women entrepreneurs.

Conclusion:

In the contemporary era, the fairer gender has seamlessly woven themselves into the fabric of societal progress, matching and even surpassing their male counterparts in various domains. Women, nowadays, not only shoulder equal responsibilities but transcend them, actively contributing to the development of our esteemed society in multifaceted ways. Muhammad, S. K. P. (2023) their engagement in income-generating pursuits and entrepreneurial endeavors has not only bestowed upon them property and personal rights but has also catalyzed advancements in family, community, and ultimately national development.

It is, therefore, propounded that woman be accorded a distinct status, meriting the tailoring of development programs specifically tailored to address their unique needs. Pathan, M. S. K. (2023) a sagacious acknowledgment of the pivotal role women play in the societal tapestry calls for a strategic approach to propel their progress. The empirical evidence gleaned from scholarly pursuits underscores the pivotal role of education in facilitating women's foray into entrepreneurship. As such, the government ought to bestow extra care and attention in providing education, ensuring a conducive environment that fosters entrepreneurial acumen.

Furthermore, recognizing the necessity of honing essential skills, the government should institute comprehensive training programs. These initiatives must concentrate on refining management skills, accentuating involvement in decision-managerial processes, enhancing authority experience, and fortifying guidance and promotion prowess. Such endeavors are integral to empowering women to navigate the complexities of entrepreneurial ventures successfully.

In summation, the implementation of these judicious measures is poised to act as a formidable catalyst propelling women into entrepreneurial spheres. By fostering a cadre of adept female business leaders, the nation's stand on the precipice of a transformative era, heralded by the resilience and acumen of women, steering us towards prosperity and societal advancement.

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