



WOMEN PERFORMANCE IN E-MARKETING: A REVIEW

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***Abstract:** In the era of digital marketing, woman is not restricted to four walls of home but she is involved in all kinds of employments which gives her financial stability. There is need to remove a thinking that what is on and with me and to import that what is inner revolution in me. To cope with all aspects of life, she must be aware with situation of mind and exchanging milestones of life. E-Marketing helps her to process self identity and excel in the fields as education, politics and social sectors which improve her independency and prove herself as mandatory economical factor. Empowerment brings them as contributors not beneficiaries in the development. According to Indian news survey, men's salaries are generally higher than women.*

A male dominating society in India is a very great aspect to uplift woman with their quality of calmness and mind stability and makes them to easily handle even toughest situation. In rural areas women who are running their own business will get motivated to intend towards e-marketing. This paper focuses on various factors of women entrepreneurship and characteristics and qualities of women.

Keywords: e-Marketing, Women entrepreneur, Challenges, Technical knowledge.

Research Methodology: To understand opportunities and challenges faced by women entrepreneurs in e-Marketing nature of paper is descriptive. It depends on secondary data such as trusted websites, newspapers, journals, books etc.

Objectives of study:

1. To increase entrepreneurial employability among women.
2. To find out significance of women entrepreneurship.
3. To compare possibilities and complications of women entrepreneurship.
4. To evaluate opportunities in digital marketing.

E-Marketing: It is process of marketing all products on internet, e-mail and wireless media. It is internet marketing with some additional concepts as improving relationship with customers. It uses customer relationship management.(CRM)

Through that it becomes helpful for companies to stay connected with customers, streamline processes and improve its profitability. It is much more relationship oriented.

Whereas, Internet marketing connects new customers on internet. SEO oriented websites and PPC campaigns would falls under this category. It exclusively focuses on how to capture and direct online traffic on internet.

Digital marketing includes both Internet marketing and e-marketing.

It covers all types of marketing which uses digital interface. It includes aspects as extremely modern and forward thinking.

E-marketing major need:

1. Not only to think analytically devise system but also be detailed oriented to troubleshoot problems.
2. Logical Thinking.
3. Creativity.
4. Decision making.
5. Planning.
6. The right business for you will depend on your personal skills, values and interests.
7. To cope up with latest development in our business.
8. Must be curious about related business as this is applicable to every possible areas of life.

E-Marketing Advantages:

- 1) To deliver products in house.

- 2) Renewal between business and end users.
- 3) Provision of services within time.
- 4) Much better return on investment.
- 5) Reduce marketing campaign.
- 6) Fast result of campaign as it helps to target the right customer.
- 7) Maximum potential profit.

Pillars of e-Marketing:

- 1) Women
- 2) Process
- 3) Technology
- 4) Resources.

Why Women entrepreneurs are lagging behind:

1. Stress.
2. Sexual harassment.
3. Mental harassment.
4. Childcare and family responsibility.
5. Less confidentiality.
6. Bridging of men & women workplace problems.
7. Social expectations and cultural norms regarding the appropriate roles for men and women.
8. Inherent biological difference
9. Less exposure by society.

Challenges faced:

1. Technical knowledge:- She must have technical knowledge of certain level. If women are enough educated, then they grasp knowledge related to that business. In economic growth, change is prime aspect for development, inventions and innovations. For e-marketing, technical knowledge gives ability to use new and improved way of producing and marketing goods. A good entrepreneur is one who is interested in changing strategy of production to suit current requirement, market demand and quality of product. An entrepreneur should able to initiate and have been desire to adopt changes.

2. Start up fear ness:-Even though all resources are available due to inferiority complex in the male dominating society; they are moving in backward direction. Even they have been depressed by surrounding environment. It may be difficult to overcome conventional view and negativity that exist related to marketing.

Importance of women entrepreneurship in e-marketing:

There is remarkable talent among women. Women are adequate educated with professional and technical knowledge and qualifications. They have ability to prioritize different tasks to manage budget and consider time management. Due to their potential and will, they become capable to face all challenges in these fields. The role of women entrepreneurs is restricted to 3 M's that is Modeling, Masale And Machineries But according to need of competitive market there is scope in 3 C's that are Computer technology, Current trends, Caring products. Economical development depends on all stakeholders in the society, if women participation is not considered then up to mark development is not possible. By various training and awareness programme for encouragement of women to enter in e-marketing and entrepreneurship is possible Young girls are rarely encouraged to boost their marketing strategies which are problematic for intellectual growth. Female engineers are the brain behind a number of facebook features, in fact all social media aspects we have to dedicate ourselves to change the mindsets that inhibit women from lagging behind into their true potential. Although India has second highest number of internet users to reach 627 million in 2019 from 18-44 age group, women users are 40%.

Successful women in entrepreneurship & e-marketing.

- 1) Aditi Gupta; Founder of Menstrupedia.
- 2) Aditi Balbir; Founder VResorts.
- 3) Ankita Gaba; Co-Founder, SocialSamosa.com.
- 4) Ashwini Asokan; Founder mad Street den.
- 5) Debadatta upadhyaya;CEO. & Co-founder timeseverz Dotcom Pvt.ltd.
- 6) Radhika Ghai Aggarwal; Co-founder & CMO Shopclues.Com

Conclusion: Women can be innovative in utilizing existing services and technologies. They can approach and prioritize activities in day-today life. They should think alternative forms in business. Social media can play an active role here as now a day it is in every corner of world. Woman is a backbone of e-marketing but her hard work has been unpaid most of the time. Now she has started to recognize her true potential. If we pin point the major

challenges they face, then perfect planning is possible to cope up with all suitable technologies. It gives advantage from providing employment ranging from small business to major government and NGO support. Woman has proven her importance not only in specific field but also throughout by giving contribution to economic development country. As a result, she has started to overcome obstacles in digital marketing. Regarded as eminent personality in the world by society.

W-Workaholic: As they do their work with full devotion.

O-Optimistic: Women are always optimistic and positive thinkers.

M-Motivated: Women have more motivations.

E-Enthusiastic: Energetic and always handles situation with positive attitude.

N- Natural/Noble: As she is gifted with a beauty of patience and obedience.

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