

New Era of E-Commerce post 2020

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Abstract

E-Commerce is a vast field that is not only for buying and selling of goods and services but also includes transmitting of funds or data over the electronic platform. It gives boost to the existing business and provides change in traditional way of doing business. During Covid-19, the perception of people has changed. Now people use internet for education, business growth, purchasing and selling of goods, perform transactions, even doctors also available online. IT and Healthcare sectors of the world has grown and benefitted in this pandemic situation.

The awareness towards E-Commerce is expected to change positively during post 2020. Each economy has to be ready for the changing nature of their and global economy.

The E-commerce trading of Amazon and Flipkart, during festive sale in Oct 2019 was \$2.7 billion while in Oct 2020 their sales have hit 3.5 billion in spite of pandemic situation.

The Global Economic Prospects (June 2020) envisions a 5.2 percent contraction in global GDP in 2020. Despite the good efforts of governments to fight with this situation the recessions triggered by the pandemic scars through lower investment and lost work. Mean while, many sectors are growing during pandemic situation. The Government is trying to promote people to be "ATMANIRBHAR" to improve the economy with high budget. Atmanirbhar Bharat, is the vision of the Prime Minister of India, Shri Narendra Modi for making India "a bigger and more important part of the global economy".

The present paper tries to evaluate the opportunities, challenges and vicissitude in the field of E-commerce during the pandemic and post 2020 with reference to Indian Economy. This paper also attempts to show as Atmanirbhar campaign will affect e-commerce industries. The paper aims to ascertain the trends of e-commerce industries post 2020.

Keywords: E-Commerce, Covid-19, Economy, Atmanirbhar Bharat, Opportunities, Digitalization.

Introduction

The trading of goods, commodities or services and study of business and its operations is commerce.

E-Commerce stands for electronic commerce or internet commerce. Here it require internet or network platform as a medium of transaction. It gives a platform for buying and selling of products and services using internet.

E-Commerce is also referred as a paperless exchange of a business information using Email, Electronic fund transfer using application or website like Amazon, eBay, Flipkart etc.

E-payment systems are widely used in many sites, here e-payment methods are used like credit card/debit card, internet banking, e-wallet for buying or selling products. In the world of digitalization, Use of E-Commerce is increased due to price and convenience factors. Here without leaving the home or office area users get the goods and services.

Types of E-Commerce:

There are 6 types of e-commerce systems. They are B2B, B2C, C2C, C2B, B2A, C2A.

a. B2B (Business-to-Business)

B2B e-commerce means the commerce between companies. In Business-to-Business type of electronic commerce system, companies do business with each other. For example Google or any manufacturer company selling a product to a wholesaler, a wholesaler selling a product to the retailer. Here manufacturer, wholesaler and retailer all are doing their separate businesses.

b. B2C (Business-to-Consumer)

B2C model works as its name suggest. Here, the company sells their products, goods or services directly to the consumer online. Here the customer can view products on the website that they want to buy and can order it. After receiving the order details, the company will process the order and then send the products directly to the customer. Amazon, Flipkart etc are this type of e-commerce business model which we are using in our daily life.

c. C2C (Consumer-to-Consumer)

Here a consumer sells products, goods or services to other consumers using the internet or the web technologies. The C2C business model helps us to sell our assets or properties like house, bike, electronics items, television, radio, table etc via online to other consumers. OLX, Quikr etc are this type of business model.

d. C2B (Consumer-to-Business)

A consumer to the business model is a type of commerce where a consumer or end user provides a product or service to an organization. It is the reverse model of the B2C or business to consumer model, where businesses produce products and services for consumer consumption.

e. B2A (Business-to-Administration)

B2A or business to administration also referred as the business to government (B2G) commerce. In this model, the businesses and government agencies (administration) use central websites to exchange information and do business with each other more efficiently than they usually can off the web. One way to understand B2A e-commerce is through taxes. Taxes, which go to the government, can be filed online through third-party businesses.

f. C2A (Consumer-to-Administration)

Consumer to administration or consumer to government e-commerce model helps consumers to request information or post various feedbacks regarding public sectors directly to the government authorities or administration. For say, making electricity bill payments through the website or payment of health insurance etc are C2A type of business model.

There are different factors affected the growth of e-commerce before the COVID-19 like rising awareness related to online shopping, launching new products for direct sale, growth of internet and internet users, bulk order discount, shopping coupons, easy process of shopping and returning products etc. The ongoing innovations in different sectors like Smart Phones and 4G networks, it's predicted that the E-retail market will grow up.

Corona, A Word was Covid-19 epidemic is worldwide depressive situation. It will affect very much on worldwide global economy.

The current public health emergency will be followed by the mutually reinforcing economic and political crises that may ultimately lead to serious social disturbance as the costs of the pandemic will not only be high, but also unevenly distributed, both among countries and among different social groups within states.¹

The economic impact of the 2020 corona virus pandemic in India has been largely disruptive. India's growth in the fourth quarter of the year 2020 went down to 3.1% according to the Ministry of Statistics. The Chief Economic Adviser to the Government of India said that this drop is mainly due to the corona virus pandemic effect on the Indian economy. Notably India had also been witnessing a pre-pandemic slowdown, and according to the World Bank, the current pandemic has "magnified pre-existing risks to India's economic outlook".²

In most of the country most of the people try to save the money and without necessary requirements they don't want to spend the money. they stop or spend less money for enjoyment and traveling or shopping. so the Money has stopped circulating in the economy.

The World Bank and rating agencies had initially revised India's growth for FY2021 with the lowest figures India has seen in three decades since India's economic liberalization in the 1990s. However, after the announcement of the economic package in mid-May, India's GDP estimates were downgraded even more to negative figures, signaling a deep recession. The ratings of over 30 countries have been downgraded during this period.³

After COVID-19 pandemic situation the digitalization is increased due to social distancing and consumer behavior changes and lockdown situation or staying home situation push the consumers for online shopping. For some time there were some issues arise due to lockdown and curfew that effect ecommerce industry because the supply chain got disturb and many countries like China, USA, India and others impacted by the novel COVID-19 pandemic.

Forced change may bring needed reforms in different sectors. Many sectors like Education, E-retail, Information Technology, Healthcare sectors are growing during this pandemic situation.

In Education sector it was crucial time during lockdown period. But when days passes the government try to setup lectures on television and online and private schools and colleges startup for online classes with a thought that show must go on and also for far-reaching economic and societal consequences. It will open a new market for e-learning sector, internet service providers and technical persons as well as different equipments selling related to online classes.

Now there is no boundary for learners as well as teachers due to usage of online platform raises. Some platforms like Zoom, Google meet, GoToMeeting, Microsoft Team, Cisco Webex, Jio meet, etc, are very much useful for business work and meetings, taking lectures, query solutions, etc. BYJU'S, a Bangalore-based educational technology and online tutoring firm has seen 200% increase in the number of new students for free live classes.

Zoom is the video conferencing company become very popularity as people are forced to work from home and have to maintain social distance during pandemic situation. Zoom Video has seen its stock spike more than 100% since January as coronavirus pushes millions to work from home. As of March 18, Zoom cloud meetings ranked first in iPhone daily downloads among business apps in the US, and first by overall apps and games, according to App Annie.⁴

In E retail sector the perception of consumers are totally changed after covid-19. Sales force collected its data from a survey conducted from July 16 through Aug. 18, 2020. Respondents represented 27 countries on six continents. The study included responses from 12,000 consumers and 3,600 business buyers. Sales force weighted the data to represent the general population accurately. 68% said COVID-19 elevated their expectations of companies' digital capabilities, 61% expect to spend more time online after the pandemic than before it hit, and 60% said COVID-19 is changing their relationships with technology.⁵

In Healthcare sector India's PPE industry grow up from 0 to 7000 crore in March, second largest after China. The largest social initiative fund worth 21,000 crore in the country was set up by the IIT Alumni Council. Local brands, including Patanjali, Dabur, Himalaya, Lotus, and Amul, have taken over social media to be 'proudly Indian'. Consumers on the other hand, are leaning towards the 'Make in India' ethos with pride.

In IT sector Many Indian applications and game development software companies got booster dose with the Government decisions. In a report, China's state-run media The Global Times stated that ByteDance could lose up to Rs. 45,000 crore (USD 6 billion) as a result of the Indian government's decision to ban many Chinese apps.

In Medium and Small Enterprises the Chinese products boycott will be beneficial for various segments like cottage industry, pharmaceuticals and electronic goods, toys, furniture, plastics, sports goods, etc.. A package of 3 lakh crore was also announced by the government to provide collateral-free automatic loans for the MSMEs (Micro, Small and Medium Enterprise). This alone could help in bringing about several changes in the economy. The 'Vocal for Local' initiative, the government step by step reduce to import Chinese products and items like This was a hard move made by the India in favor of local market and brands by which China lost almost 14 percentage of India's imports.

Many Indian brands like Khadi, Patanjali, Parle, Metro Shoes and many more are going to be a global brand and compete on a global level with new innovations and new trends and new ideas for satisfying Indian as well as global audience.

According to a report by IBEF.org, India is the fastest growing e-commerce market and is expected to reach USD 84 billion by 2021. In India by consistency increasing of internet and Smartphone usage the terms Digital India, Skill India, and Startup India have also contributed majorly to online trade. India's own 5G network was announced by Reliance Jio, and other reforms in labor, agriculture and mining industries were also laid out.

Major e-commerce sites such as Flipkart, Amazon, and Snapdeal have been asked to display the 'Country of Origin' for products on their platforms. The ethnicity of brands not only makes them popular in the local market, but also helps them signify their global valuation.

E-commerce platforms like Amazon, Flipkart, Ajio, and many others business partners are also helping swadeshi brands build a brand image so that customers remember what their brand stands for. This e-commerce concept is also very much useful for local market and manufacturer form which the product will be purchased and sold by the website developers.

In 1905 Swadeshi movement launched, much before India got its independence from the British rule. As a country we have always strongly stood for self-reliance and now during this pandemic situation it was time to go vocal for local again. The government also support by different ways like Make in India, Vocal for Local and the main is Atmanirbhar Bharat. It will surely provide positive environment for self standing India, It will surely support local businesses and consuming local products. India surely become self-dependent and also provide high contribution to global market and economy. The 'Vocal for Local' initiative, the government announced a financial package of 20 lakh crore, that is equal to 10% of the national GDP. This was be major announcement and as a result different slogans like 'Made in India', 'Make in India' and 'Swadesi' 'Make for World', etc. would be famous.

With online presence, secure transaction, faster and more targeted response time, customer satisfaction, affiliate networks, and reasonable discounts and offers, these small players can win over local consumers. It can help smaller brands increase their enthusiasm for localism and gain a strong user base in the Atmanirbhar India ecosystem.⁶

A little interesting information and future expectations

(1) India today manufactures 4.5 lakh pieces of PPE a day, and now become the world's second-largest supplier of medical personal protective equipment (PPE). ⁸
(2) The India surgical mask((Basic surgical mask, Anti-fog surgical mask, Fluid/splash-resistant surgical mask, and N95 mask) market was valued at \$71.73 million in 2019, and is expected to reach \$157.13 million by 2027. ⁹
(3) Patanjali Ayurveda the famous brand of India is witnessing a demand of around 10 lakh packs daily for its controversial COVID-19 immunity booster medicine Coronil. ¹⁰
(4) Indian game FAU-G cross 1.1 million Pre-Registrations on Google Play in 3 Days. ¹¹
(5) It was a blockbuster festive season sales this year for ecommerce giants Amazon, Flipkart and others. According to a report by consulting firm RedSeer, India's online festive sale during October-November 2020 raked in \$8.3 Bn in gross sales, this is a hike of 65% from previous year. ¹²
(6) BYJU'S, a Bangalore-based educational technology and online tutoring firm has already seen huge growth and now has over 57 million registered students, more than 3.5 million paid subscribers and annual renewal rates as high as 85 percent. Byju's doubled its revenue from Rs 1430 crore to Rs 2800 crore in FY 19-20. ¹³

Conclusion

Microsoft and Disney both companies startup their work at the time of recession.

"The best time to start your business is in recession".⁷

At last when we reach to conclusion then i want to remember one part of a globally popular song of Shree Raj Kapoor - a Bollywood actor.

"Mere jute he japaani, ye patalun inglistani, sar pe laal topi rusi fir bhi dil hai hindustani" -

The lyrics include Upar-niche, niche-upar lahar chale jiwan ki... Naadaan hai jo baithh kinaare, puchhe raah watan ki... Chalana jiwan ki kahaani, rukana maut ki nishaani sar pe laal topi rusi fir bhi dil hai hindustani....

Here the moral of the lyrics said that Indian can accept everything but from heart he is always Indian and by nature they are always walking ahead and ahead in life.

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The Emotional and Economic Journey of Women Using E-commerce

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Keywords

E-commerce, women empowerment, emotional empowerment, financial independence, role of government, entrepreneurship, gender equality, digital economy, women in business.

ABSTRACT

: E-commerce as per its name suggests it is electronic commerce. This platform provides almost all goods and services commercially, or some can be free. This is an online mode, and it provides transactional, digital and business-related environments.

However, when considering the emotional and economic journey of women using e-commerce, it's important to look beyond the transactional nature of e-commerce to explore how it impacts the human experience of women—both emotionally and financially.

This paper explores the emotional and economic journey of women engaged in e-commerce, highlighting the ways that digital platforms are changing their roles in business, society, and personal life. Over the past decade, e-commerce has become a potent instrument for women to achieve financial independence, create entrepreneurial ventures, and overcome traditional barriers to appear her present in the business world. However, the economic impact is not the sole benefit. The paper also examines into the emotional transformation experienced by women, such as increased self-confidence, empowerment, and a sense of accomplishment that comes with managing and scaling online businesses.

Drawing on qualitative data from case studies, interviews, and surveys, this paper scrutinizes

how women navigate the complex interplay of financial goals and personal fulfillment through their E-commerce ventures. It investigates the challenges women face in a traditionally male-dominated digital space, including gender bias, digital literacy gaps, and balancing business with familial responsibilities. Furthermore, the study highlights the positive emotional outcomes—such as enhanced autonomy, self-expression, and community-building—that often accompany these entrepreneurial pursuits.

By focusing on both the economic gains and the emotional rewards, this paper provides a holistic view of e-commerce as a transformative force for women. It argues that e-commerce not only fosters financial independence but also cultivates a sense of agency, pride, and emotional resilience. Finally, the paper offers guidance for enhancing support systems for women entrepreneurs in the digital economy, including targeted education, mentorship, and policy reforms aimed at addressing gender disparities in the e-commerce space. This research aims to contribute to the broader conversation on women's empowerment and the evolving role of digital commerce in promoting gender equity in the global economy.

1. INTRODUCTION:

E-commerce stands for Electronic Commerce or internet commerce. It requires internet or network platform as a medium of transaction. It gives a platform for buying and selling of products and many other services using internet.

E-commerce is also known as a paperless exchange of business information using Email, Electronic fund transfer using applications or websites like Myntra, Flipkart, eBay, Amazon, Meesho, Nykaa etc. Many types of e-commerce systems are there like B2A, B2B, B2C, B2G, C2A, C2B, C2C, C2G, D2C, M-commerce. E-payment systems are widely used on many websites.

The global economy has seen tremendous changes and growth in the 21st century. During the last decade due to e-commerce growth and usage the whole economy and the way of thinking have been changed. Especially after 'covid 19' digitalization picks up the high speed.

In recent years, due to the rise of e-commerce usage the way of shopping, interaction, services, education, payment and many more factors are transformed and redeveloped. Here we cannot neglect the major role of women as consumer and as an entrepreneur also. However, their emotional and economic journeys within the e-commerce landscape remain under explored.

This paper addressing the concept of journey of women towards e-commerce focusing on both the emotional and economic dimensions.

The emotional journey of women in e-commerce encompasses from various factors like feeling of online shopping, empowerment to insecurity, various influencer factors that affected the decision-making process, social and culture barriers, trust of digital platform to online payment process.

The economic journey of women in e-commerce encompasses from various factors like consumers to seller of various products, Entrepreneurship using various platforms and taking benefits of various government projects. Women are leveraging digital platforms to build businesses, access global markets, and create economic opportunities, but here we have to also consider some barriers, including gender-bias, less technology education or knowledge and financial dependencies.

This paper aims to analyze the emotional and economic experiences of women, exploring how e-commerce is reshaping their roles in the marketplace. It includes a review of relevant literature, case studies, and an examination of various document sources. We explore how e-commerce platforms serve as a source of empowerment for women. Ultimately, this paper seeks to clarify the impact of women's growing engagement with e-commerce, while also highlighting the challenges they face in their ongoing journey within the digital economy.

2. LITERATURE REVIEW:

This paper aims to provide analysis of emotional and economic journey of women using e-commerce and for this purpose here we study different literatures, case studies and various source of documents.

The rapid evolution of E-commerce has changed all the interaction of individuals with the marketplace. Women as a key part of demographic part of the whole process have experienced the journey of digitalization with emotionally and economically.

The literature review explores the key points around e-commerce growth and women's emotional and economic experiences and different government schemes that helps women to go ahead their journey with digitalization and e-commerce.

Emotional Journey of Women in E-commerce

Women's emotional engagement with e-commerce is shaped by many factors, such as trust, empowerment, social image, and satisfaction. By multiple studies it shows that the emotional experience of online shopping for women can be both positive and negative. E-commerce has also enabled skill enhancement and provided access to global markets for women. Additionally, many new job opportunities arise in the market.

The mental and emotional process comprises of activities like selecting, purchasing and using online services or products done by the consumers to satisfy their requirements, wants and desires. (William L. Willkie, 1986)

Women's trust in online platforms is a crucial factor influencing their emotional experience. The fear of fraud, identity theft, and the risk of not receiving the expected product can lead to feelings of vulnerability and frustration. What others think if the product is failed to satisfy expectation in addition, women's emotional responses to customer service, return policies, and the overall online shopping experience significantly influence their loyalty to e-commerce platforms (Gounaris, S., Stathakopoulos, V., & Boutsouki, C. (2010)).

Lack of interest related to technology or ignorance of product information, unawareness of features of security, and few payment options are also considered as stoppage of online shopping (Adeshara, 2013). Shim et al., (2004) identify that past online shopping experiences affect the present and future online shopping.

Positive experience encourages consumers to purchase again but some bad experiences stop consumers from going online again and they search for many available alternate and easy solutions.

Moreover, societal factors such as the pressure to conform to certain beauty standards or purchasing behaviors often find their expression in the e-commerce landscape. Social comparisons can also affect women, particularly in highly visual online spaces like social media-driven platforms, which can induce feelings of inadequacy or dissatisfaction (Tiggemann & Slater, 2014).

For many women, the convenience and flexibility of online shopping offer a sense of autonomy and control, contributing to feelings of empowerment and satisfaction (Mencarelli & Lombart, 2017).

This empowerment is especially notable among women who face traditional societal constraints, as E-commerce provides them with a space to make decisions and purchases independently, without the pressure of in-store shopping environments.

However, the emotional journey of women in E-commerce is having its own challenges. Studies have highlighted the prevalence of online shopping anxiety, particularly when it comes to security and privacy concerns (Choi & Lee, 2019).

Women's decisions to engage in eCommerce, both as consumers and entrepreneurs, are often influenced by an emotional desire for independence, creativity, and personal fulfillment. The emotional satisfaction of contributing to a family's income or building a business is often just as important as the financial rewards. (McKinsey 2020).

Moreover, studies have emphasized the role of social media in shaping both the emotional and economic experiences of women in e-commerce. Social media platforms like Instagram and Pinterest not only influence women's shopping habits but also serve as key marketing tools for women entrepreneurs. These platforms allow women to express their identities and connect with like-minded communities, further enhancing their emotional attachment to the e-commerce experience (Zhao et al., 2020).

Economic Journey of Women in E-commerce

The rise of mobile usage and online shopping platforms marketing strategies has further empowered women by offering them an easy and personalized shopping experience, helping them balance their professional and personal lives more efficiently. Due to many new job opening women can be independent and, they can access global market for her product so financial benefits are also there with flexible timing and from her hometown.

On the other side, the economical journey of women as self-earning women, working women or as entrepreneurs in E-commerce is noticeable. Over the past decade, women have increasingly turned to digital platforms to open new opportunities and run the businesses, they use today's strong medium that is social media, YouTube and E-commerce websites to reach global markets.

Women are still underrepresented in digital entrepreneurship, and many face gender-specific barriers such as limited access to venture capital, gender bias in online marketing, and difficulties in building a customer base (Nambisan, 2017).

As consumers, women tend to engage in a wide range of online shopping activities, from purchasing goods and services to seeking out more personalized and experience-based products (Ramanathan, 2018).

According to a report by McKinsey (2018), women-led businesses in the digital economy tend to perform well, driven by women's ability to navigate eCommerce tools and strategies with flexibility and creativity. Online businesses offer women opportunities to work from home, establish their own schedules, and reach a broader audience, thus contributing to their financial independence and economic empowerment.

The economic impact of e-commerce on women is multi-dimensional, encompassing both their roles as consumers and entrepreneurs. Women have become major contributors to the e-commerce market, with studies indicating that 48% of online shoppers are women.

However, the gender digital divide, which affects women's access to technology and internet services, remains a significant barrier in many regions, particularly in developing countries (UNCTAD, 2021). These challenges continue to hinder the full economic potential of women in the e-commerce sector.

Intersection of Emotional and Economic Experiences

The intersection of emotional and economic experiences in e-commerce for women has begun to receive increasing attention in the literature. Women's purchasing behaviors and entrepreneurship are not solely driven by financial incentives but are also deeply influenced by emotional factors such as self-image, social identity, and empowerment.

3. OBJECTIVES / AIMS:

The primary objective of the paper is to explore the emotional and economic experiences of women engaging with e-commerce. We are exploring how online platforms work for different aspects like shopping, business startups, decision making process, financial independence etc. Specifically, this study aims to:

1. **The Emotional Impact of E-commerce:** Analysis of emotional aspects like Trust, Security, Social impact, Culture, User Satisfaction, Easiness of usage of platform, Smooth processing, feeling, Empowerment and many others are the psychological factors that drive the behavior and convenience of women engaging themselves with E-commerce.
2. **Identify Economic Role of Women as Consumers in E-commerce:** Women are always considering market changer factor in both online and offline market. As key consumers in the global e-commerce market, focusing on their purchasing patterns, preferences, and the responsible factors that affect their online shopping decisions, including mobile commerce and personalized shopping experiences and E-commerce usage. Women are the potential, frequent and permanent consumer once they satisfied with the product and services.
3. **Explore Women Entrepreneurs in E-commerce:** To investigate the challenges and opportunities faced by women during the journey of entrepreneurship. To analyze how digital platforms enable them to create and sustain businesses, and find different points that affects the women business journey such as access to technology, funding, market visibility etc. There are different government schemes for betterment of women startup and encouragement of women.
4. **The dimension of Emotional and Economical aspects:** To explore experience of women towards E-commerce particularly how emotional fulfillment from online shopping or selling product, decision making, independently on online platform and the economic empowerment and financial independence.
5. **Recommendations for E-commerce Platforms:** Every e-commerce platform have their rules & regulations and policies that effect the consumer satisfaction, here we can find and recommended different rewards, offers, return polices, coupons, easy access, tutorial videos, bank offers, and many other factors that boost up e-commerce market and better support women's emotional and economic needs, ensuring that digital spaces are more inclusive, accessible, and empowering for female consumers and entrepreneurs.

The aim of the paper is to achieve objectives and try little bit to understand women's roles in the developing digital economy, providing information that could guide and inform business practices, policy decisions, and future research in the field of e-commerce.

4. RESULTS / FINDINGS:

The rise of internet usage and AI is a game-changing factor in the 21st century. With AI, women can now check how glasses or clothes fit on their bodies and how they look. Additionally, many websites provide comparison charts and product categories, allowing customers to easily compare and select products. Competitive prices, deals, and efficient delivery, coupled with the convenience of avoiding long queues, have completely transformed the buying experience for women.

Numerous examples from the study highlight how e-commerce platforms support women in becoming entrepreneurs. Moreover, governments and many NGOs help women become independent.

One example is www.Pabiben.com, founded by Pabiben Rabari, an illiterate village woman whose childhood struggles motivated her to work hard and gain recognition in her younger years. She dared to start one of the first Women Artisan Enterprises, Pabiben.com, thanks to Kaarigar Clinic, a rural business venture that empowers artisans to become entrepreneurs.

List of government schemes which are very much useful for women empowerment,

- https://www.startupindia.gov.in/content/sih/en/women_entrepreneurs.html
- Mahila Samridhhi Yojana
- Women Entrepreneurship Platform (WEP)
- Trade Related Entrepreneurship Assistance and Development (TREAD)
- Support to Training and Employment Programme for Women
- Mudra Yojana for Women/ Mahila Udhyami Yojana
- Stand-Up India
- Nai Roshni- Scheme for Leadership Development of Minority Women
- Mahila Shakti Kendra
- Nari Shakti Puraskars
- Skill Upgradation and Mahila Coir Yojana

Government Support

- **Mahila E-haat:** Launched by the Ministry of Women and Child Development, this platform allows women to sell products online, registering 300,000 entrepreneurs and facilitating transactions worth \$3.1 million by 2016.
- **Niryat Bandhu Scheme:** Under the Ministry of Commerce and Industry, this scheme provides training and building the capacity for women entrepreneurs to export through e-commerce platforms.
- **E-commerce Facilitation Melas:** Organized by government agencies to connect women self-help groups (SHGs) with e-commerce platforms to expand market reach, along with Mission Mangalam by GLPC empowering poor women.

Institutional Support

- **Amazon Saheli:** Launched by Amazon India in collaboration with SEWA and other NGOs, empowering over 1.7 billion women-owned businesses and supporting 80,000 women artisans with training, marketing, and financing.
- **Ubuntu Consortium:** Brings together 45 women's entrepreneur associations from 10 states, offering skill development programs and training in digital marketing to 10,000 women.
- **Digital2Equal Initiative:** Launched by IFC and the European Commission to create many opportunities for women in emerging markets like India.
- **Panjikaran Se Pragati:** A joint national campaign by the Ministry of MSME and WEP to encourage Udyam registration and unlock business opportunities.
- **WEP Unnati:** Udyamita se Pragati Tak is a joint program of the Ministry of MSME and the Women's Entrepreneurship Platform (WEP) providing a mentorship platform for women entrepreneurs to progress from entrepreneurship to success

- **WEP:** An initiative by NITI Aayog, launched at the 8th Global Entrepreneurship Summit in 2017, to connect women across India and support their entrepreneurial aspirations.
- **Ichha Shakti:** It represents motivating aspiring entrepreneurs to start their businesses.
- **Gyaan Shakti:** Provides knowledge and ecosystem support to foster entrepreneurship among women.
- **Karma Shakti:** Offers hands-on support to women entrepreneurs in setting up and scaling their businesses.

The Reliance Foundation supports women in India through number of initiatives like Digital Skills Programs, Women in the Digital Economy Fund (WiDEF), WomenConnect Challenge India, WomenLead India Fellowship, Project ASMAN (Alliance for Saving Mothers and New-borns).

5. DISCUSSION / ANALYSIS:

E-commerce is expanding its reach to the general masses on the back of social media. E-commerce, driven by digitization and usage of the internet in daily life, creates a huge understanding of the market and more opportunities for consumers and sellers.

According to NASSCOM, India's e-commerce market is projected to surpass \$100 billion by 2028 and reach a significant \$200 billion by 2030, driven by increasing internet penetration and digital adoption across the country. The following table illustrates Indian E-commerce market size across top four industries from 2023 & 2028 (forecasted)

India's E-commerce market is booming, reaching \$100B by 2028 Market size across top four industries in 2023 & 2028 (forecasted)		
Industry	2023	2028
Food & Beverage (F&B)	\$20B	\$34B
Fashion	\$11B	\$25B
Electronics	\$7B	\$18B
Media	\$1B	\$5B
Others		\$19B
		\$101B

Table: 1 (Source: Statista data)

(Source - <https://metyis.com/impact/our-insights/understanding-india-eCommerce-landscape>)

NITI Aayog's Women Entrepreneurship Platform (WEP) estimates that women constitute about 13.76% of the total entrepreneurs in India, with 8.05 million women entrepreneurs out of the total 58.5 million entrepreneurs. The World Bank's Women, Business, and the Law 2022 report highlights that only 20% of MSMEs (Micro, Small, and Medium Enterprises) in India are owned by women, showing the gap in female participation in entrepreneurship.

Comparison with Global Statistics: While countries like the United States have a higher ratio of women entrepreneurs (around 36% according to GEM), India's percentage, though growing, highlights the need for more focused interventions.

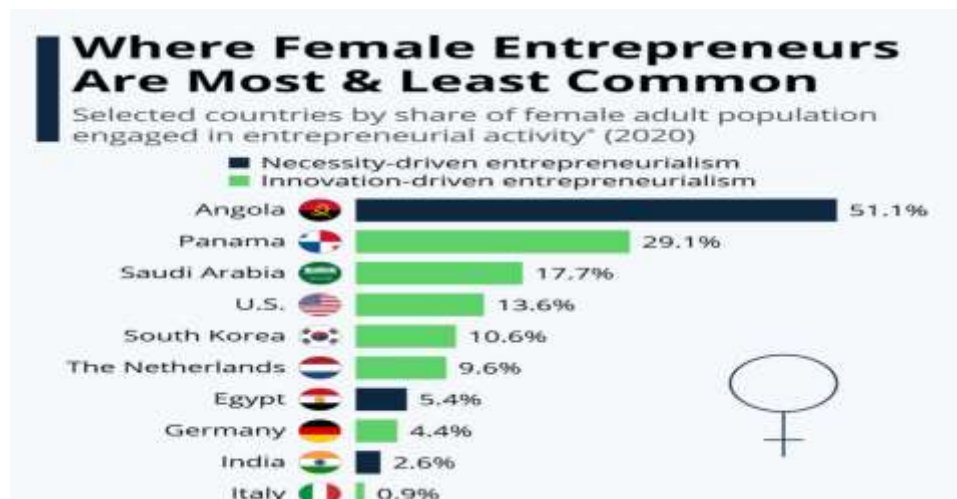


Figure 1

(Source - <https://www.instamojo.com/blog/women-in-business-india-statistics/>)

According to a report by Bain & Company (2019), women make up nearly 35-40% of the overall E-commerce consumers in India, and their online spending is expected to grow substantially. Women entrepreneurs in India provide direct employment to around 22 to 27 million people, according to a survey by Bain & Company. Women-owned enterprises are increasing. Over the past decade, women-owned enterprises increased from **14 to 20%**, as per government sources.

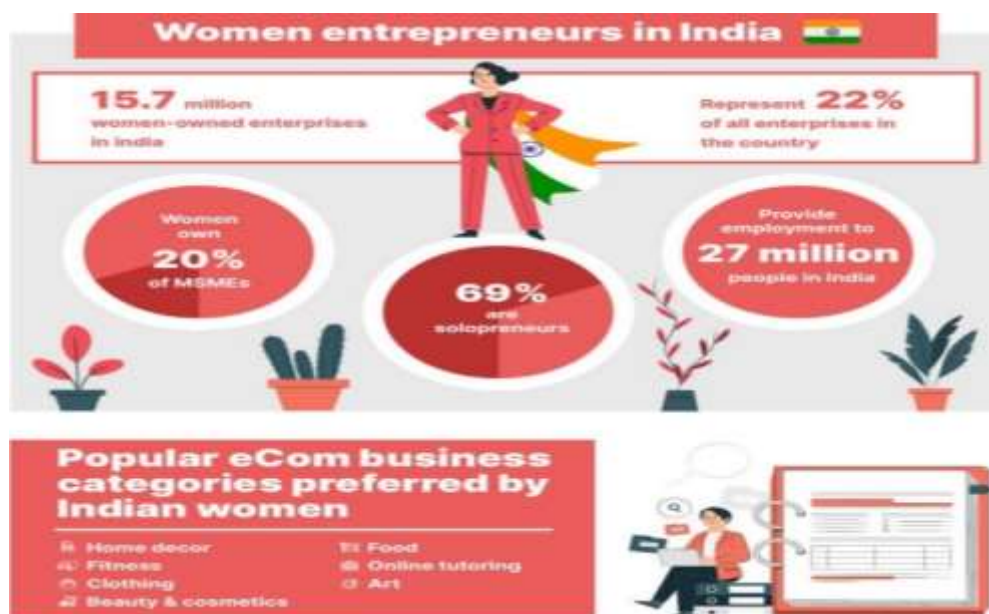


Figure 2

(Source - <https://www.instamojo.com/blog/women-in-business-india-statistics/>)

The landscape of women entrepreneurs in India has seen significant growth, yet it remains far from equitable. According to the Global Entrepreneurship Monitor (GEM) Report 2023, the Total Entrepreneurial Activity (TEA) rate for women in India stands at around 14%, which, although improving, still far behind many other countries.

Only 20.8% or around a fifth of the total amount of bank deposits in India belongs to women account holders, according to the latest “Men and Women” report released by the National Statistical Office (NSO). This is even though 36.4% of all bank accounts, adding up to 917.7 million accounts in India are owned by women.

6. CONCLUSION:

E-commerce has undoubtedly empowered women by offering greater autonomy in their consumption and entrepreneurial activities, challenges such as trust, privacy concerns, and gender-specific barriers persist.

The literature on women’s emotional and economic journeys in e-commerce reveals a complex, multi-layered experience.

As women continue to shape the digital economy, understanding the intersection of emotional and economic factors will be essential in creating inclusive and supportive platforms that encourage both personal and professional growth of women through e-commerce platform. Further research on this topic should focus on deeper exploration of these themes, particularly in the context of emerging markets and technologies.

The analysis discusses the dual influence of emotional and economic factors on women's behavior towards e-commerce. It suggests that e-commerce platforms that effectively tap into women's emotional needs, such as providing a sense of empowerment, security, or enjoyment, tend to foster higher engagement and loyalty. On the other hand, emotional triggers like stress or regret, which may arise from impulsive purchases or overwhelming choices, can negatively impact their overall shopping experience and then less interest for online platform usage.

The research also highlights how economic factors, such as income and financial priorities, shape the way women navigate E-commerce, balancing emotional impulses with economic limitations.

By addressing both emotional and economic dimensions, e-commerce platforms can better cater to the diverse needs of women, paving the way for greater gender equity in the digital economy.

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MARKETING TRENDS IN E-COMMERCE

Abstract

The e-commerce sector is continuously developing sector, so for we have to think about the marketing strategies that businesses and organizations use to reach their target customers. Here, we will explore some basics of e-commerce, its advantages & types and some of the top e-commerce marketing trends for 2023. We have to focus on digital marketing and online transactions and security areas during e-commerce. We will discuss how businesses can use AR and VR (Augmented Reality & Virtual Reality), personalized marketing, social commerce, live streaming, video marketing, and voice search to improve their marketing campaigns and drive sales. We will also discuss the importance of mobile commerce and data-driven marketing in the e-commerce landscape.

Keywords: e-commerce, advantages, e-commerce types, marketing, AR, VR, personalization, social commerce, live streaming, video marketing, voice search, mobile commerce, data-driven marketing

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I. INTRODUCTION

E-commerce, short for electronic commerce or internet commerce, encompasses the exchange of goods or services over the internet. Payments for these transactions are often conducted online as well. In essence, any trade carried out through internet-based platforms and networks falls under the umbrella of e-commerce. The inception of online sales can be traced back to August 11, 1994, when a man in the United States sold a CD to his friend via his website, marking the beginning of the internet marketplace. Nowadays, e-commerce plays a pivotal role in people's lives. Instead of physically visiting markets and spending time shopping, individuals can conveniently buy, compare, and acquire products from a wide range of online stores. This entire process takes place through online platforms. With the advent of smartphones, internet-based transactions have gained significant momentum. [1]

Abdul Gaffar Khan (2016) conducted a study to examine the advantages that e-commerce brings to our economy. Additionally, the author explored the challenges that e-commerce poses in our economic landscape. The expansion of information technology has undeniably contributed to the growth of the financial sector. The author pointed out that as the use of smart mobile services and the internet continues to rise, there is an increased risk of security issues and fraudulent activities. Internet and network technologies have ushered in significant changes in our daily lives. The author emphasized that e-commerce offers numerous benefits that enhance customer satisfaction. It simplifies the process of purchasing goods and services through the internet. [2]

The primary aims of this paper are to examine E-commerce and explore the most recent marketing trends in the field of E-commerce. This study is primarily based on the analysis of existing secondary data sourced from books, national journals, international journals, government-published reports, and various websites.

II. E-COMMERCE TYPES

1. **Business to Consumer (B2C):** In B2C concept a business sells goods or services to an individual customer or consumer.
2. **Business to Business (B2B):** In B2B concept a business sells a good or service to another business.
3. **Consumer to Consumer (C2C):** In C2C concept a consumer sells a good or service to another consumer.
4. **Consumer to Business (C2B):** In C2B concept a consumer sells its own products or services to any business or organization.

III. ADVANTAGES

With the rapid expansion of communication, information technology, and the internet, the concept of 'Always-on shopping' has become a reality. This is a significant aspect of E-Commerce, where people can now shop at their convenience, anytime and anywhere. [3] E-Commerce offers numerous advantages, including direct sales, presales, user-friendly interfaces to enhance customer service, easy payment options, shopping carts, special offers,

product comparisons, and time-saving features. E-Commerce is reshaping the business landscape and introducing new concepts. Innovative technologies have emerged in recent years, gradually transforming the E-commerce market, making it more appealing to consumers by offering new benefits and unparalleled convenience. As everything is evolving, it's challenging to predict the future because, as Heraclitus famously said, "The Only Thing That Is Constant Is Change."

IV. MARKETING TRENDS

India's e-commerce market is witnessing remarkable growth, fueled by the increasing adoption of online shopping and active participation of major consumer goods and retail players in the country. In the fiscal year 2023, the gross merchandise value (GMV) of India's e-tailers surged to an impressive US\$ 60 billion. [4]

The e-commerce sector is experiencing rapid expansion and is projected to reach a staggering \$4.9 trillion in sales by 2023. Several factors are contributing to this growth, including the growing prevalence of mobile devices, the expansion of social media platforms, and the proliferation of online marketplaces.

With the continuous expansion of the e-commerce industry, businesses are seeking innovative strategies to connect with their target audience effectively. This is where marketing plays a pivotal role. Marketing involves the creation and dissemination of messages designed to influence the behavior of target customers. In the context of e-commerce, marketing serves various purposes, including driving website traffic, generating leads, and boosting sales.

The e-commerce marketing landscape is dynamic, with new trends continually emerging. Here, we highlight some of the key e-commerce marketing trends that are shaping the industry.

- 1. Augmented Reality (AR):** Augmented reality (AR) is an interactive technology that enriches the user experience by integrating software and hardware with any product. It superimposes digital content onto actual environments and physical objects. AR empowers users to manipulate their interaction within the real world, and it can be conveniently accessed through smartphones. In the realm of e-commerce, AR is gaining significant traction as it enables customers to engage with products in a more lifelike manner. For instance, AR can be harnessed to offer virtual clothing or furniture trials, aiding customers in making informed decisions or even visualizing kitchen renovations before making a purchase.
- 2. Virtual Reality (VR):** VR is still in its early stages, but it has the potential to revolutionize e-commerce. VR is completely virtual. VR users are controlled by the system. VR could allow shoppers to explore products in a lifelike environment, which could lead to more informed and confident buying decisions. It provides 3-D visual and live environment to consumer for full good effect. For example, VR can be used to let you select your product from Amazon virtual store and showroom.
- 3. Live Streaming:** Live streaming is another trend that is gaining popularity in e-commerce. Live streaming allows businesses to connect with potential customers in real

time and demonstrate the value of their products. This can be a very effective way to build trust and drive sales. It promotes a product directly to the live platform.

4. **Video Marketing:** Video is becoming increasingly important in e-commerce, as it allows businesses to tell their story and showcase their products in a more engaging way. Video can be used for a variety of purposes, such as product demos, explainer videos, and customer testimonials.
5. **Voice Search:** Voice search is becoming increasingly popular, as more and more people are using voice-activated devices to interact with the internet. Businesses need to make sure that their websites and product pages are optimized for voice search in order to reach these customers.
6. **Personalized Marketing:** AI-powered personalization is becoming increasingly sophisticated, and it is now possible to deliver highly personalized marketing messages to individual shoppers. This can be done by using data about shoppers' past purchases, browsing behavior, and social media activity.
7. **Social Commerce:** Social media is becoming an increasingly important channel for e-commerce, as more and more people are using social media to discover and buy products. Social commerce platforms like Instagram and Pinterest make it easy for businesses to connect with potential customers and promote their products.



Figure 1: Some of the Key E-Commerce trends...[5]

8. **E-Commerce SEO:** This is strategy for targeting different stages customer directly. Making SEO-friendly content is a direct approach to reach out to customer. It include content writing, blog post, product explain video and contents with all fact and figures and views are very helpful for mouth publicity of products.
9. **Remarketing Ads/ Retargeting Ads:** After google introduced its marketing platform, e-commerce business take the advantage of it and increase the conversation rate up to 300 percentage. If people visit the website and search for some product then don't purchase it

due to any reason then retargeting to those people is the best way to convert their presence into shopping. The advertisements from various social media and website you can directly reach out to direct interested people who can be your sure customer.

V. CONCLUSION

The e-commerce marketing landscape is constantly evolving, and businesses need to stay ahead of the curve in order to reach their target customers and drive sales. The trends discussed in this paper are just a few of the many that businesses should be aware of. By understanding these trends and adapting their marketing strategies accordingly, businesses can ensure that they are well-positioned for success in the years to come.

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ORIGINAL RESEARCH PAPER

The sentimental and financial journey of women navigating e-commerce

Mayur Vyas¹, Piyush Mehta²

Abstract

Electronic commerce is the full form of e-commerce. This is the interface that provides services and products, either free or paid. This is a virtual online mode that provides an environment including business platforms, transactions, and digitalization.

When we talk about the sentimental and financial situation of women who are the users of e-commerce, it is significant to look outside the transactional nature of e-commerce to study how it impacts the experience of women both psychologically and commercially.

This paper explores the sentimental and financial journey of women engaged in e-commerce, focusing on the ways that online platforms are switching their roles in business, society, and personal life. During the past ten years, e-commerce has become a convincing method for women to succeed in financial freedom, create entrepreneurial attempts, and defeat traditional barriers to appear present in the corporate world. However, the economic impact is not the individual benefit. This paper also investigates the emotional revolution experienced by women, such as enhanced self-confidence, inspiration, and a sense of execution that comes with running and topping online businesses and how they manage time management.

This paper uses information from case studies, interviews, and surveys to explore how women manage their e-commerce businesses while balancing financial goals and personal happiness. It looks at the difficulties women face in the mostly male-led online business world, such as gender bias, lack of digital skills, and the challenge of managing both work and family life. At the same time, the paper shows the emotional benefits women gain—like feeling more independent, being able to express themselves, and building connections with others.

By looking at both the money women earn and the emotional satisfaction they feel, this study gives a full picture of how e-commerce can change women's lives. It shows that online businesses can help women become financially independent and grow stronger emotionally. The paper also suggests ways to better support women in the online business world, such as offering special training, mentoring, and policy changes to reduce gender gaps in e-commerce. This research adds to the bigger discussion about women's rights and how digital business can help bring more fairness between men and women in the global economy.

Keywords: E-commerce, Women empowerment, Emotional empowerment, Financial independence, role of government, Entrepreneurship, Gender equality, Digital economy, Women in business.

Introduction

E-commerce stands for electronic commerce or internet commerce. It requires an internet or network platform as an intermediate of operation. It gives a stage for offering

different services, buying different products, and selling products using online platforms and digital tools via internet applications or websites.

E-commerce is also known as a paperless replacement of business communication using Email and electronic fund transfer using applications or websites like Amazon, Myntra, Flipkart, eBay, Meesho, Nykaa, etc. There are many types of e-commerce systems, like B2A, B2B, B2C, C2A, C2B, C2C, D2C, and M-commerce. Consumers and sellers or service providers widely use the online payment process.

The global market has changed a lot in the 21st century. In the past ten years, the rise of e-commerce has greatly affected the economy and how people experience shopping and business. After COVID-19, the move toward digital platforms became even faster and more important.

In recent years, the growth of e-commerce has changed how people shop, communicate, learn, pay, and use different

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services. Women have played an important role in this change, both as customers and business owners. However, their emotional experiences in the world of e-commerce have not been studied much.

The paper referring the perception of the journey of women towards e-commerce centering on both the emotional and financial dimensions.

Women's emotions in e-commerce are shaped by many things, such as how they feel about online shopping, the sense of empowerment or insecurity they experience, and different factors that influence their decisions. Social and cultural barriers, trust in digital platforms, and the safety of online payments also play a big role.

Women's financial journey in e-commerce includes many roles—from being buyers to selling different products and starting their businesses using online platforms. They are using digital tools to grow their businesses, reach customers around the world, and improve their income. However, they still face some challenges, like gender bias, limited knowledge of technology, and financial dependence.

This paper aims to analyze the emotional and financial experiences of women, exploring how e-commerce is restructuring their roles in the marketplace. It includes an evaluation of relevant literature, case studies, and a scrutiny of various document sources. This paper looks at how e-commerce platforms help empower women. It also aims to show the effects of women becoming more involved in online business while pointing out the difficulties they still face as they continue their journey in the digital world.

Literature Review

This paper aims to provide a study of the sentimental and financial journey of women using e-commerce and for this intention, here, we examine different literature, case studies, and several sources of documents.

The hasty progression of e-commerce has changed all the communication of individuals in the marketplace. Women, as an important part of the population, have experienced the journey of digitalization both emotionally and financially.

The literature review studies the significant stages surrounding e-commerce development and women's emotional and commercial experiences and it also includes different government schemes that help women to progress fast in their journey with digitalization and e-commerce.

Sentimental Journey of Women in E-commerce

Many dynamics, such as education, age, income, self-confidence, trust, empowerment, social image, and satisfaction, shape women's emotional engagement with e-commerce. Various studies indicate that the emotional understanding of online shopping for women can be both positive and negative. E-commerce has also enabled skill improvement and provided access to the global marketplace

for women. Additionally, many new job openings arise in the market.

The psychological process includes many activities like selecting and purchasing products from lists of products, also using or getting online services as a consumer, and satisfying the requirements, wants, and desires. (William L. Willkie, 1986)

Women's trust in online platforms is a crucial factor influencing their emotional experience. The fear of fraud, identity theft, and the risk of not receiving the expected product can lead to feelings of vulnerability and frustration. What do others think if the product fails to satisfy expectations in addition, women's emotional responses to customer service, return policies, and the overall online shopping experience significantly influence their loyalty to e-commerce platforms (Gounaris, S., Stathakopoulos, V., & Boutsouki, C. (2010)).

Lack of interest related to technology, unawareness of product details, and less interest in learning new technology updates, security features, ignorance and different payment options are major factors in stopping online shopping. (Adeshara, 2013). Shim *et al.* (2004) identify that past online shopping experiences affect present and future online shopping.

Positive experience nurtures consumers to purchase again and again, but some bad experiences stop consumers from becoming available again and they search for many available alternate and informal solutions.

Moreover, community factors such as the pressure to conform to certain beauty standards or purchasing behaviors often find their expression in the e-commerce landscape. Social comparisons can also affect women, particularly in highly visual online spaces like social media-driven platforms, which can induce feelings of inadequacy or dissatisfaction (Tiggemann & Slater, 2014).

For many women, the convenience and flexibility of online shopping offer a sense of autonomy and control, contributing to feelings of empowerment and satisfaction (Mencarelli & Lombart, 2017).

This empowerment is especially remarkable among women who face traditional societal constraints, as e-commerce grants them space to make decisions and purchases individually without the stress of in-store shopping environments.

However, the emotional journey of women in e-commerce is having its challenges. Studies have highlighted the prevalence of online shopping anxiety, particularly when it comes to security and privacy concerns (Choi & Lee, 2019).

Women's decisions to engage in eCommerce, both as consumers and entrepreneurs, are often influenced by an emotional desire for independence, creativity, and personal fulfillment. The emotional satisfaction of contributing to

a family's income or building a business is often just as important as the financial rewards. (McKinsey 2020).

Moreover, studies have highlighted the major role of social media platforms in shaping both the emotional and financial experiences of women in e-commerce. Social media platforms like Instagram and Pinterest not only influence women's shopping habits but also serve as key marketing tools for women entrepreneurs. These platforms allow women to express their identities and connect with like-minded communities, further enhancing their emotional attachment to the e-commerce experience (Zhao *et al.*, 2020).

Economic Journey of Women in E-commerce

The growth of mobile use and online shopping platforms has given women more power by making shopping easier and more personal. This helps them manage both work and home life more smoothly. With more job opportunities, women can become independent, sell their products to global markets, earn money, and work flexible hours—even from their hometowns.

On the other hand, women have made noticeable progress in their financial journeys—whether as independent earners, employees, or business owners in e-commerce. Over the past ten years, many women have used digital tools to explore new opportunities and build their businesses. Platforms like social media, YouTube, and e-commerce websites have helped them reach wider markets across the world.

Women are still underrepresented in digital entrepreneurship, and many face gender-specific barriers such as limited access to venture capital, gender bias in online marketing, and difficulties in building a customer base (Nambisan, 2017).

As consumers, women tend to engage in a wide range of online shopping activities, from purchasing goods and services to seeking out more personalized and experience-based products (Ramanathan, 2018).

According to a report by McKinsey (2018), Businesses led by women perform well in the digital economy, driven by women's ability to navigate eCommerce tools and strategies with flexibility and creativity. Online businesses offer women chances to work from home, establish their schedules, and reach a wider audience, thus contributing to their financial independence and economic empowerment.

E-commerce has had a wide economic impact on women, both as buyers and as business owners. Women now play a big role in the online market, with research showing that 48% of online shoppers are women (Figure 1). However, many women—especially in developing countries—still face problems like limited access to technology and the internet. This digital gap makes it harder for them to fully benefit from the opportunities in e-commerce (UNCTAD, 2021).

Intersection of Sentimental and Financial Experiences

The connection between women's emotional and financial experiences in e-commerce is now getting more attention in research. Women's choices as buyers and business owners are not only about making money. Their decisions are also shaped by emotions like how they see themselves, their role in society, and the feeling of being empowered.

OBJECTIVES / AIMS

The main goal of this paper is to understand the emotional and financial experiences of women involved in e-commerce. It looks at how online platforms support different areas, such as shopping, starting a business, making decisions, and gaining financial independence. Specifically, this study aims to:

The Role of Emotions in Women's E-commerce Journey

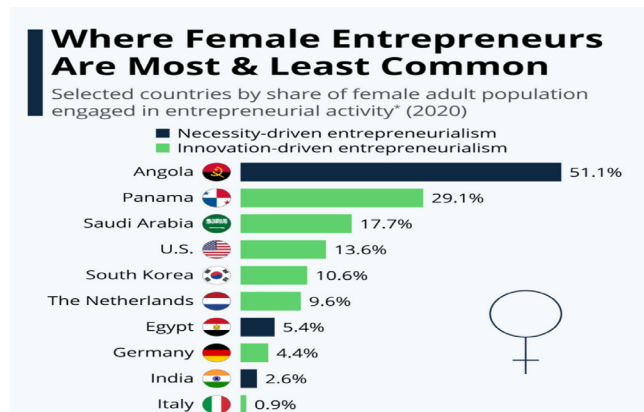
Analysis of emotional aspects like Trust, Security, Social Impact, Culture, User Satisfaction, Easiness of usage of the platform, Smooth processing, feeling, empowerment, and many others are the psychological factors that drive the behavior and convenience of women engaging themselves with E-commerce.

Exploring Women's Role as Consumers in the Digital Marketplace

Women are often seen as important drivers of change in both online and offline markets. In the global e-commerce space, they play a key role as consumers. Their shopping habits, preferences, and the factors that influence their choices—such as mobile shopping, personalized experiences, and ease of use—are important to understand. Once women are satisfied with a product or service, they often become loyal, regular customers and have a strong impact on market trends.

Empowering Women Entrepreneurs Through E-commerce

This section looks at the challenges and opportunities women face in their journey as entrepreneurs. It also



Source: <https://www.instamojo.com/blog/women-in-business-india-statistics>

Figure 1: Female Adult Population Engaged in Entrepreneurial Activity by Country (2020)

explores how digital platforms help them start and grow their businesses. Key factors that impact their success include access to technology, funding, and market visibility. In addition, various government programs and schemes aim to support and encourage women-led startups, helping them succeed in the digital economy.

The Dual Impact: Emotional Satisfaction and Economic Empowerment

E-commerce has created a powerful dual impact for women, offering both emotional satisfaction and economic empowerment. On one hand, women feel a sense of achievement, independence, and self-worth when they successfully manage online businesses or make confident buying decisions. It allows them to express themselves, build their identity, and connect with others through digital platforms. On the other hand, e-commerce opens doors to financial freedom, flexible work opportunities, and access to broader markets. This combination of emotional fulfillment and financial growth makes e-commerce a valuable tool in supporting women's overall empowerment in today's digital world.

References for E-commerce Platforms

To support women more effectively in the e-commerce space, platforms should take several key actions. They can start by offering basic and advanced digital training, helping women improve their online business skills—especially those from rural or underserved areas. Creating a secure and easy-to-use platform is also important, including safe payment options and privacy protection. E-commerce websites can also highlight women-led businesses through special labels, features, or promotions to increase their visibility. Additionally, working with government programs, NGOs, or financial institutions can help women get access to funding and business advice. These steps can help create a more supportive and equal environment for women in the digital market.

The goal of this paper is to better understand the role of women in the growing digital economy. It aims to share insights that can help shape business strategies, guide policy-making, and support future research around e-commerce.

Results/Findings

The rise of internet usage and AI is a game-changing factor in the 21st century. With AI, women can now check how glasses or clothes fit on their bodies and how they look. Additionally, many websites provide comparison charts and product categories, allowing customers to easily compare and select products. Prices benefit due to comparison, attractive deals, easy product comparing and finding, avoiding long queues, support from the government, and on-time delivery have completely transformed the buying experience for women. This shift has significant social, mental, and financial impacts on women.

Various examples from the findings emphasize how e-commerce platforms support women in becoming entrepreneurs. Furthermore, governments and many NGOs help women become independent. One example is www.Pabiben.com, founded by Pabiben Rabari, an illiterate village woman whose childhood struggles motivated her to work hard and gain recognition in her younger years. She ventured to start one of the first Women's Artisan Enterprises, Pabiben.com, thanks to Kaarigar Clinic. It is a rural business project that focuses on allowing artisans to become entrepreneurs.

Here is a list of government schemes that are very useful for women's encouragement and empowerment like Startup India, Mahila Samridhhi Yojana, Women Entrepreneurship Platform (WEP), Support to Training and Employment Program for Women, Mudra Yojana for Women/ Mahila Udhyaami Yojana, Nai Roshni – A scheme for Leadership Development of Minority Women, Mahila Shakti Kendra, Nari Shakti Puraskars, Skill Upgradation and Mahila Coir Yojana, Stand-Up India, and many other initiatives performs by the government to educate and encourage the active participation of women.

Government schemes support women

Mahila E-haat

This scheme is run by the government of the Ministry of Women and Child Development, which provides an online marketing platform from which women can market their products on online platform. They can show product details and photographs online.

Niryat Bandhu

This scheme is run under the Ministry of Commerce and Industry; it is for building the capacity of women to export their services to e-commerce platforms.

E-commerce Facilitation Melas

This type of camp is organized by some state government agencies. It connects self-help groups (SHGs) women with e-commerce platforms, provides opportunities and, a marketplace to women, and engages them with digital platforms.

Institutional Support

Amazon Saheli

This program was started by Amazon India. Some NGOs and groups are also a part of this program. They empower women entrepreneurs and women artisans by providing training, finance, and marketing.

Ubuntu Consortium

This platform is used for sharing different ideas, and promoting networks and seminars to educate and encourage women entrepreneurs. It brings together

women's entrepreneur associations from different states, offers them different skill programs and training for digital marketing, and tries to upscale their business.

Digital2Equal Initiative

This program was launched by the International Finance Corporation and the European Commission. Different technology companies provide a marketplace and try to boost different opportunities for women. Under knowledge session programs, they focus on how the digital economy increases women's access to more jobs and businesses.

Panjikaran Se Pragati

It is an integrated campaign run by the Ministry of MSME and WEP. It is a program to encourage women to register themselves or businesses for Udyam registration to unlock many business opportunities and get support.

WEP Unnati_Udyamita se Pragati Tak

This is a joint program of the Ministry of MSME and the Women's Entrepreneurship Platform. It provides a mentorship platform for women entrepreneurs from start to success in the business.

WEP

This initiative was launched by NITI Ayog during the 8th Global Entrepreneurship Summit in 2017. It connects women across India and supports their business desires and entrepreneurship.

Ichha Shakti

This is a motivational and aspiring program for women to start their businesses and reach the goals.

Gyaan Shakti

This is a program for providing knowledge and ecosystem support to boost entrepreneurship among women.

Karma Shakti

This Offers hands-on support to women entrepreneurs for setup and scaleup their businesses.

The Reliance Foundation supports women in India through several important programs. These include Digital Skills Programs, the Women in the Digital Economy Fund (WiDEF), the WomenConnect Challenge India, the WomenLead India Fellowship, and Project ASMAN (Alliance for Saving Mothers and Newborns). Each of these initiatives is designed to improve digital access, leadership opportunities, and healthcare support for women across the country.

Discussion / Analysis

Over time, e-commerce has continued to grow, supported by the widespread use of social media. Today, using the internet has become a normal part of daily life, and it plays a big role in the success of e-commerce. It helps people understand the market better and opens up more

opportunities for both buyers and sellers.

Based on NASSCOM's insights, the e-commerce market of India is projected to grow \$100 billion by 2028 and reach almost double to \$200 billion by 2030, driven by increasing internet penetration and digital adoption across the country. The following table illustrates the Indian E-commerce market size across the top four industries from 2023 & 2028 (forecasted) (Table 1).

According to the WEP program by NITI Aayog, out of 58.5 million entrepreneurs in India, only 8.05 million are women, which is about 13.76% of the total. The World Bank's *Women, Business, and the Law 2022* report also states that just 20% of Micro, Small, and Medium Enterprises (MSMEs) in India are owned by women. These numbers clearly show that there is still a big gap between men and women when it comes to entrepreneurship in India.

Compared to global numbers, countries like the United States have a higher share of women entrepreneurs, around 36%, according to the Global Entrepreneurship Monitor (GEM). Although the number of women entrepreneurs in India is increasing, it is still much lower. This shows the need for more focused efforts and support to help women grow in the business world, as mentioned in the report.

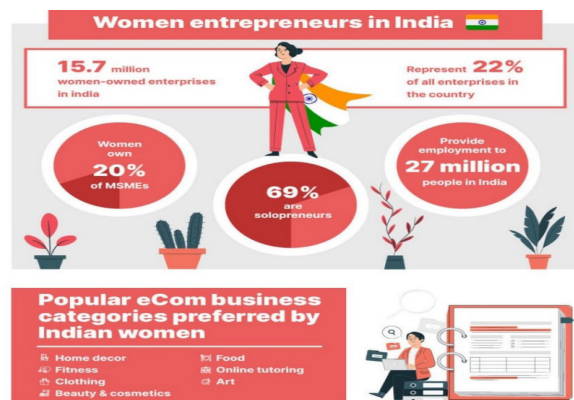
A report by Bain & Company (2019) shows that women make up about 35 to 40% of all e-commerce customers in India, and their online spending is expected to grow quickly. In addition, women entrepreneurs in India are estimated to provide jobs for around 22 to 27 million people. According to government data, the number of businesses owned by women has also grown from 14 to 20% over the last ten years.

The share of women entrepreneurs in India has grown in recent years, but it remains far from equal when compared to men. According to the *Global Entrepreneurship Monitor Report 2023*, about 14% of women in India are engaged in entrepreneurial activities (Figure 2). While this number is gradually improving, it is still low compared to many other

Table 1: Forecasted Market Size of Key E-commerce Industries in India (2023 vs 2028)

<i>India's E-commerce market is booming, reaching \$100B by 2028 Market size across top four industries in 2023 & 2028 (forecasted)</i>		
<i>Industry</i>	<i>2023</i>	<i>2028</i>
Food & Beverage (F&B)	\$20B	\$34B
Fashion	\$11B	\$25B
Electronics	\$7B	\$18B
Media	\$1B	\$5B
Others		\$19B
		\$101B

(Source - <https://metyis.com/impact/our-insights/understanding-india-eCommerce-landscape>)



Source: <https://www.instamojo.com/blog/women-in-business-india-statistics>

Figure 2: Overview of Women Entrepreneurs in India

countries, showing that more support and resources are needed to boost women's participation in business.

As per data from the *National Statistical Office (NSO)*, as of March 2023, women hold 36.4% of all bank accounts in India. However, they account for less than 21% of the total money deposited. This gap highlights financial inequality and suggests that even though more women are becoming part of the formal financial system, their overall financial power and control over savings remain limited.

Conclusion

E-commerce has played a significant role in empowering women by giving them more control over their shopping choices and business opportunities. However, challenges remain such as trust issues, privacy concerns, and gender-based barriers—that limit full participation. The emotional and financial journeys of women in the e-commerce space are complex and layered, and understanding these experiences is key to building more inclusive and effective digital platforms.

As women continue to influence the digital economy, it's important to recognize how emotional and economic factors shape their engagement. Platforms that create positive emotional experiences, such as a sense of empowerment, security, and enjoyment, can encourage stronger customer loyalty and participation. On the other hand, negative emotions like stress or regret from poor shopping experiences can discourage future use. Addressing these emotional responses is critical for improving overall satisfaction and involvement.

Economic factors also play a major role in how women use e-commerce. Income levels, spending habits, and financial responsibilities all influence decision-making and participation. When platforms consider both emotional and financial dimensions, they can better serve the diverse needs of women. Doing so not only boosts user engagement but

also helps move closer to gender equality in the growing digital marketplace. Future research should dive deeper into these areas, especially in emerging markets and with evolving digital technologies.

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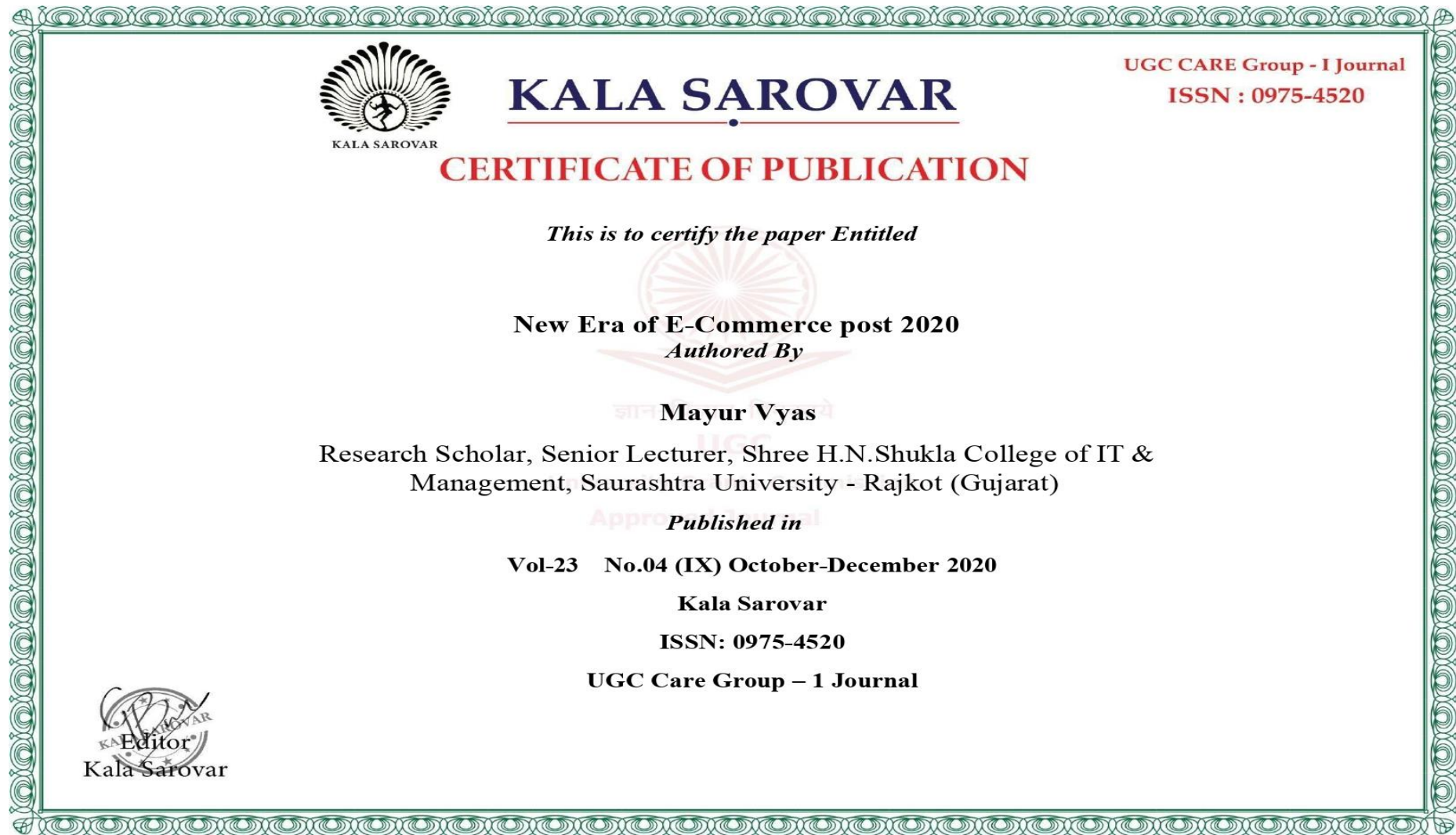

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