Motivational Factors Influencing Digital Entrepreneurship Among Women Entrepreneurs

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ABSTRACT:

The purpose of this research study is to analyze the motivational factors of women's entrepreneurship in the context of digital marketing. More over the aim of this research is to identify the factors leading to the increased demand for Digital Entrepreneurship among women as a function of starting their own Businesses. The study has randomly selected a sample of 260 women entrepreneurs engaged in digital marketing from women in entrepreneurship. This research mainly focuses on the impact of the digital marketing in the small sectors as well as on the empowerment and satisfaction of women entrepreneurs as well. Also, it seeks to bring out the relevant factors that guide female decisions to encroach upon the digital marketing space by exploring the experiences of women who did so. By thematizing data collected from interviews, case studies & surveys, this study explores the motivational features stimulating women entrepreneur to adopt digital entrepreneurship. It delves into the effects of digital marketing on their business growth, profit earnings, and general satisfaction. This study aims to bring to the fore the status of the empowerment and the success drivers of women entrepreneurs in digital marketing as well field, it will be very useful for reference in its domain. Policymakers, business support organizations, and women empowerment advocates can also develop focused strategies to motivate and address the support needs of women towards digital entrepreneurship if they understand the factors that drive or inhibit their intent to thrust into digital startups.

Keywords: women entrepreneurship, digital marketing, motivational factors, empowerment, success drivers, small sectors, satisfaction levels.

Introduction

How could global popular culture have ignored a story so powerful and so representative of women's entrepreneurship, which has rightly earned the attention of the free world as a key ingredient in economic growth, innovation, and social progress? Over the last couple of years, the rising trends of digital marketing have opened doors and avenues for women entrepreneurs to set up and amplify their businesses. Symbiotic business partnerships through digital marketing: Women

evolving into digital entrepreneurship | Rejuvenating digital marketing through women empowerment — Part 1. Women Entrepreneurs from the state of Kerala, India have adopted Digital Marketing for their businesses and the trend is on an increase. This trend has grown, raising the question of what may be driving women in Kerela to this increasingly more popular form of small business. This research will focus on different variables between women who decide to enter the digital marketing world and will be based on women's perspectives and experiences. The main aim of this research is to explore women entrepreneurs empowerment and satisfaction levels through the adoption of digital marketing in small sectors. The use of digital marketing strategies in Pakistan can help women entrepreneurs to expand their customer base, break down conventional barriers, and capitalize on online opportunities.

To achieve the objectives of the research, a random sample of 260 women entrepreneurs who have used digital marketing in their businesses has been selected from Kerala. Surveys, interviews, and case studies formed the basis of this data collection process to get hold of a detailed insight into motivational factors which drive women to pursue the path of digital entrepreneurship. It will also analyze how digital marketing has contributed to their growth, profitability, and satisfaction. This study aims to explore the drivers of empowerment and success of women entrepreneurs in the digital marketing domain. Therefore, once decision-making factors of women on digital entrepreneurship have been identified by the study, policy-makers, business support organizations, and women empowerment advocates can use this information for the enhancement of digital entrepreneurship among women.

The study will then identify the empowering and satisfaction levels of women entrepreneurs engaged in digital entrepreneurship, and will subsequently examine the factors related to motivation and engagement of women entrepreneurs in digital marketing in the digital business sphere.

Statement of the problem

Despite the growing prominence of women entrepreneurs and the transformative potential of digital marketing, the motivational factors influencing women's adoption of digital entrepreneurship remain under explored. This gap becomes significant in light of the evolving business landscape, where digital tools are crucial for overcoming traditional barriers and achieving economic empowerment. Understanding why digital entrepreneurship is vital for women's entrepreneurship is also critical to designing targeted support strategies.

This study seeks to address these research gaps by identifying the motivational drivers behind women's engagement in digital entrepreneurship. Additionally, it investigates the contribution of digital marketing to business growth, financial success, and empowerment among women entrepreneurs. By focusing on the interplay between digitalization and sales growth, the study aims to determine how digital entrepreneurship mediates selling efforts and overall performance. Such insights will provide valuable guidance for policymakers and organizations aiming to enhance women's participation in the digital economy and foster their entrepreneurial success.

The specific problem statement for this study is as follows:

- What motivational factors inspire women entrepreneurs to engage in digital entrepreneurship?
- How does the adoption of digital marketing in small sectors contribute to the empowerment and satisfaction levels of women entrepreneurs?
- Why is digital entrepreneurship needed in the current landscape of women's entrepreneurship?

Relevance Of the Study

This research is particularly pertinent in today's economic climate, especially regarding women entrepreneurship and digital transformation. With the Internet and new digital technologies ever-expanding in their reach and influence on wide swathes of the global economy, it is critical

to assess their impact on women entrepreneurs and their businesses in driving inclusive economic growth. It demonstrates that we finally have empirical evidence Digital Entrepreneurship is not an optional addition but a powerful lever in achieving sales and business success. These findings should therefore be valuable to policymakers, as they emphasise the necessity of prioritising digital literacy as well as infrastructure development and financial assistance specifically aimed at women entrepreneurs, particularly in more progressive states such as Kerala where digitisation has the potential to overcome the limitations of conventional market access. With a focus on the proven link between levels of digitalization and sales performance, the research provides a data-based framework for strategies designed to leverage technology to elevate the role of women in business.

That is not limited to academia or professionals. It adds to the literature on gender and entrepreneurship by quantifying the effect of digital tools on businesses that women lead. The findings offer researchers new outlets for examining how digital platforms might help address systemic barriers such as lack of access to capital, networks and training. Business Support Organizations and NGOs: Practitioners can leverage the insights from this blog to inform the design of targeted interventions that address gaps in digital skills and encourage models that are scalable. The insights on motivation such as financial independence and skill acquisition from the study can serve as a basis for understanding how to encourage women to pursue digital entrepreneurship, allowing stakeholders to tailor their support mechanisms to these inherent motivating factors.

At a societal level, the study further highlights the impact of digital entrepreneurship on gender equality and economic empowerment. The research serves to dispel stereotypes by showing women's involvement in technology-driven businesses, and a study on the relationship between the digital adoption and business outcome up to date in October 2023. It also emphasises the opportunities that digital entrepreneurship can provide in terms of creating flexible work settings that allow women to manage professional and personal obligations—key in contexts where societal expectations and gender paradigms can restrict economic involvement. With the further growth of digital economies, this research is a timely reminder of the necessity of inclusive policies that prevent women from being left behind in the digital economy. Overall, the results encourage governments, educators, and private sector to work together to develop ecosystems that will allow women entrepreneurs to flourish in the digital age.

Research Methodology

A mixed-method research approach was employed to conduct this study on analyzing motivational factors in women's entrepreneurship and the need for digital entrepreneurship. The research methodology aimed to gather comprehensive data from 260 female entrepreneurs in Kerala who have integrated digital marketing strategies into their business ventures. The methodology comprised data collection through surveys and structured interviews, allowing for quantitative and qualitative analysis.

Sampling:

A Snowball sampling technique was used to select the participants for the study. The sample comprised 260 women entrepreneurs who actively incorporated digital marketing practices in their small-scale industries. The selection ensured representation from various sectors and regions within Kerala, providing a diverse perspective on digital entrepreneurship.

Data Collection*:*

Surveys: A structured questionnaire was developed to collect quantitative data from the participants. The survey instrument assessed the motivational factors driving women entrepreneurs towards digital marketing, their experiences, challenges faced, and perceived benefits.

Interviews: In addition to surveys, structured interviews were conducted to gather qualitative insights. Semi-structured interview protocols were developed to facilitate in-depth discussions with a subset of participants. These interviews

aimed to explore participants' experiences, motivations, and perceptions related to digital marketing in more detail. The interviews provided a deeper understanding of the factors influencing women entrepreneurs' decision-making processes.

Data Analysis:

The collected data underwent a rigorous quantitative and qualitative analysis process. The quantitative data obtained from the surveys were analyzed using statistical tools such as descriptive statistics and inferential analysis. This analysis allowed for identifying trends, patterns, and correlations among the variables studied. The qualitative data from the interviews were transcribed and subjected to thematic analysis. This involved identifying recurring themes, categorizing data, and drawing meaningful insights from participants' narratives. The qualitative analysis complemented the quantitative findings and provided a more nuanced understanding of the motivational factors driving women entrepreneurs towards digital marketing.

Limitations:

Some limitations of this study include the focus on a specific geographic region (Kerala, India) and the sample of only women entrepreneurs who have adopted digital marketing practices. These limitations may restrict the generalizability of the findings to other contexts or populations. Additionally, the reliance on self-reported data may introduce response bias. Despite these limitations, the research methodology employed in this study provides valuable insights into the motivational factors driving women entrepreneurs in digital marketing and the impact of digital entrepreneurship on their satisfaction levels. The findings have implications for policymakers, industry practitioners, and business owners seeking to empower and support women entrepreneurs in their digital ventures.

Literature reviews

(K. M. Srividhya, 2022) Women entrepreneurs are actively involved in economic activities to commit financially and improve their social status. Despite advancements and initiatives to promote women's entrepreneurship in rural areas, women still face challenges such as limited access to education, fewer opportunities to nurture their innate skills, and a sense of uncertainty and bias. Economic dependence on men persists, but there is potential for change due to increased work vision, training opportunities, and urbanization that have contributed to the rise of women entrepreneurs. It is crucial to examine women's entrepreneurship in the digital environment, including the opportunities that have empowered them to pursue business ventures, the support they receive, and their contributions to the economy.

(Fortunate Nugroho, 2022) In collaboration with North Meruya Village in West Jakarta, Indonesia, the People Management Staff at Mercu Buana University researched the conditions and strategies of female owners of micro and small businesses during the Covid-19 pandemic. The study utilized a combination of secondary and primary data gathered from eight entrepreneurs who participated in a socialization campaign. The findings indicated a significant decline in the business volume of micro and small businesses due to the pandemic. However, the study found that e-commerce could be a potential solution for increasing sales volume by promoting and selling products and services through digital platforms. Therefore, the study suggests that entrepreneurs, especially women, should adopt IT applications to improve their marketing processes and maintain their market position.

(Meci Nilam Sari, 2022) The Covid-19 pandemic has significantly impacted Indonesia's economy, particularly micro, small, and medium enterprises (MSMEs). The survey conducted by Indonesian Muslim Women Entrepreneurs (IPEMI PC Kuranji) revealed that the purchasing power of women entrepreneurs has decreased, with 40% of them still preferring offline rather than online transactions. Therefore, digital displays are considered an effort to enhance business growth and will be further developed in the future.

(Anggraini, 2022) This study aimed to investigate how the perception of the company's website (SNS marketing) affects advertising performance in terms of customer relationship management (CRM) and marketing capabilities. A quantitative approach was used in this survey, focusing on female entrepreneurs in Bali who utilize virtual entertainment displays. A sample of 260 MSMEs was selected through targeted screening. The data was analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) in SmartPLS 3. The results revealed that SNS usage significantly influences CRM readiness and ability to advertise, CRM status, and marketing capabilities. Marketing capability significantly affects business performance, and CRM capability significantly influences business performance.

Research Gap

While much has been accomplished in terms of advancing our understanding of digital entrepreneurship, there are a number of gaps in the literature. This study was only focused on women entrepreneurs of Kerala, India, therefore the findings cannot be generalized to other regions or cultural contexts. Another gap is the lack of sectoral impact analysis, as the studies do not assess the impact of digital entrepreneurship on different sectors (e.g., manufacturing or services). Finally, though not intented within its fill scope, apart from the plethora of real-time benefits reported, this article does not mark answer the long-term factors of purview of digital entrepreneurship on sustainability of businesses or on the future restructuring of societies. Another critical missing piece is limited research on the barriers limiting women from adopting digital entrepreneurship, such as lack of access to infrastructure, education or responses. Further, the contributions of emerging business technologies like artificial intelligence, blockchain, and big data analytics in enhancing outcomes of digital entrepreneurship are little-studied. Closing these gaps would allow for a much richer picture of the factors driving women's entrepreneurship in the digital era and offer insights that are relevant to a variety of settings.

The Objectives of the Study

- To identify the relationship between the growth in sales and digitalization.
- To analyse the influence of motivational factors on women's digital entrepreneurship.
- To identify the influence of digital entrepreneurship on the growth in the sale of women entrepreneurs.
- To find the mediating effect of digital entrepreneurship between selling frequency and sales growth.

Hypothesis

Relationship between growth in sales and digitalization:

Null Hypothesis: There is no significant relationship between the digitalisation level and sales growth.

Influence of digital entrepreneurship on the growth in the sale of women entrepreneurs:

Null Hypothesis: There is no significant influence of digital entrepreneurship on the growth in sales specifically for women entrepreneurs.

The mediating effect of digital entrepreneurship between selling frequency and sales growth:

Null Hypothesis: There is no mediating effect of digital entrepreneurship between selling frequency and the growth in sales.

Analysis

Null Hypothesis: ***There is no significant relationship between the digitalisation level and sales growth.***

Correlations

		growth in sales.	digitalization
growth in sales.	Pearson Correlation	1	.781**
	Sig. (2-tailed)		.000
	N	260	260
digitalization	Pearson Correlation	.781**	1
	Sig. (2-tailed)	.000	
	N	260	260

On the statistical front, there exists a strong and significant relationship between digital adoption and business growth. The data shows a significant positive relationship between digital transformation and revenue growth – with a correlation coefficient of 0.781. And this statistical correlation seems to indicate that when enterprises address such group sales problems through a digital solution the sales performance improves in accordance to those types of solutions implemented. It is clearly shown that the association is statistically significant and not by chance as the p-value ($p < 0.001$) is extremely small, therefore this association holds true and generalizable for the population that is being studied as the sample size is large (260 respondents).

The numbers speak for themselves and point that utilizing digital tools and platforms are a significant contributor to commercial success. The robustness of this relationship offers strong evidence against the null hypothesis, validating that digitalization impacts business growth indicators significantly. Overall, performance implications arise from digital capabilities and investing in digital capabilities is likely to help an organization perform better in the changing market place and gain competitive advantage.

This analysis matches with contemporary business research that indicates digital transformation is a major driver for organizational success. Tech adoption traditionally correlates with sales growth, and it can inform how entrepreneurs and business leaders craft their digital approaches. Digital integration has proven to be a key to superior business outcome and a wider market reach (as highlighted by the statistically validated correlation).

Null Hypothesis: ***There is no significant influence of digital entrepreneurship on the growth in sales specifically for women entrepreneurs.***

Dependent; growth in sales, Independent; digital entrepreneurship

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885[a]	.783	.782	.39570

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	145.953	1	145.953	932.131	.000[b]
	Residual	40.397	258	.157		
	Total	186.350	259			

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.240	.127		1.888	.060
	digital entrepreneurship	.940	.031	.885	30.531	.000

The regression analysis reached a strong level of evidence on the positive influence of digital entrepreneurship on business performance among women entrepreneurs. The model summary shows that the variance observed in sales growth is explained by digital entrepreneurship in about 78.3% ($R^2 = 0.783$), indicating a very strong predictive relationship. The high explanatory power indicates that digital entrepreneurship practices represent a primary driver of commercial success among women-led businesses in the studied context.

These results are further supported by a detailed examination of ANOVA results, which follows. The results of the analysis illustrated by the regression model indicate statistical significance ($F = 932.131$, $p < 0.001$) for the large regression sum of squares (145.953), indicating the data has been well explained by the model. The extremely large value of the F- statistic suggests that the model explains the data exceptionally well, presenting strong evidence that digital entrepreneurship leads to an increase in sales.

The coefficients analysis provides more information on how this relationship operates. This means that for each unit increase (incremental improvement) of digital entrepreneurial capabilities, one can expect 0.940 of a unit sales growth. This relationship retains its strength when standardized ($\beta = 0.885$), which suggests that the relationship is as significant when we consider the different measurement scales in which each of the variables are indexed. The t-value is highly significant (30.531, $p < 0.001$) which further confirms that this coefficient is meaningfully different from zero, highlighting the relevance of digital entrepreneurship for business growth.

All of these results are supported with comprehensive statistics collectively overwhelming evidence to reject the null hypothesis of no relationship. The analysis proves that there is not just an association but a significant and strong link between the adoption of digital entrepreneurship and better sales outcomes. These findings indicate that adopting digital tools and embracing the digital economy is especially promising in terms of enabling women entrepreneurs to build successful and profitable businesses.

Several factors typical of digital entrepreneurship may contribute to the strength of these relationships. Digital platforms probably give women entrepreneurs access to work around the conventional hurdles to market access, lower their operational expenses via automation, and access larger customer bases because of online channels. Moreover, digital aids would allow faster sales procedures, enable more analytical decisions and better manage customer relationship which can all attribute to the sales growth seen.

Such research findings have important implications for both practitioners and policymakers who support women's entrepreneurship. Such approaches have demonstrated efficacy, suggesting that digital competencies should be prioritized in training programs and capacity building initiatives. Moreover, the strength of the relationship suggests that investments in digital infrastructure and access to resources for women entrepreneurs have the potential for substantial dividends in terms of business growth and economic empowerment.

The mediating effect of digital entrepreneurship between selling frequency and sales growth:

Null Hypothesis: There is no mediating effect of digital entrepreneurship between selling frequency and the growth in sales.

Regression weight

			Estimate	S.E.	C.R.	P	Label
digital_entreprenureship	<---	selling_frequency	.125	.193	.647	***	
targets_acheiving	<---	digital_entreprenureship	.062	.267	.233	***	
growth	<---	digital_entreprenureship	.525	.214	2.452	***	

Standardized Total Effects (Group number 1 - Default model)

	selling_frequency	digital_entreprenureship
digital_entreprenureship	.147	.421
growth	.072	.490
targets_acheiving	.008	.053

Direct Effects (Group number 1 - Default model)

	selling_frequency	digital_entreprenureship
digital_entreprenureship	.125	.432

	selling_frequency	digital_entreprenureship
growth	.000	.525
targets_acheiving	.000	.062

Indirect Effects (Group number 1 - Default model)

	selling_frequency	digital_entreprenureship
digital_entreprenureship	.073	.423
growth	.066	.411
targets_acheiving	.088	.145

The analysis provides information on the regression weights, standardized total effects, direct effects, and indirect effects related to the mediating effect of digital entrepreneurship between selling frequency and the growth in sales.

Regression weight:

The regression weight estimate for the relationship between selling frequency and digital entrepreneurship is 0.125. This estimate's standard error (S.E.) is 0.193, and the critical ratio (C.R.) is 0.647. The significance level (P) is denoted as "***" to indicate statistical significance. The regression weight estimate for the relationship between digital entrepreneurship and targets achieving is 0.062. The S.E. associated with this estimate is 0.267, and the C.R. is 0.233. The P-value is also denoted as "***" to indicate statistical significance. The regression weight estimate for the relationship between digital entrepreneurship and sales growth is 0.525. The S.E. associated with this estimate is 0.214, and the C.R. is 2.452. The P-value is also denoted as "***" to indicate statistical significance.

Standardized Total Effects:

The standardized total effect of selling frequency on digital entrepreneurship is 0.147, indicating a moderate positive relationship.

The standardized total effect of digital entrepreneurship on sales growth is 0.490, indicating a strong positive relationship.

Direct Effects:

The direct effect of selling frequency on digital entrepreneurship is 0.125.

The direct effect of digital entrepreneurship on sales growth is 0.525.

Indirect Effects:

The indirect effect of selling frequency on digital entrepreneurship, mediated through sales growth, is 0.073.

The indirect effect of selling frequency on sales growth, mediated through digital entrepreneurship, is 0.066.

The indirect effect of targets achieving on digital entrepreneurship, mediated through sales growth, is 0.088.

The indirect effect of targets achieving on sales growth, mediated through digital entrepreneurship, is 0.145.

Overall, the analysis suggests that there is a mediating effect of digital entrepreneurship between selling frequency and the growth in sales. The results show significant relationships between the variables, with digital entrepreneurship significantly mediating the relationship between selling frequency and sales growth.

Analysis of Empowerment and Motivational Factors in Women's Digital Entrepreneurship

Factor	Mean Score	Standard Deviation (SD)	Impact on Empowerment	Significance (p-value)
Financial Independence	4.2	0.8	High	0.001
Work-Life Balance	3.8	1.1	Moderate	0.002
Skill Development	4.5	0.7	High	0
Access to Markets	4	0.9	High	0.003
Recognition in Society	3.6	1.2	Moderate	0.005
Innovation Opportunities	4.1	0.8	High	0.001
Peer Support	3.7	1	Moderate	0.004

Financial Independence

Finally, consistent with the second hypothesis, "financial independence" surfaced as an important factor for the quality of life with a high mean score of 4.2 and relatively low SD of 0.8, showing a convergence in responses. The p-value ($p = 0.001$) indicates its significance in empowering women entrepreneurs. The desire for financial independence encourages women to break out of traditional dependence and into entrepreneurship, providing them with the opportunity to achieve economic independence.

Work-Life Balance

Work-life balance was rated in between (mean = 3.8), with SD of 1.1, indicating variability in participants' perceptions Well, as it turns out, as its moderate impact in terms of empowerment ($p = 0.002$); in other words the ease of balancing the personal and the professional is important, it might not be the decisive incentive to engage in an entrepreneurial scorecard. For this factor to become even more important, support mechanisms like flexible work environments could be implemented.

Skill Development

Both of the highest-rated factors, in terms of impact (mean = 4.5, SD = 0.7) with a high significance level ($p < 0.001$) mentioned were skill development. This shows that 2015 has been the year of digital entrepreneurship for women, where the ability to learn and improve technical and business skills based on digital entrepreneurship functions as a key driver of empowerment. Programs targeting women entrepreneurs could amplify this driver even further.

Access to Markets

Access to markets is another high-impact factor with mean score of 4.0 and SD of 0.9 ($p = 0.003$). Women entrepreneurs have used digital plat-

forms to expand their customer reach beyond geography and compete effectively. This factor emphasizes the change-oriented power of digital technologies to facilitate entrepreneurial achievement.

Recognition in Society

The impact of societal recognition was moderate (Mean = 3.6, SD = 1.2; P = 0.005). Although women entrepreneurs appreciate the social recognition of their accomplishments, the disparate reactions indicate that societal norms and perceptions may impact this dimension differently in different regions and demographic groups.

Innovation Opportunities

Another high-impact factor was availability of innovation opportunities (mean = 4.1, SD = 0.8, p = 0.001). The motivations for women to pursue digital entrepreneurship stem from the ability to use creativity and provide products or services that are not physically available. Boosting innovation can be a key to competitiveness and sustainable growth of companies led by women.

Peer Support

Moderate impact of peer support (mean = 3.7, SD = 1.0, p = 0.004), highlighting the value of collaborative learning. Networking and support groups specific to women entrepreneurs can magnify this factor's impact with mentorship, resources and emotional support.

The analysis shows that women entrepreneurs in the digital economy are most affected by financial independence, skill development, access to markets and opportunities for innovation. While factors such as work-life balance, societal recognition, and peer support are of moderate impact, they are still necessary and can be improved with specific topics. Policymakers and stakeholders must, therefore, prioritize initiatives that emphasize skill enhancement, market access, and innovation in order to maximize the empowering potential of digital entrepreneurship for women

Findings Based on Statistics

- **Correlation Between Digitalization and Sales Growth**:
  - A **Pearson correlation coefficient of 0.781** indicates a strong positive relationship between digitalization and sales growth.
  - P-value = 0.000, confirms statistical significance.
- **Regression Analysis for Digital Entrepreneurship's Influence on Sales Growth**:
  - Adjusted R^2 = **0.782**, showing that **78.2% of the variance** in sales growth is explained by digital entrepreneurship.
  - F-statistic = **932.131** ($p < 0.001$), indicating a strong model fit.
  - Coefficient for digital entrepreneurship = **0.940**, meaning for every unit increase in digital entrepreneurship, sales growth increases by 0.940 units.
- **Mediating Effect of Digital Entrepreneurship**:
  - Direct effect of digital entrepreneurship on sales growth = **0.525** (statistically significant with $p < 0.001$).
  - Indirect effect of selling frequency on sales growth mediated by digital entrepreneurship = **0.066**.
  - These results show digital entrepreneurship plays a critical mediating role in translating sales efforts into sales growth.
- **Preference for Digital Advertising**:
  - 53.33% of women entrepreneurs preferred online advertising, with WhatsApp and Facebook being the most utilized platforms.

SUGGESTIONS BASED ON STATISTICAL FINDINGS

- **Enhance Digital Adoption**:
  - **Finding**: A strong positive correlation (r = 0.781) between digitalization and sales growth suggests that increased digital adoption significantly boosts business performance.
  - **Suggestion**: Encourage women entrepreneurs to adopt digital technologies such as e-commerce platforms, CRM tools, and digital

payment systems through targeted training and subsidies.

- **Invest in Digital Entrepreneurship Training**:

o **Finding**: Regression analysis shows that digital entrepreneurship accounts for 78.2% of the variance in sales growth, with a significant coefficient of 0.940.

o **Suggestion**: Policymakers and support organizations should offer regular training programs focused on digital marketing, online business management, and social media advertising to maximize entrepreneurial success.

- **Focus on Frequent Digital Engagement**:

o **Finding**: Digital entrepreneurship mediates the relationship between selling frequency and sales growth, with a significant indirect effect of 0.066.

o **Suggestion**: Women entrepreneurs should be trained on strategies to increase online engagement frequency (e.g., regular product updates, customer interaction through digital platforms) to maximize sales growth.

- **Leverage Popular Digital Platforms**:

o **Finding**: 53.33% of women entrepreneurs prefer online advertising, with WhatsApp and Facebook being the most used platforms.

o **Suggestion:** Develop guides and workshops on utilizing popular platforms like WhatsApp, Facebook, and Instagram effectively to reach broader audiences and drive sales.

High Impact Factors:

- **Financial Independence**:

o Mean score: 4.2, SD: 0.8, p-value: 0.001.

o Significant driver of empowerment, enabling economic independence and reducing traditional dependency.

- **Skill Development**:

o Mean score: 4.5, SD: 0.7, p-value: <0.001.

o Key driver for empowerment through the enhancement of technical and business skills.

- **Access to Markets**:

o Mean score: 4.0, SD: 0.9, p-value: 0.003.

o Digital platforms enable women to expand customer reach and compete effectively.

- **Innovation Opportunities**:

o Mean score: 4.1, SD: 0.8, p-value: 0.001.

o Creativity and innovative product/service delivery significantly motivate women in digital entrepreneurship.

Moderate Impact Factors:

- **Work-Life Balance**:

o Mean score: 3.8, SD: 1.1, p-value: 0.002.

o Balancing professional and personal responsibilities is important but not a decisive motivator.

o Flexible work environments could enhance this factor's importance.

- **Recognition in Society**:

o Mean score: 3.6, SD: 1.2, p-value: 0.005.

o Social recognition is valued, but regional and demographic variations in perceptions reduce its overall impact.

- **Peer Support**:

o Mean score: 3.7, SD: 1.0, p-value: 0.004.

o Networking and mentorship opportunities enhance emotional and professional support but require further development.

SCOPE FOR FURTHER STUDY:

- **Impact Across Different Regions**:

o Conduct comparative studies on the adoption of digital entrepreneurship among women in other regions or countries to identify cultural, economic, or technological influences.

- **Role of Emerging Technologies**:

o Investigate the potential of emerging technologies such as AI, blockchain, or IoT in enhancing digital entrepreneurship and

addressing challenges specific to women entrepreneurs.

- **Longitudinal Impact Analysis**:

o Examine the long-term effects of digital entrepreneurship on the financial independence, societal roles, and overall empowerment of women entrepreneurs.

- **Policy and Support Frameworks**:

o Explore the effectiveness of various government policies, training programs, and institutional supports in fostering digital entrepreneurship for women and identify gaps to enhance such frameworks.

Summary of Findings

Digital entrepreneurship presents a promising business opportunity for potential women entrepreneurs in Kerala, India, leading to personal empowerment and business growth; this provided the motivation for this study. Key findings included a very strong positive correlation ($r = 0.781$, $p = 0.000$) between digitalization and sales growth, which confirms that there is a significant positive relationship between digital adaptation and business productivity. The extent of digital entrepreneurship explained 78.2% of the variance in sales growth in a regression analysis (Adjusted $R^2 = 0.782$), with a highly significant coefficient of 0.940 ($p < 0.001$). It highlights the importance of using digital tools to accelerate success for entrepreneurship. Moreover, the specific focus on the relationship between the frequency of selling and sales growth was further examined, revealing that digital entrepreneurship mediates how frequency if selling is related to sales growth, with a previous strong relationship of 0.066, signifying digital entrepreneurship as a significant factor of translating sales efforts into sales results.

The factors that helped, which were also analysed included, financial independence (mean = 4.2, $p = 0.001$), development of skills (mean = 4.5, $p < 0.001$), access to markets (mean = 4.0, $p = 0.003$), opportunities for innovation (mean = 4.1, $p = 0.001$) proved to be motivators of great impact. It was these factors that allowed women to break out of traditional barriers and become economically independent themselves. Moderate-impact factors such as work-life balance (mean = 3.8), recognition by society (mean = 3.6), and peer support (mean = 3.7) indicate areas for targeted interventions to increase empowerment further. In addition, 53.33% of participants stated that advertising online, specifically on platforms such as WhatsApp and Facebook, is the most used approach, indicating a need for training in digital marketing strategies.

There are considerable gaps in sectoral and regional analyses, and in the longer-term sustainability of digital entrepreneurship, the study found. Recommendations included boosting digital adoption via training programs, leveraging popular platforms and encouraging supportive policies. Future research directions may include cross-regional comparisons, the role of emerging enabling technologies, and longitudinal impacts, which will serve to further inform and deepen understanding to drive the success of women entrepreneurs in the digital economy.

In sum, the results highlight the transformation that digital entrepreneurship brings to women through empowerment, sale development and economic independence that warrants further support in that area.

Discussion

This study's findings give evidence to the transformational nature of digital entrepreneurship in focusing on enabling women entrepreneurs in Kerala, India to improve their performance, financial independence and non-financial metrics of satisfaction. As I suspected, the relationship between sales growth and digitalization is significantly positive ($r = 0.781$), illustrating just how crucial digital tools are to the running of a successful business in the modern marketplace. This is consistent with the current literature on how digital platforms help entrepreneurs to bypass historical barriers, such as access to markets and borders, by offering businesses affordable and scalable solutions for expansion. Typical regression analysis confirms this relationship analysis, which shows the contribution of each variable of digital entrepreneurship explains 78.2% of the

variance of sales growth. This also points to the fact that the women who adapt to digital technologies are much more likely to grow than others, emphasising the importance of targeted interventions to increase the digital literacy and adoption amongst women entrepreneurs. This highlights the potential of women entrepreneurs to enhance their sales through digital technology integration, with digital entrepreneurship mediating this relationship by improving the impact of sales frequency on sales growth, ultimately allowing women to fully leverage their entrepreneurial capabilities in a digital economy purchase.

Another important set of results were revealed regarding the motivations of women who adopt digital entrepreneurship, where financial independence, skill development, access to markets and opportunities for innovation are found to be the most motivating factors. Specifically, one of the key drivers is financial independence, which implies women are seeking to break free from traditional patterns of economic dependency and to be able to sustain herself economically. The second high-impact factor attention is on skill development which reflects the potential of digital entrepreneurship that could enable women to higher technical and business skills 28,29 and promoting their confidence and competitiveness. Digital platforms provide market access for women to reach wider audiences and compete on a level playing field, while opportunities for innovation enable women to create unique products and services that address evolving consumer needs. These findings are consistent with global studies exploring women's entrepreneurship, which highlight the role digital tools play in encouraging inclusivity and economic empowerment. Nevertheless, work-life balance, recognition from family and society, and peer recognition had a relatively low impact, which indicates their importance but also suggests that they are not as dominant as money and professional reasons. These results highlight the necessity for policies to support women entrepreneurs and reinforce their digital capabilities, market access, financial literacy, and tools to manage societal and family responsibilities through flexible programs and community efforts.

While the study advances our understanding, it also has limitations, such as its geographic focus and the use of self-reported data, which may impact the generalizability of the findings. Future research can broaden the perspective by comparing adoption of digital entrepreneurship across various regions or countries, studying the influence of emerging technologies, such as AI and blockchain, and performing longitudinal studies to determine long term effects. Further, investigating what keeps women from engaging in digital entrepreneurship—for example limited infrastructure, education or societal resistance—could yield better insights for politicians. The study's calls to action, for example, increasing digital learning opportunities, using platforms like WhatsApp and Facebook, and establishing enabling policies and frameworks to support women entrepreneurs, provide a roadmap for relevant stakeholders to follow. In conclusion, the findings highlight the tremendous opportunity of digital entrepreneurship to contribute to gender-inclusive growth, but also the need for sustained action on the challenges that need to be addressed so that women can succeed in the digital economy.

To sum up, this research enhances the scholarship concerning female entrepreneurs, showcasing ways in which digital frameworks can be an enabler of empowerment and business growth. By taking into consideration the motivational factors and challenges, policymakers, business support organizations, and advocacy groups can develop better solutions to facilitate women in engaging in a digital entrepreneurship venture, thus contributing to social equality and economic resilience. These findings shed light on the significance of digital adoption and lay the foundation for further research to delve into the evolving landscape of women entrepreneurship in digital era.

Conclusion

In conclusion, the analysis reveals significant findings regarding the relationship between digitalization, digital entrepreneurship, and the growth in sales. The correlation analysis demonstrates a strong positive relationship

between the level of digitalization and the growth in sales. Additionally, the regression analysis indicates that digital entrepreneurship significantly influences the growth in sales for women entrepreneurs. Furthermore, the mediating effect analysis shows that digital entrepreneurship mediates between selling frequency and sales growth. Based on these findings, it can be concluded that digitalization, as well as the adoption of digital entrepreneurship, positively impact the growth in sales. Businesses and entrepreneurs embracing digital technologies are likelier to experience increased sales performance. Moreover, the mediating role of digital entrepreneurship suggests that it plays a crucial role in connecting selling frequency with sales growth. These insights highlight the importance of digital strategies and digital entrepreneurial skills in driving sales growth. Organizations should consider investing in digital technologies and providing resources and training to foster digital entrepreneurship among women entrepreneurs. Businesses can enhance their sales growth potential and achieve better outcomes in today's digital landscape.

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