

**DIGITAL MARKETING: A PLATFORM FOR WOMEN HOMEPRENEURSHIP****<sup>1</sup>Dr. Rakesh Agrawal**

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**Abstract:-** Digital Marketing is advance way of connecting and educating people across the world. With the growing influence of digital marketing in India, 68% of the brands are currently using digital marketing in their promotional strategies, while less than 9% use print ads, radio and television. Social media channels and online marketplaces have made it simple to perform economic activity from home and to reach new audiences, deliver products and receive payments. E-commerce companies get benefit from Homepreneurs because the latter have associations with end customers and hence know their needs and wants better. The purpose of this research is to give the overview of the impact of digital marketing on Homepreneurs business and its influence on people to buy and sell online and to analyze the performance level of Homepreneurs.

**Keywords:-** Digital Marketing, Homepreneurs, E-commerce, Social media channels.

**1. INTRODUCTION**

- **Digital Marketing:** When we talk about digital marketing, it is said that digital marketing first began in the beginning of 1990 with just text based websites which afford product knowledge and its utility. The way it has developed its popularity since the 1990s and 2000s has altered the way that brands and enterprises that utilize social media channels for their marketing. Digital marketing can also be referred as 'online marketing', 'internet marketing', 'web marketing' or "social media marketing". It is a term used to interpret the integrated marketing services to attract, engage and convert their customers through digital channels. With the rise of new digital technologies like social network, mobile, big data etc. are providing platform for multiple initiatives to explore the market. The society as a whole is also facing a fast and residual change due to the maturation of digital technologies and their penetration of all market. This Digital transformation has always built a strong connection to the businesses which currently experiencing huge changes.
- Digital marketing utilizes several channels such as content marketing, influencer marketing, social media and online advertising to help brands connect with customers as they are adopting more online then going on physical stores. With this growth in internet and social media channels, it is not just selling products alone, but in addition to this give information about products, advertising space, software programs and many more. It defines the use of technologies in marketing efforts and business practices with the marketing of goods, services, information and ideas via internet, mobile phones, display advertising and other electronic mediums. It provides numerous benefits to the customer at one click. It is also cost effective and having a great commercial impact on the Homepreneurs business.
- **Women Homepreneurs:** Homepreneurs is a neologism, defined as a female business owner who carries out business in their home, actively balancing the role of a homemaker and an entrepreneur. When we talk about women's participation in India, it's very low as compared to developing countries. But, Homepreneurs have been in existence since ancient times in India. Most of the women in are engaged in different sectors and activities like agriculture, agro based industries, handicrafts, handlooms, kitchen activities (pickles, powders and papads) and other cottage based industries like basket making and many more, and maximum of them are home-based activities. Work from home has its existence from ancient times; it has only changed and transformed its role depending on the mode of production and services. Though we are in 21st century, socio-economic malicious like gender discrimination, unemployment, poverty etc. are the social banners ruling the community today because of which women in India are still reserved and emotionally attached to family. But, with the gradually digitalisation of economy, the hidden entrepreneurial potentials of women have moderately been changing with the growing awareness to the role and economic status in the society. Many women

have taken up small or medium scale businesses and are working from home, generating revenue that become their income or augments it. Many women are now utilizing their spare time and moving towards Homepreneurship, where they convert their skill, hobby or an idea into small business venture, and sometimes turning it into mature company. Entrepreneur skills, knowledge, determination, research and adaptability are the main and essential qualities that women should possess for emerging themselves into business enterprises. During this digitalisation process in the economy, women have undergone a radical transformation from merely a homemaker to a dynamic multifaceted personality contributing to the socio-economic growth worldwide. This transformation in the society provides platform for many artists especially women of tier 2 and tier 3 cities to showcase their talent with their products. These women are now coming out with innovative ideas. If given a chance, they can make a huge difference in the economy of our country. In this era of digital competition, the positive attitude and determination of these women Homepreneurs is their ability to survive in the stiff competition. In this emergence of digital era, many challenges and opportunities are growing so rapidly that majority of job seekers are turning into job creators.

### 1.1 Difference between Women Homepreneurs and Women Entrepreneurs

Basis	Women Homepreneurs	Women Entrepreneurs
Meaning	Women Homepreneurs can be defined as a business entrepreneur who operates from her home.	Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise.
Earnings	They choose jobs that pay them by the hour and offering them a comfort zone and space where they can operate their business from home without stress.	Entrepreneur has a business to run & payroll to attend specifically.
Working	The working of Homepreneurs is self-chosen.	The working of entrepreneur is forever working.
Control Consideration	Homepreneurs take on this business to control their work hours, place and nature of work.	Entrepreneurs may be more comfortable in spending all day at a variety of network opportunities physically and client meetings.
Nature of work	Homepreneurs work as a single person who prodigiously handles their own product or services.	The entrepreneurs focus on products or services as completely packed expertise skill sets.

## 2. REVIEW OF LITERATURE

**Anjana Bose (2019)**, explains why women choose entrepreneurship over employee ship, analysing various reasons such as due to work place issues, restriction imposed by family members and compulsion arising from socio-economic situation and therefore preferring occupations that allow them to work from home mainly for family reasons and for relaxed work atmosphere. This paper shows factors and the product that Homepreneurs are engaged in.

**Joao Reis, Marlene Amorim, Nuno Melao and Patricia Matos (2018)**, the paper indicates the adaption of business strategy to a new digital reality. Digital Transformation may be considered as management fashion which helps to build new connection with a customer and proposes in depth research to the market. This digital era driving the innovation in the enterprises and also helping to support new entrepreneurs.

**González Romo, García-Medina & Plaza Romero (2017)**, explained that new technologies have forced companies to reconsider marketing strategies by adopting new technologies. The authors continued to explain that the implementation of technology into

marketing would help marketing professionals reach a younger audience that heavily use mobile and other digital devices on a regular basis. This will help the Homepreneurs to enhance their business through digital technologies.

**Mrs. D. Parasakthi (2013)**, the paper analyse the Socio-Economic and motivational factors of the women Homepreneurs in Coimbatore district. Socio- Economic features have strong relation with entrepreneurial success. Women have to cope with various socio-economic problems. Society's attitude and government support are the major determinants of women's entrepreneurial success and establishing themselves.

**M. Kanagarathinam (2013)**, the researcher study about the women Homepreneurs and the problems faced by them in the Coimbatore District. Chi-square test and Factor analysis has been used. According to them, the problems highly faced by the women Homepreneurs are Raw material availability, Power and Fuel, Lack of awareness and Guidance, Male Domination and Lack of Mobility.

**Naveeda Shoaib (2012)**, highlight in his paper that home-based workers have demanded that the government should prepare a guideline for the protection of their rights and various schemes for their benefit of these Homepreneurs. A majority of women and men are engaged in home-based units in professions like shoe-making, embroidery, stitching, artificial jewellery, electrical gadgets, garments, pottery and candle making, kitchen activities without having any social protection and legal shelter to their rights and their welfare.

### 2.1 Objectives of the Study

- To overview the influence of digital marketing on women Homepreneurs business.
- To assess the significance of digital marketing towards the growth of women Homepreneurs.
- To analyze the changes in socio economic performance level of women Homepreneurs.

## 3. RESEARCH METHODOLOGY

A scientific and systematic approach to the research methodology is very much essential to evaluate the research problem. The study conducted on this research paper is descriptive type and based on Secondary data which were collected from thesis works, Homepreneur business web sites, newspaper and magazine articles and reviews by various analysts on women Homepreneurs and the impact of digital marketing on their businesses.

### 3.1 Role of Digital Marketing in Homepreneurs Business

As we are experiencing a radical change in India towards digitalisation, digital marketing plays a prominent role providing an individual or organization the ability to reach clients by establishing innovative technologies. It helps women Homepreneurs to venture into many new fields powered by computer technology, internet and enhanced communication systems. Online marketing, especially social media, has created a whole new range of business opportunities for women that are internet-based.

There are many smart, innovative and creative women looking for a platform to bring their product or services to the global market and make a name for them. Initially, they may not be the chief earners of their families but work for other reasons like supporting the families and personal economic independence. Social media have given rise and platforms to several Homepreneurs who have started businesses in diverse industries, from fashion to organic foods, right from their home. Now, there has been a growing trend of Homepreneurs, one women shows, micro entrepreneurs as well as small businesses.

Digital marketing provides social media channels such as Whatsapp and Facebook and thus creating new opportunities for women Homepreneurs to attract the customers through digital platform. They share the product information along with price details and other promotional specifications. Some are listed on business directories like those offered by Google and JustDial, they are affordable for them.

They are blooming as fashion designers, interior decorators, retailers, publishers, copyholder, garment manufacturers, artist and many more and still exploring and analysing new avenues of economic participation, for these, women Homepreneurs do not need big physical show rooms, malls or other grand stalls. With the help of Digital Marketing, they just explore themselves in the tiny space of their home without any stress

and being their own boss. Through e-commerce, it becomes easy for Homepreneurs to aware consumer and provides a deeper understanding about a brand or store.

Digital marketing and other social networking techniques provides simple-to-use and reasonably priced ecommerce solutions, these e-commerce firms help small home-based women entrepreneurs to bring their business online and scale up with a reliable payment gateway. There are various e-commerce Software as a Service (SaaS) companies such as Shopmatic, Kart Rocket, Build-a-Bazaar, Shopify to finance micro-entrepreneurs and Homepreneurs who have no money for marketing their product. There are various applications that can lay down digital platform for Homepreneurs to setup successful online business like Kraftly, Ship Rocket, Meesho app etc.

These digital marketing applications help the seller to push their marketing and reach out to potential customers to sell their unique creations. Digital marketing offers an inexpensive way to launch their product online and provide in-built payment options, brand-building and logistical support. It procures safe payment systems with options like cash-on-delivery and a good courier service that delivers on time goes a long way. There is official no documentation required for registration and products and listings details can be uploaded with a simple click on a phone photo. There is practically no coding knowledge required.

In fact the backend process is as simple as uploading pictures and text on Facebook. The templates need to be kept spontaneous and simple as a large number of these micro-entrepreneurs come from Tier-2 and Tier-3 towns and have no technical and practical knowledge. There is a rapid growth in Homepreneurs from Tier-2 and Tier-3 cities. They are also leveraging Shopmatic to create online stores for selling cakes or to give tutorials regarding kitchen activities.

#### 4. FINDINGS

- According to the report of Shiprocket's "Mapping India's e-commerce Womenpreneurs" has revealed that the impact of women on the Indian e-commerce landscape. Over a quarter (28%) of D2C sellers were women Homepreneurs, providing an encouraging and inspiring overview of the future of India's Direct-to-Seller E-commerce market and the contribution of women sellers in driving the economic growth. This report was based on the feedback of 1900 sellers across Tier-1, Tier-2 and Tier-3 cities between 18 and 45 years.
- According to a recent report by Zinnov, around two million Homepreneurs conducted business activities resulting in \$9 billion in 2016. From its current 70,000 online sellers, Kraftly propose to register a total minimum of 2 lakh online sellers by the end of 2017. With the increase demand for online retail, a large number of micro entrepreneurs and Homepreneurs are joining B2C or C2C e-commerce platforms to sell their unique creations.
- At E-commerce firm Shopclues, one-third of the total vendor base comprises a substantial number of Women Homepreneurs. Out of its six lakh vendors, around 1.6-1.8 lakh are Women Homepreneurs. And they are most prominently in categories like ethnic wear, clothing, home decor, artificial jewellery and fashion accessories for Women.
- According to FICCI-KPMG report, the e-commerce market in India may touch \$ 100 billion by 2020. Ever since e-commerce boomed in India, major players like Amazon, Flipkart and Snapdeal have been the main driving factors. There was also a rise of small Homepreneurs and Solopreneurs.
- Big Foot Retail Solutions, a retail solutions and services company, offers intend solution to Homepreneurs. The company occupies Kart Rocket-SaaS platform, Ship Rocket-Logistic aggregator and Kraftly-C2C e-commerce platform.
- As per the Indian government data, Micro, Small and Medium Enterprises (MSME) contribute nearly 8 percentage of the country's GDP which reflects they play a significant role in the country's GDP. Therefore, government should constantly motivate its citizens to become entrepreneurs and create employment opportunities for others.
- Minister of Tamil Nadu, Pandiarajan, launched the second edition of "Homepreneurs Awards – 2018" on June 5 in Chennai. Homepreneur's First award was initiated by Brand Avatar (a branding and event managing company), provides a platform to

recognise and celebrate Women, who have chosen to pursue their passion and talent through entrepreneurship from home.

- Data from Sheroes, an e-commerce solutions app shows that more than 2 million Women homemakers are reselling their lifestyle and clothing products using just WhatsApp and Facebook. With increasing number of women using Facebook community to start and grow successful businesses, Facebook launched its platform called Marketplace in India 1 last month where one can buy/sell products within a certain radius.
- Earlier, on this platform we have 40% female and 60% male entrepreneurs. These activities among women increased by 10% between 2014 and 2016 globally, and this is trickling into Indian start-ups. More women are now starting choosing their own businesses and re-enter the market workforce.

## 5. LIMITATIONS OF STUDY

- This study is confined only with Women Homepreneurs.
- The data was collected from various published sources. Hence, the findings and conclusion have got their own limitations.

## 6. CONCLUSION

The technological changes like digital marketing or internet marketing have given rise to many Homepreneurs. Women Homepreneurs are successfully managing their home as well as Homepreneurship as they are talented and capable of carrying out their multifaceted task. Digital platform offers tremendous opportunities for women. If Homepreneurs can succeed themselves in promoting their skills and knowledge for measuring the risks and benefits of their enterprise properly and get support and encouragement from family, society, Government, various financial institutions and online e-commerce companies, undoubtedly, all such affirmative efforts can open new channels and platform for Homepreneurs and hence increase the marketability and profitability of business owned by Women Homepreneurs.

We need to encourage Women Homepreneurs to benefit them by gaining access in target business. As per the report of United Nations Development Programme (UNDP), out of 172 million people worldwide, unemployment rate was 5% estimated in 2018. As increase in Homepreneurship, the problem of unemployment will be reduce as women are more likely than men to hire other women and to give them access to capital, mentorship and networks. Women are also more likely to reinvest their income in their families and communities.

Many educationalists, entrepreneurs and good investors have come together to provide the funding for these Homepreneur. Women Homepreneurs are engaged in the unorganized sectors. They must be registered and need a societal consideration. Government assistance should be provided for encouraging them and providing more platform for marketing their product or services. They should also launch various Digital India programme with the vision and aim to transform India into a digitally empowered society and developed economy.

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