

ABSTRACT

The fast advancement of the e-commerce industry has become the reason for the transformation of the business from local to global. That means now a small town or village person from India can sell his art or product to a direct customer of the USA also. It affects almost all business strategies and consumer behavior and the very fabric of social interactions and consumer identity. After Jio launched its free internet service in India during Sep 2016 to March 2017, the internet users and usage of internet rise in India and year by year India is expanding internet services, growing smartphone usage, and increasing digital literacy, has become one of the world's most promising markets for E-commerce. Among various segments of society, women have emerged as an increasingly important consumer group, with their purchasing power and participation in the digital economy gaining significant momentum in recent years.

In the context of Gujarat, particularly in the Rajkot district, a rapidly growing urban and semi-urban population presents a unique opportunity to explore the role of women in the E-commerce revolution. Lijjat papad guruh udhyog in Rajkot is an example of women's unity & strength. One of the arm manufacturing companies named Raspian Enterprise Pvt. Ltd. is also in Rajkot which is directed and managed by a woman named Priti Patel. These are the best examples of working women in Rajkot. Nowadays boundaries are open for business, and women present themselves very well in the market.

E-commerce in India has been the subject of various studies, there is limited research focusing specifically on the perceptions and behaviors of women as a consumer, especially in smaller cities and towns such as Rajkot. Women's participation with online platforms is influenced by multiple factors, including socio-economic status, individual income, cultural norms, digital literacy, access to technology, and individual preferences, making it a complex area for investigation.

The objective of this research study is to analysis the women's perception for e-commerce and explore different dimension women's perception towards e-commerce in Rajkot district, Gujarat, with a focus on understanding their attitudes, preferences, challenges, and experiences while shopping online. By examining the evolving patterns of women's participation in the digital marketplace, the aim of this research is to provide meaningful perspectives into how gender influences e-commerce behaviors and how companies can better cater to the precise needs of female consumers.

The implication of this study is not only limited to understand the preferences and challenges faced by women in Rajkot but also in highlighting broader trends in women's

empowerment through technology. As women increasingly take control of household spending, online shopping and online services usage has become an important tool for improving their decision-making power, economic independence, and overall quality of life. Additionally, this research will provide businesses, policymakers, and digital marketers with actionable insights to effectively engage women consumers in this emerging digital era.

Through a detailed investigation of socio-demographic variables, shopping habits, online purchase motivations, and barriers to E-commerce participation, this study will contribute to a deeper understanding of how gender and locality influence online shopping behavior, ultimately offering practical recommendations for enhancing women's experiences in the E-commerce sector.

In India E-Commerce is a platform of the modern business instead of traditional business. E-commerce (Electronic Commerce) is a vast field that is for not only buying and selling goods and services but also which includes transmitting funds or data over the electronic platform. It is required to understand E-commerce properly for both Marketers and the customers. It gives a boost to existing business and provides complete change in the traditional way of doing business. pabiben.com is an example of an E-commerce website that indicates that a woman can convert craft and culture to a successful business if given the chance and platform.