

DEVELOPMENT OF WOMEN ENTREPRENEURS AND IDENTIFYING THE FACTORS THAT FORCE THEM TO STAY DIGITALLY

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Abstract

Women entrepreneurs join the money movement to get financially involved and work on their social standing. These entrepreneurs have had a significant impact on all areas of business, despite the crumbling circumstances and the lack of accessibility of various drives and means to drive and promote women's entrepreneurship in emerging markets, women are still more insecure than men to start and run their organizations and bring less money with slower business development a. The motives are a lack of tutoring access, opportunities to improve their innate skills, and a sense of helplessness and extremism. Women are still economically dependent on men. The young women work to encounter their financial needs, which is possible thanks to their work knowledge and openness to education and urbanization. This has contributed to the development of female business visionaries. Therefore, in this time of social change and development, it is crucial to examine women's businesses in this computerized climate, what open doors have empowered them to pursue a business venture and how they tend to energize and engage in striving effectively. In the current study, 240 samples were selected from Kerala randomly; the sample only includes women entrepreneurs who opt for digital marketing in their ventures. The study finds that adopting digital marketing in small sectors helps raise the satisfaction level of women entrepreneurs. This study also attempts to find the key variables that influence women entrepreneurs to step forward into the digital marketing world.

Keywords: Ease in process, Quick and prompt response, transparency, women empowerment.

INTRODUCTION

Women entrepreneurs invest in financial stocks and work on their social standing. Business ladies have a tremendous impact on all areas of business. India has excellent commercial potential. They were further strengthened by implementing another growth strategy by the Indian government in 1992, globalization and privatization. Since then, the women's store has grown in the number of women, indicating that organizations have evolved, as has their commitment to financial development. Female entrepreneurs thus assume an essential role in the economic turnaround and social advancement. They are considered the new engines of growth and the rising stars of the economy, bring success and state aid and are considered an "undiscovered source" for development and monetary improvement. Expanding the scope of women business visionaries in the computerized exhibition in a created country showed that women's entrepreneurship is fundamental to development and improvement, using the

consideration of academic and improvement areas. A women's entrepreneurial venture is the interaction through which a lady starts a business, collects all the assets, faces challenges and difficulties, employs others and maintains the industry freely. Businesswomen make up about 33% of all business people worldwide. The Indian Public Authority characterizes a female business visionary as "a company owned and controlled by a woman, with a base money share of 51% of the capital, and which outsources to women at least 51% of the work created in when it was founded of a company or an association by a lady or a meeting of ladies. Women's jobs have shifted due to increasing skills, urbanization, industrialization and familiarity with majority rule values. Entrepreneurial women have been recognized as a crucial source of economic development. as well as address the Company's electoral responses to executive, hierarchical and business matters. However, all other things being equal, they remain a minority. Women entrepreneurs often face orientation-related barriers to starting and growing their organizations, such as B. Unfair property, marriage and inheritance laws, and social practices; lack of admission to formal monetary systems; a lack of versatility and access to data and organizations and so on. In India, Miniature, Small and Medium Business Improvement Associations, other State Small Business Promotion Associations, Nationalized Banks and surprisingly (NGOs) are running various projects, including (EDP) to address the issues faced by potential women in business -Visionaries who may be missing the mark on skills and suitable educational bases. The Workplace of DC (MSME) has also established a Ladies' Cell to provide coordination and support. To women entrepreneurs who are confronted with explicit problems. Some other bureaucratic and state government programs help poor women plan preparation and payment activities to become financially free. (SIDBI) has also carried out exceptional projects for women entrepreneurs. In addition to extraordinary projects for women entrepreneurs, other taxpayer-backed initiatives for MSMEs offer special incentives and perks for women entrepreneurs. Ladies and gentlemen, for example, you get a bow at the head of state Rozgar Yojana (PMRY). The public authority also made some concessions to women to encourage female beneficiaries to participate in this program. Similarly, among the MSE cluster, MSME service engagement varies between 30-80% of the total task with challenging mediation, but due to groups claimed and mentored by female business visionaries, M/ or MSMEs could depend on 90% of the Company's costs. In essence, the Miniature and Small Business Credit Asset Guarantee Scheme guarantees the concealment of 75% of the Extended Advances; However, coverage is 80% for processed or potentially claimed by women.

Statement of the problem

India is another country with a rich social heritage; women in India were not allowed to leave their houses. Be that as it may, in the current climate of working on teaching standards and equal cooperation in friendly and political exercises. Like men, women are driven to create their organizations. Additionally, women worldwide are breaking away from the usual and clichéd jobs, entering jobs usually ruled by men, and asserting themselves in their new positions. Respect for checkers and checkers in the computerized exhibition and this currently undiscovered advantage are crucial for development. Despite this growing situation and the availability of various impetus and resources to encourage and promote female business visionaries in digital advertising in a developed country, women are still more reluctant than men to start and run their businesses and bringing less money a slower business development. The reasons are not being admitted to school, a lack of opportunities to promote innate skills and a feeling of helplessness and intolerance of their financial needs, which is possible thanks to their working knowledge, openness to education and urbanization that has worked with the rise of women entrepreneurs. Consequently, at this time of societal change and development, it is crucial to examine women's business in the computing environment, what open doors empower them to do business and how it tends to energize and become a fruitful endeavour.

Research Methodology

The present research study randomly selected 240 female entrepreneurs from Kerala who have incorporated digital marketing strategies into their business ventures. The study findings suggest that implementing digital marketing initiatives in small-scale industries can significantly enhance the satisfaction levels of women entrepreneurs. The primary objective of this research is to identify the key factors that motivate and influence women entrepreneurs to embrace digital marketing practices. The study explores the factors that drive female entrepreneurs to leverage digital marketing techniques and how these factors impact their overall satisfaction levels. The research findings are expected to provide valuable insights into the attitudes and behaviors of women entrepreneurs towards digital marketing and its impact on their business success. The research methodology employed in this study involved collecting data from a sample of women entrepreneurs who have actively adopted digital marketing techniques in their business operations. The data was collected using a structured questionnaire that explored the motivations, challenges, and benefits of adopting digital marketing practices. Results of this study highlight the importance of digital marketing strategies in enhancing the satisfaction levels of women entrepreneurs in small-scale industries. The findings also shed light on the key factors that influence women entrepreneurs to adopt digital marketing practices, which could be useful for policymakers, industry practitioners, and business owners looking to empower women entrepreneurs and promote their success.

Literature reviews

(K. M. Srividhya, 2022) Women entrepreneurs are entrepreneurs who participate in financial activities to make a monetary commitment and work on their social position. Business visionary ladies have greatly influenced all areas of business. Regardless of the advances in circumstances and the accessibility of different drives and means of promoting and promoting women's businesses in rural nations, women are still more striking than men when it comes to starting and directing their organizations, making them less cash generate and experiencing slower business development. Reasons include not being admitted to the classroom, a lack of opportunities to nurture innate skills, and a sense of helplessness and partiality. Women are still entirely subordinate to men economically. The young women work to meet their financial needs, which is possible thanks to their vision of work, openness to training and urbanization that has collaborated with the rise of women entrepreneurs. Therefore, in this time of social change and development, it is crucial to examine women's businesses in this computerized climate, what potential open doors have empowered them to pursue a business venture, how they are typically supported, and how they made an adequate effort.

(Lucky Nugroho, 2022) In collaboration with North Meruya Town in West Jakarta, Indonesia, the Faculty of People Management at Mercu Buana College conducted research to explore the circumstances and strategies of female owners of miniature and small businesses during the COVID-19 pandemic. The research used a combination of unique and primary data gathered from eight business owners who participated in a socialization campaign. The findings showed a significant decline in the sales volume of micro and small businesses due to the pandemic. However, the study found that online business could be a potential solution for increasing sales volume by promoting and selling products and services through digital platforms. Therefore, the study recommends that small business owners, especially women, should adopt IT applications to enhance their bidding process and maintain their market position.

(Roseline J. Kolawole, 2022) The purpose of this study was to investigate the impact of receiving computerized advertising on the presentation of small and limited projects owned by women entrepreneurs in the Ado-Odo Ota Governing Region of Ogun State. The review selected 90 women

entrepreneurs using a tiered testing strategy. Graphical measures, change analysis, z-test, and least squares relapse (OLS) were used to dissect the data With the highest (53.33%). Web-based entertainment advertising is the best digital advertising, with WhatsApp and Facebook being the most popular. The more remarkable the reception of the advanced exhibitions by women entrepreneurs, the better the project implementation; eclectic entertainment and advertising ultimately influenced the company's running. There is a big contrast in the Execute the execution of women entrepreneurs who do not use digital advertising and people who do. There's also a big difference in executing big deals between digital advertisers. According to the review, female business visionaries should continue to develop their computerized advertising skills and stand out from the crowd through web-based entertainment and wearable displays.

(Meci Nilam Sari, 2022) Coronavirus in Indonesia has significantly affected the economy, especially UMKM in Indonesia. The Coronavirus is hitting the miniature, small and medium-sized enterprises UMKM hard amid a financial emergency. The review was led by Indonesian Muslim Women Business Visionaries (IPEMI PC Kuranji) and the impact of Coronavirus is the decrease in purchasing power of IPEMI PC Kuranji Women Business Visionaries as 40% of them are still citing like instead in the offline world on the Internet, so the digital display is one of the efforts to achieve results in the advancement of the business, which will be further developed from now on.

(Anggraini, 2022) The rationale for this study was to investigate how viewing the organization's website (SNS advertising) impacts advertising execution in terms of the customer relationship, executive (CRM) and marketing capabilities. A quantitative methodology was used in this review. The population of this study consists exclusively of female entrepreneurs in Bali using virtual entertainment displays. 260 MSMEs were selected utilizing targeted screening. The information is examined to clarify both Inference forms. The inference measure used is the Demonstration of Underlying Condition (SEM) with Fractional Least Squares (SEM PLS) with SmartPLS 3. Based on exploration results, SNS usage significantly impacts CRM readiness and advertising ability, CRM readiness and advertising. Capacity has a significant impact on business execution, and CRM capacity has a significant impact on business execution.

Scientific assistance and women enabling

The rise of women entrepreneurs has made significant contributions to the economy, particularly in countries that traditionally did not focus on business. With the increasing use of information technology, women entrepreneurs now have greater opportunities to expand their businesses and become more successful. The innovative use of technology is essential for the development of innovative businesses. Research has shown that women entrepreneurs benefit from digital skills, which can help them obtain advanced information and increase productivity. Women's entrepreneurship has also been found to promote economic development and opportunities, as well as women's empowerment. Empowerment refers to the process by which women gain control over their lives, destiny, and surroundings.

Women Entrepreneurial Development

Ladies' strengthening is numerous concepts that take multiple systems in innumerable societies and settings. There is an excellent-sized series of exams concerning the matter, and maximum experts concur that women's strengthening is a cycle that contains belongings, agency, and achievements (Buvinic and Furst-Nichols, 2014). Strengthening, in any other case called "exercising of agency," is a cycle that consequences in a closing result for women's support that contains each a goal (economic accomplishment) and a moving part (economic strengthening). Ladies' strengthening may be grouped into applicable and own circle of relatives elements that affect women's monetary open doorways and

limits, in addition to individual (and neighbourhood area) advantages that allow women to exercise agency and earnings with the aid of using economic open doors. Schooling strength, financial destiny security, and abundance for hypothesis are times of belongings (Corbridge, 2002).

Furthermore, admittance to belongings has a better capability for openness in assumption distribution and execution (Sen, 2014). Economic strengthening is characterized by the ability to effect large components of one's lifestyles via one's activities and the ability to pursue and comply with up-on selections and manage belongings and earnings (Mehra et al., 2012; Buvinic and O'Donnell, 2017). Accomplishments cope with bliss and lengthy haul progress. Work-own circle of relatives clashes maintain women from engaging in commercial enterprise, but a whole lot of guys do (Abd Rani and Hashim, 2015). Thus, women are regularly remembered to have much lower odds of popping out on the pinnacle whilst starting their own corporations. A few institutions had been formed to assist women commercial enterprise visionaries in developing and fortifying their corporations, in addition to presenting academic classes, courses, and features to interact with and encourage them (Shobirin et al., 2003). Other than the estimations, which shift fantastically whilst depicting women's examinations, there are various minor departures from the means of progress (Lai et al., 2010; Teoh and Chong, 2014). As in keeping with (Alam and Yasin 2010), women commercial enterprise visionaries, in evaluation of guys commercial enterprise people, do not reflect on consideration on their economic success withinside the occasion that their corporations expand steadily and are extra modest in size. They are given that women entrepreneurs' prosperity is characterized by using how properly they cope with their several elements of lifestyles. Digital marketing has opened up numerous opportunities for women entrepreneurs to expand their businesses and reach a wider audience. As technology continues to advance, digital marketing has become an essential tool for businesses of all sizes, and women entrepreneurs are no exception. By leveraging digital marketing techniques, women entrepreneurs can establish their brand, build relationships with customers, and promote their products or services in a cost-effective and efficient manner. The study mentioned earlier highlights the key factors that motivate women entrepreneurs to adopt digital marketing. Ease in process, quick and prompt response, and transparency in all matters were found to be the most important factors for women entrepreneurs. By ensuring that their online platforms are user-friendly and provide quick and transparent communication, women entrepreneurs can attract and retain customers, build trust, and enhance their reputation. Moreover, the study found a positive correlation between the growth in digital marketing and the satisfaction level of female entrepreneurs. This suggests that by moving towards digital marketing, women entrepreneurs can improve their satisfaction levels and achieve greater success in their businesses. This is especially important as women entrepreneurs continue to face barriers and challenges in the business world, and digital marketing can provide a level playing field for them to compete and succeed. Digital marketing presents a unique opportunity for women entrepreneurs to overcome traditional barriers to entry and achieve success in the business world. By prioritizing digital marketing and leveraging the key factors identified in the study, women entrepreneurs can establish themselves as leaders in their industries and achieve their business goals.

Satisfaction level and digital business

Digital business has had a significant impact on customer satisfaction levels in recent years. With the rise of e-commerce, online reviews, and social media, customers now have more opportunities to engage with businesses and provide feedback on their experiences. This has led to an increased emphasis on customer satisfaction in the digital business landscape. For businesses, the benefits of high customer satisfaction levels are numerous. Satisfied customers are more likely to become repeat customers, leave positive reviews, and refer others to the business (Lazirkha et al., 2022). This can lead to increased sales, improved brand reputation, and long-term success. In the context of digital business,

there are several factors that can influence customer satisfaction levels. These include website design and usability, customer service quality, product quality, and delivery speed and reliability. By focusing on these areas, businesses can improve customer satisfaction and drive success in the digital landscape. Furthermore, the growth of digital marketing and e-commerce has opened up new opportunities for businesses to connect with and engage customers (Chen et al., 2022). By leveraging social media, email marketing, and other digital channels, businesses can reach a wider audience and build stronger relationships with customers. Overall, customer satisfaction is crucial to the success of digital businesses. By prioritizing customer needs and focusing on key factors that influence satisfaction, businesses can improve customer loyalty and drive long-term success.

Objectives of the study

- To find out the factors that lead women entrepreneurs to the digital market.
- To find the relationship between the rise in satisfaction level and digitalization of business.
- To find the acceptance of the digital marketing of the women entrepreneurs based on their age.
- To find out the mediating role of digital selling between the factors of marketing and the satisfaction level.

HYPOTHESIS OF THE STUDY

- H₀ is no relationship between a rise in satisfaction levels and the digitalization of business.
- H₀ there is no difference in the opinion of women entrepreneurs about digital marketing based on their age.

Analysis

KMO

KMO		.742
	Approx. Chi-Square	1256.821
BTS	df	91
	Sig.	.000

TVE

Module	IE			ESSL			RSSL		
	Overall	% of Alteration	Collective %	Overall	% of Alteration	Collective %	Overall	% of Alteration	Collective %
1	3.755	26.820	26.820	3.755	26.820	26.820	3.177	22.690	22.690
2	2.950	21.072	47.892	2.950	21.072	47.892	3.049	21.782	44.472
3	1.514	10.811	58.703	1.514	10.811	58.703	1.992	14.231	58.703
4	.951	6.793	65.496						
5	.854	6.100	71.596						
6	.754	5.384	76.980						
7	.647	4.622	81.602						
8	.597	4.267	85.869						
9	.408	2.913	88.783						
10	.387	2.766	91.548						
11	.339	2.419	93.967						
12	.329	2.351	96.318						

13	.283	2.018	98.336						
14	.233	1.664	100.000						

Here the factor analysis is done to identify the factors which lead women entrepreneurs towards digital marketing. The KMO seems to fit so that the factor analysis can be considered; factors extracted deliver 58 per cent of the variances. Ease in process, Quick and prompt response and transparency in all matters are the three factors influencing women entrepreneurs to stay digital.

To find the relationship between the rise in satisfaction level and digitalization of business.

Correlations

		satisfaction	digitalization
satisfaction	Relationship	1	.575**
	Sig.		.000
	N	240	240
digitalization	Relationship	.575**	1
	Sig.	.000	
	N	240	240

The above table analyses the relationship between the growth in digital marketing and the rise in the satisfaction level of female entrepreneurs are measured, with the help of correlation. It is found that the value of the correlation is significant, and there is a good relationship between both the variables, so that, as per the testimonial given by the women entrepreneurs, the growth in digital marketing or moving the business towards the digital is helping the women entrepreneurs to raise the satisfaction level of the women entrepreneurs. The digitalization of business has had a significant impact on customer satisfaction levels in recent years. As businesses increasingly adopt digital technologies to engage with their customers, they are able to provide a more streamlined, personalized, and convenient experience, leading to an increase in customer satisfaction. One of the key ways that digitalization has led to increased satisfaction is through improved access to information. With the rise of digital channels such as websites, mobile apps, and social media, customers can quickly and easily find the information they need about a business, its products or services, and its policies. This helps to reduce frustration and confusion, leading to higher satisfaction levels. Another factor contributing to increased satisfaction is the ability to personalize the customer experience. Through the use of data analytics, businesses can gain insights into their customers' preferences, behaviors, and needs, and tailor their interactions accordingly. This can include personalized recommendations, targeted marketing campaigns, and customized product offerings, all of which can lead to a more positive customer experience. Digitalization has also made it easier for customers to interact with businesses on their own terms, whether through self-service portals, chatbots, or other automated tools. This can provide greater convenience and flexibility, as well as faster response times, which can all contribute to higher levels of satisfaction.

To find the acceptance of the digital marketing of the women entrepreneurs based on their age.

ANOVA

	S.S	df	M.S	F	Sig.
BS	.773	4	.193	.471	.757
WG	96.411	235	.410		
Entire	97.183	239			

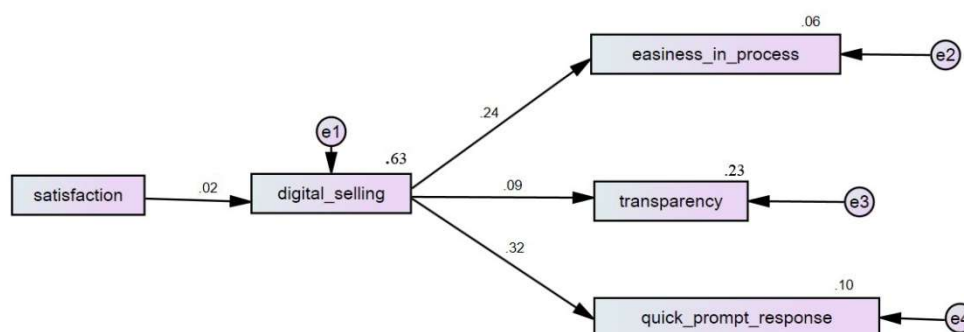
Descriptives satisfaction

	N	Mean	SD	SE			Smallest	Extreme
					L.B	U.B		
20-30	59	4.1864	.62903	.08189	4.0225	4.3504	3.00	5.00
30-40	77	4.0909	.56619	.06452	3.9624	4.2194	3.00	5.00
40-50	34	4.2059	.76986	.13203	3.9373	4.4745	3.00	5.00
50-60	41	4.0732	.64770	.10115	3.8687	4.2776	2.00	5.00
more than 60	29	4.2069	.67503	.12535	3.9501	4.4637	2.00	5.00
Total	240	4.1417	.63767	.04116	4.0606	4.2228	2.00	5.00

The above Anova table explains the opinion of women entrepreneurs on online marketing based on their age. The descriptive statistics say that the mean value of the women entrepreneurs between 20-30 is 4.18, 30-40 is 4.09, 40-50 is 4.20, 50-60 is 4.07 and the age group is higher than 60 is 4.14. total satisfaction level of female entrepreneurs in digital marketing is 4.14. since the ANOVA is significant, the alternate hypothesis is accepted that there is no difference in opinion among the women employees about digital marketing. Digital marketing has become an essential part of business strategy in today's world, and women entrepreneurs are no exception. In fact, many women entrepreneurs have embraced digital marketing as a way to promote their businesses and reach new customers. One reason for the acceptance of digital marketing among women entrepreneurs is the relatively low cost and ease of use of many digital marketing tools. With social media platforms like Facebook, Twitter, and Instagram, it's possible to reach a large audience with minimal investment. Women entrepreneurs can also use email marketing, content marketing, and search engine optimization (SEO) to build their brand and attract new customers. Another factor driving the acceptance of digital marketing is the ability to target specific audiences. Through data analytics and customer profiling, women entrepreneurs can tailor their marketing messages to reach the right people at the right time. This can help them to build stronger relationships with their customers and increase their chances of success. Finally, the rise of e-commerce and online marketplaces has made it easier than ever for women entrepreneurs to sell their products and services online. Digital marketing can help them to promote their businesses and drive traffic to their online stores, enabling them to reach a wider audience and generate more sales.

To find out the mediating role of digital selling between the factors of digital marketing and the satisfaction level.

Sem model for the mediating role



Goodness of fit

Indices	CMIN/ df	P	GFI	AGFI	NFI	TLI	CFI	RMSE A	RMR	AVE
model Value	.119	.887	1.00	.998	1.00	1.00	1.00	.000	.005	.67

In the above digram the digital selling is having 6 persen mediating role in easeness in process, 23 percent mediating role in transprencey and 10 percent mediating role in the quick and prompt response. Overall the model is having a good goodness of fit and it is found that digital selling is having mediation between the satisfaction and the factors digital marketing. The mediating role of digital selling refers to the extent to which digital selling influences the relationship between marketing factors (Ease in process, Quick and prompt response, transparency in all matters) and satisfaction level. In other words, digital selling acts as a mediator between the marketing factors and satisfaction level. Digital selling can enhance the ease in the process of buying, quick and prompt response, and transparency in all matters. For example, online stores allow customers to search and purchase products quickly and easily, customer service chatbots can provide immediate responses to customer queries, and online reviews can provide transparency in the opinions of other customers. The impact of digital selling on satisfaction level can be explained through two mechanisms: direct and indirect effects. The direct effect is the influence of digital selling on satisfaction level without considering the mediating role. The indirect effect is the influence of digital selling on satisfaction level via the mediating role of marketing factors. Research has shown that digital selling has a significant direct effect on satisfaction level. However, the mediating role of marketing factors can further enhance this effect. When digital selling is combined with marketing factors such as ease in process, quick and prompt response, and transparency in all matters, it can significantly increase the satisfaction level of customers. Therefore, digital selling plays a crucial mediating role between marketing factors and satisfaction level. By improving the ease of process, quick and prompt response, and transparency in all matters, digital selling can positively impact customer satisfaction, which is essential for the long-term success of any business.

Findings of the study

This research conducted a factor analysis to identify the factors that influence women entrepreneurs to engage in digital marketing. The results indicated that women entrepreneurs prioritize three factors in their choice of digital marketing: ease of process, quick and prompt response, and transparency in all matters. Women entrepreneurs perceive these factors as crucial in their engagement with digital marketing, as they enable them to have a more efficient and effective business process. Moreover, the study found a positive correlation between the growth in digital marketing and the satisfaction level of women entrepreneurs. The results suggest that women entrepreneurs who adopt digital marketing experience increased satisfaction with their business operations. The study highlights the importance of digital marketing in helping women entrepreneurs succeed in their businesses. The study also analyzed the opinions of women entrepreneurs on online marketing based on their age. The results showed that there was no significant difference in the satisfaction level among women of different age groups. This implies that women of all ages can benefit from digital marketing and that age should not be a barrier to their success in this area. Furthermore, the study found that digital selling plays a mediating role in the satisfaction level of women entrepreneurs. Specifically, digital selling mediates the relationship between satisfaction and the three factors of digital marketing, with a 6% mediating role in the ease of the process, a 23% mediating role in transparency, and a 10% mediating role in quick and prompt response. This highlights the importance of digital selling in improving the satisfaction level of women entrepreneurs. The study highlights the significance of digital marketing in the success of women entrepreneurs. Women entrepreneurs should prioritize digital marketing to increase their satisfaction and achieve greater success in their businesses. By understanding the factors that influence women entrepreneurs' choice of digital marketing and the mediating role of digital selling in the satisfaction level of women entrepreneurs, stakeholders can better support women entrepreneurs in their endeavors.

Suggestions

Based on the findings of this study, there are a few suggestions that could be made to help women entrepreneurs improve their satisfaction levels and success in digital marketing:

- Prioritize the three factors that were found to be most influential in driving women entrepreneurs towards digital marketing: ease in process, quick and prompt response, and transparency in all matters. By focusing on improving these areas of their digital marketing strategy, women entrepreneurs can better meet the needs and expectations of their customers, which can lead to increased satisfaction and loyalty.
- Embrace digital marketing as a means of growing the business and improving satisfaction levels. The study found a positive correlation between the growth in digital marketing and the satisfaction level of female entrepreneurs, suggesting that those who are willing to invest in digital marketing may see greater success and satisfaction in their business.
- Pay attention to the age of the target audience when developing digital marketing strategies. While the study found no significant difference in satisfaction levels among women entrepreneurs of different age groups, it may still be helpful to tailor digital marketing efforts to the preferences and behaviors of different age segments.
- Consider the mediating role of digital selling in the relationship between satisfaction and the factors of digital marketing. By focusing on improving the ease of the process, transparency, and quick and prompt response in their digital selling efforts, women entrepreneurs may be able to improve overall satisfaction levels among their customers.

Overall, this study highlights the importance of digital marketing for women entrepreneurs and provides some valuable insights into the factors that can drive success and satisfaction in this area. By taking these suggestions into account, women entrepreneurs can improve their digital

marketing strategies and achieve greater success in their businesses.

Conclusion

Today, women are taking on roles that rival and surpass those of men. They share the obligation to create society by any means necessary. For example, they have shown a payment interest by doing business, which has led to ownership. Privilege, individual liberties, family development, local area improvement, and ultimately the public turn of events. Therefore, it is recommended that women be treated as an exceptional group with improvement programs tailored to their needs. In addition, the review indicates that the public authority should make additional considerations when providing education to women who need to set up their organizations. Sufficient managerial skills Preparation of programs that emphasize active participation. Professional skills, authority skills, and expected skills for presentation. Collectively, these strategies will act as the main drivers of women's entrepreneurial activities, enabling them to fulfil their obligations and support their families, creating a different worldview of a thriving country controlled by pioneering women in business. It is found that the value of the correlation is significant, and there is a good relationship between both the variables, so that, as per the testimonial given by the women entrepreneurs, the growth in digital marketing or moving the business towards the digital is helping the women entrepreneurs to raise the satisfaction level of the women entrepreneurs. The study identified that Ease in process, Quick and prompt response and transparency in all matters are the three factors influencing women entrepreneurs to stay digital. The engaging measurements say that the mean worth of the ladies business people between 20-30 is 4.18, 30-40 is 4.09, 40-50 is 4.20, 50-60 is 4.07 and the age bunch is higher than 60 is 4.14. all out fulfilment level of female business people in advanced promoting is 4.14. since the ANOVA is huge, the substitute speculation is acknowledged that there is no distinction in assessment among the ladies' representatives about digital marketing. In conclusion, the development of women entrepreneurs is an important area of focus for economic growth and gender equality. Despite some progress, women still face significant obstacles to entrepreneurship such as lack of access to funding, networks, and business education. The COVID-19 pandemic has highlighted the importance of digital skills and access to technology for entrepreneurs, and women entrepreneurs have faced unique challenges in adapting to digital platforms and remote work. These challenges include managing online harassment and balancing caregiving responsibilities. To support the development of women entrepreneurs, it is crucial to address the factors that hinder their digital participation, such as providing targeted training and resources for digital skills, addressing the gender gap in access to technology and connectivity, and tackling online harassment and abuse. Empowering women entrepreneurs in the digital economy is vital for achieving sustainable and inclusive economic growth. By addressing the barriers that women face and providing them with the necessary support, we can unleash the full potential of women as entrepreneurs and leaders in the business world.

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