

Navigating the Digital Frontier on Sustainability Through E-Business For The Economic Growth And Development: A Step Towards Empowering Housewives

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ABSTRACT: *The primary objective of this research is to examine the convergence of e-business, economic expansion, sustainability, and women's empowerment. This study examines the potential of e-business platforms to facilitate economic expansion, aid in the empowerment of women, and promote environmentally responsible conduct in the digital age. Through the implementation of e-business models, housewives possess the capacity to surmount conventional obstacles to entrepreneurship and actively participate in initiatives that promote sustainable development while also generating income for their households. This article explores the economic repercussions that e-business has produced in its wake. The article places particular emphasis on the manners in which it has empowered women to generate enduring and dependable sources of income through the utilisation of their talents and capabilities. This investigation was built upon a comprehensive examination of the pertinent scholarly works and real-life case studies. Moreover, it underscores the significance of lenient regulations, technological accessibility, and skill development programmes to effectively harness the capabilities of electronic commerce in support of inclusive economic expansion and gender parity. Ultimately, this study makes a valuable contribution to the ongoing discourse surrounding the optimal utilisation of digital platforms to foster environmentally conscious actions, offer opportunities to marginalised communities, and advance socioeconomic development.*

KEY WORD: *Digital inclusion, Sustainability, Economic growth, Empowerment of women*

I. INTRODUCTION AND LITERATURE REVIEW

Empowerment, a concept often associated with the provision of agency and autonomy, entails the deliberate act of endowing individuals, particularly those belonging to the female gender, with the capacity to exercise control over various aspects of their existence and to make decisions that have a direct impact on their overall well-being and quality of life. The concept of women's empowerment encompasses various dimensions, encompassing economic, social, and political components. The empowerment of women is a crucial factor in the progress of society, as recognised by the United Nations through its 2030 Agenda for Sustainable Development. The fifth objective outlined in the agenda is dedicated to the attainment of gender equality and the empowerment of women and girls. This objective underscores the significant role that women's empowerment plays in advancing sustainable development [1].

Research has shown that when women are granted positions of authority, they tend to allocate resources in a manner that prioritises their own health, nutrition, and the education of their children. This allocation of resources has been found to have a positive influence on the development of the subsequent

generation. The promotion of women's empowerment is of utmost importance in the pursuit of sustainable development and poverty reduction, particularly in developing nations where women encounter a multitude of social, economic, and cultural barriers. Financial independence among women has been found to have a positive impact on their ability to provide support for their families (Gonzalez 2020). This finding underscores the significance of empowering women in society. It has been observed that women, especially those residing in developing regions, exhibit a higher susceptibility to the impacts of poverty. Poverty, being a complex and pervasive global phenomenon, poses significant challenges to individuals and communities worldwide. The issue of poverty, with a particular focus on countries like India, is intricately connected to the empowerment of women who have historically experienced marginalisation in various spheres of society, including politics, labour participation, and education. Despite the advancements made in recent times, it is important to acknowledge that gender disparities persist and hinder the process of women's empowerment

Traditional and modern digital marketing transformation

The marketing techniques employed by e-businesses that aim to reach housewives have undergone significant changes, shifting from traditional approaches to more modern digital methods. Historically, housewives predominantly relied on informal communication channels, such as word-of-mouth marketing, as well as local advertising in traditional print media. Occasionally, they would also distribute fliers or pamphlets within their communities to promote their products or services. While the employed strategies exhibited a certain degree of efficacy, their overall influence was constrained and occasionally hindered by geographical constraints. However, it is important to note that the advent of modern digital marketing has resulted in a substantial shift in the aforementioned situation.

Within the realm of traditional marketing, it was common for housewives to engage in direct sales or host home gatherings in order to promote products. Despite the facilitation of individual engagement and the establishment of connections by these technologies, their limitations in terms of scale and efficiency were evident. In addition, it is worth noting that traditional marketing techniques often necessitated significant investments of time and manpower, which occasionally resulted in limited financial gains [2]. However, it is important to note that the emergence of digital marketing platforms has presented housewives with a wide array of tools and strategies to improve the promotion of their e-businesses in a more effective manner.

Housewives in the modern era of digital technology have been observed utilising various social media platforms, including but not limited to Facebook, Instagram, and Pinterest, as a means to showcase and promote their products or services to a global audience. The aforementioned platforms offer a range of advertising opportunities that allow individuals, specifically housewives, to effectively target specific audiences by taking into account their interests, geographical location, and behavioural patterns. Furthermore, it is worth noting that e-commerce platforms such as Shopify, Etsy, and Amazon offer housewives a convenient and efficient framework for establishing online businesses. This eliminates the requirement for physical retail spaces and allows them to expand their customer base beyond local marketplaces.

Furthermore, the current landscape of digital marketing provides homemakers with the ability to leverage various content marketing strategies, including blogging, vlogging, and influencer collaborations, in order to establish genuine connections with their target audience. Housewives have the potential to enhance their credibility as industry experts and establish trust with potential clients through the creation of valuable and pertinent content. Moreover, it is worth noting that email marketing campaigns offer the advantage of tailored communication and subsequent engagement with prospective customers, thereby enhancing the likelihood of successful conversions and fostering long-lasting client relationships.

Moreover, it is worth noting that digital marketing platforms offer housewives valuable access to customer behaviour data through their advanced analytics and monitoring features. The utilisation of real-time data empowers individuals to optimise their marketing strategies. Housewives have the potential to optimise the efficacy and profitability of their marketing efforts by analysing key performance indicators such as website traffic, click-through rates, and conversion rates.

Small businesses run by Housewives through digital medium

It has been observed that housewives in India are actively utilising digital platforms as a means to establish and oversee a diverse range of small enterprises. This noteworthy trend is significantly contributing to the overall economic growth and empowerment of the nation. Instances of small enterprises managed by women in India that make use of internet platforms encompass:

The establishment of e-commerce stores by housewives is a notable trend in the market. These stores aim to provide a wide array of products, encompassing various categories such as apparel, accessories, jewellery, handicrafts, home décor items, and even niche offerings like organic cosmetics and handmade food products. Platforms such as Shopify, Amazon, Flipkart, and Etsy are commonly employed by entrepreneurs to establish and manage their e-commerce ventures.

The phenomenon of content creation and blogging has witnessed a significant rise in participation among women. This trend is characterised by the creation of blogs and digital content that cater to various niche areas such as fashion, beauty, lifestyle, parenting, cooking, health, and wellness. Various online platforms, including WordPress, Blogger, and Medium, serve as channels for individuals to disseminate their expertise, recount personal experiences, and provide valuable insights. These individuals often derive financial gains from their blogs through strategies such as affiliate marketing, sponsored content, and advertising [3].

Housewives are leveraging their online presence and influential power on social media platforms to promote and endorse various products and services, effectively establishing themselves as social media influencers. Various social media platforms, including Instagram, YouTube, TikTok, and Facebook, offer individuals the chance to establish connections with a substantial audience and participate in relationships with companies for the purpose of sponsored content, product endorsements, and affiliate collaborations.

Research indicates that there is a growing trend of women engaging in online coaching and consulting services across various domains. These domains encompass business, career advancement, physical fitness, nutrition, personal finance, parenting, and education. Women are actively participating in these areas, offering their expertise and guidance to clients seeking support and advice in these specific fields. The organisation offers personalised sessions, webinars, and online courses utilising popular platforms like Zoom, Google Meet, and Teachable, in order to cater to a diverse clientele spanning across various geographical locations.

Various female artists and craftsmen are currently showcasing a diverse range of handicrafts and artisanal items on well-known online marketplaces like Etsy, Amazon Handmade, and Craftsvilla. These items encompass a wide array of artistic expressions, including ceramics, textiles, paintings, jewellery, and traditional crafts. By utilising this capability, individuals are able to effectively tap into both domestic and global markets, thus expanding their reach and potential customer base [4].

It has been observed that a growing number of housewives are taking the initiative to establish digital marketing organisations. These organisations offer a range of services including social media management, search engine optimisation (SEO), content production, email marketing, and website construction. The primary target audience for these services are small and medium-sized enterprises (SMEs). The individuals utilise their expertise in various digital marketing tools and strategies to support clients in enhancing their online visibility and broadening their audience reach.

Virtual assistance and remote services have become increasingly prevalent in today's business landscape. Women, in particular, have emerged as key providers of such services, catering to the needs of companies and professionals across various industries. These services encompass a wide range of areas, including administrative support, customer service, graphic design, digital marketing, and IT support. Platforms such as Upwork, Fiverr, and Freelancer offer individuals the means to establish connections with customers on a global scale, granting them the flexibility to engage in remote work from the comfort of their own homes.

Online Tutoring and Education: The provision of online tutoring and educational services by female entrepreneurs has emerged as a prominent trend. These services cater to students of all age groups and encompass a wide range of subjects, including academic tutoring, language acquisition, music, art, and specialised skills training. The organisation offers educational sessions and interactive programmes through various online platforms, including Zoom, Google Classroom, and Skype, in order to cater to a diverse clientele.

List of businesses - women related - own business - small entrepreneurs

Female entrepreneurs have demonstrated significant advancements in various sectors, as they establish and oversee their own small-scale businesses across diverse industries. The following is a compilation of enterprises primarily owned and managed by women, showcasing their remarkable entrepreneurial abilities and their significant contributions to the economy:

Within the realm of beauty and wellness, it is worth noting that there exists a notable presence of women-owned enterprises. These enterprises encompass a diverse range of establishments, such as salons, spas, skincare clinics, yoga studios, fitness centres, and massage treatment clinics. The aforementioned establishments offer a wide range of services including hairstyling, makeup artistry, skincare treatments, yoga lessons, fitness training, and holistic wellness therapies.

It has been observed that there is a notable presence of housewives who are actively engaged in the operation of small enterprises within the fashion and apparel sector. These enterprises encompass a variety of business models, such as boutique clothing stores, online fashion boutiques, fashion design studios, handcrafted accessory shops, and bespoke tailoring services. The company strategically selects and arranges stylish clothing collections, designs unique fashion pieces, and offers personalised styling services to its clientele.

The food and beverage industry encompasses a wide range of enterprises that are owned by women. These enterprises include various types of establishments such as cafés, bakeries, catering services, food trucks, specialised food shops, and companies that produce handmade food products. The aforementioned businesses

showcase their culinary prowess through the provision of mouthwatering meals, freshly baked goods, exquisite gourmet delicacies, and handcrafted artisanal food items to their esteemed clientele.

Within the home decor and design industry, it is observed that housewives are involved in the management of various types of companies. These include interior design firms, home staging services, furniture stores, home decor boutiques, and handmade craft shops. Their area of specialisation lies in the development of visually appealing and functional living spaces, the procurement of unique decorative items, and the delivery of design consultation services to their clientele.

Childcare and Education: Within the childcare and education sector, it is worth noting that there are a number of enterprises that are owned by women. These enterprises encompass a range of establishments such as nursery facilities, preschools, tutoring establishments, educational toy retailers and children's activity centres. The aforementioned establishments offer environments that are both secure and stimulating, catering to the needs of parents and children by providing spaces that are specifically tailored to facilitate education, recreation, and social interaction.

Event Planning and Management: Enterprises owned by women have established a specialisation in the coordination of various events, including weddings, social gatherings, corporate functions, conferences, and other significant occasions. The individuals in question, commonly referred to as entrepreneurs, assume responsibility for the comprehensive oversight of various aspects related to the preparation of events. This includes the careful selection of suitable venues, efficient coordination with vendors, meticulous management of logistics, and the successful execution of the event itself. The ultimate objective of these entrepreneurs is to ensure that customers are provided with memorable and exceptional experiences [5].

It has been observed that an increasing number of housewives are making their presence felt in the realm of e-commerce and online retail. These enterprising individuals are venturing into the market by establishing their own enterprises, which primarily take the form of online stores. The utilisation of internet channels serves as a means for establishing communication with clients on a global scale. This enables the provision of a wide array of commodities, including but not limited to fashion accessories, handcrafted crafts, cosmetic products, home décor items, and distinctive gifts [6].

Professional services encompass a diverse range of businesses predominantly owned and operated by women. These enterprises include consulting companies, law practices, accounting firms, marketing agencies, and freelancing services. The aforementioned entrepreneurs offer their expertise and support in various domains, encompassing business consultation, legal guidance, financial strategizing, marketing planning, and creative solutions. Their primary role involves providing support and guidance to customers in order to help them achieve their desired goals.

Need and Scope of the study

This study is deemed necessary in light of various pivotal factors that exert influence on the prevailing socio-economic landscape. Initially, it is imperative to address the pressing global imperative of addressing sustainability concerns, encompassing challenges related to environmental degradation, depletion of resources, and disparities in social equity. The potential of e-commerce enterprises in promoting sustainable practices in various sectors is significant, owing to their digital characteristics and capacity for expansion. Consequently, it is of utmost importance for scholars and practitioners alike to fully grasp the importance of e-businesses in fostering sustainability.

Moreover, it is worth noting that the economic growth and development of nations, particularly in emerging economies like India, are intricately linked to the empowerment of marginalised groups within society, with a particular emphasis on the inclusion and upliftment of women. Housewives, a demographic often overlooked in traditional economic discourse, constitute a substantial cohort that possesses latent potential for entrepreneurial endeavours and can make noteworthy contributions to the economy. The study centres its attention on examining the potential of e-business as a means of empowerment for housewives, with a specific focus on the context of India. The research presented here addresses a notable gap in the current body of knowledge and offers valuable insights that can be applied by policymakers, corporations, and civil society organisations.

The proposed journal article exhibits a comprehensive and heterogeneous scope, encompassing numerous fields of inquiry and transcending disciplinary confines. The research subject integrates theoretical frameworks originating from various academic fields, including sustainability studies, e-commerce, gender studies, development economics, and information technology. The present study endeavours to undertake a comprehensive analysis of the interrelationships among e-business, sustainability, and women's empowerment. The proposed study aims to employ a rigorous methodology involving a systematic analysis of pertinent literature and empirical research in order to thoroughly examine and evaluate the potential synergistic effects within this particular domain. In addition, this article aims to provide a critical assessment of the limitations and restrictions that may hinder progress in this particular field of study.

As a potent way for achieving the sustainable development goals, women are considered as the strategic focal point. In particular, SDGs 1 (No Poverty), 5 (Gender Equality), 8 (Decent Work and Economic Growth), and 10 (Reduced Inequalities) stand to benefit greatly from more female representation in corporate leadership roles. One of the most important ways that entrepreneurship helps women is by opening doors for them to rise economically, politically, and socially. In the fight for gender parity and for sustainable development, this empowerment is crucial. Women business owners are champions of diversity in the workplace, equal pay for equal work, and economic equality. They are fighting for a more just and inclusive society by championing these vital concerns (Adebayo 2020).

A sustainable economy is more likely to be achieved if people and institutions follow this path, which also effectively reduces the negative environmental impacts of their actions. In addition, it helps move the world closer to a system that uses resources efficiently and produces less carbon emissions. In order to build more inclusive and resilient communities, it is crucial that women take an active role in entrepreneurship. One of the main tenets of SDG 11, which seeks to promote sustainable cities and communities, is this very thing. Generally speaking, businesses run by women put a premium on fostering community togetherness, catering to local needs, and overcoming societal obstacles. Local economies, social capital, and community well-being are all positively impacted when women are actively involved in charitable and humanitarian efforts.

Female Entrepreneurship

Male entrepreneurs first started to be noticed and have an impact in the 1930s, marking the beginning of their rise to prominence in society. The sub-domain of female entrepreneurs, on the other hand, did not begin to take shape until the late 1970s. By writing and publishing the first academic paper to focus on female entrepreneurs, Schwartz revolutionised the study of entrepreneurship in 1976. The publication of this essay in a modern business journal signifies a watershed moment in the field's history. "The Bottom Line: Unequal Enterprise in America" was a 1979 comprehensive policy study that followed these events. Afterwards, in 1983, at the esteemed Babson College Conference on Entrepreneurship, a number of writers made substantial contributions to the first conference presentation on this subject. Two years down the road, Goffee and Scase released their first academic work, "Women in Charge: The Experience of Female Entrepreneurs." The first policy-focused conference was held in 1998 by the Organisation for Economic Cooperation and Development (OECD). Originally called the Diana International Conference on Women's Entrepreneurship Research, it was initiated in 2003 by Babson College's The Diana Project. In 2006, the Global Entrepreneurship Monitor (GEM) released its first study on female entrepreneurship. Since its inception in 2009, the International Journal of Gender and Entrepreneurship has been the preeminent academic journal covering the topic of female entrepreneurs. What follows is a taxonomy of the authors' chosen commonalities from the literature [7].

Lack of Skill Sets, Mentorship, and Training

The gender gap in the developing countries is a major contributor to the lack of female entrepreneurs, a topic that has received a lot of attention from academics anyhow. Recently, researchers Costa and Pita looked into and analysed data from 4,272 respondents in Qatar. The Global Entrepreneurship Monitor (GEM) report from 2014 was used to gather the data. The study found that men and women significantly differ in how they rate their own entrepreneurship abilities. In contrast to the many males who were confident in their capacity to start their own businesses, many women were unsure about their own educational background and whether or not they were qualified to do so. According to the report, women need more education and policies that target their formal and informal entrepreneurial abilities if they want to have equal chances in the male-dominated profession of entrepreneurship. We hope that by advocating for these regulations, we can help women flourish in this area and eliminate gender inequities (Dada 2023). As a comprehensive strategy to encourage introspection and foster entrepreneurial skills, researchers have advocated for the use of "gender-sensitive" treatments. In addition, the authors' study highlights the significance of interpersonal and personal skills, business and management knowledge, people skills, and entrepreneurial qualities in supporting and promoting female entrepreneurs. A study conducted in Qatar also confirmed the significance of giving women a good business education so they may become more successful entrepreneurs

Financing, Incentives, and Investments

According to the research, one of the biggest problems that women face when trying to establish a company is the difficulty and lack of capital. Male and female entrepreneurs have comparable problems, but housewives confront it more acutely due to the gender gap while trying to get venture capital for their small enterprises. The majority of investment went to firms started by males, with only 2% going to companies founded by women, according to 2017 US study. In order to highlight the gender bias in SME funding, a group of researchers devised an experiment in which subjects were shown a standard business proposal. A male voice introduced the idea at the outset, followed by a female voice. The survey found that more than two-thirds of the

overall investment came from males, and that they were more likely to back businesses run by men (Hussain, 2018). The median investment in emerging nations is the greatest in the area, however there is a large gender gap when looking at this metric. From what we can see from the statistics, males typically bring in a lot more money than women do. The gender pay gap is particularly large, with estimates putting the difference between men's and women's incomes at almost five times the national average [8].

A number of academic studies have attempted to fill this information vacuum by investigating the actions and impacts of female investors on the empowerment of female entrepreneurs. Without a doubt, the aforementioned research shed light on the significant challenges that women continue to confront in the investing space. Key issues in this field include a general lack of awareness and information about financial topics, a greater propensity to follow the herd, restrictions on trading activities, and a reduced willingness to take risks. One study that was carried out in Lebanon looked at how women investors in the area think and act. The results of this research showed an interesting pattern among female investors, who tended to back businesses run by other women rather than males (Sajuyigbe 2021). Cultural and institutional factors, including the importance of religion and the family unit, predominate in these civilizations, according to the study, which reveals this in accordance with the principles of institutional theory. By applying the theories of activism and homophily to the phenomena of angel investors, this research hopes to provide some insight into the matter. If you want to know how angel investors work and what they're like, these two assumptions will help. Investors should encourage and support the endeavours of other women, according to the second viewpoint, which differs from the first one that focuses on the inclination to associate with persons who have similar qualities, such gender [9]. Women may gain agency and combat preexisting gender prejudices by adopting this strategy. This research must prioritise the establishment of policies that encourage and empower women to collaborate and support one another in Qatar because of the critical relevance of this issue. To further support female entrepreneurs, the suggested strategy should work to increase their access to capital and provide them with incentives to start their own businesses.

1.2 Research Hypothesis

There is no significant relationship between providing efficient E-business skills and training and achieving empowerment among housewives for sustainable growth and development

There is no significant relationship between enhancing market awareness and supportive ecosystems and achieving empowerment among housewives for sustainable growth and development

There is no significant relationship between allocation of capital and supply chain systems and achieving empowerment among housewives for sustainable growth and development

1.3 Research Methodology and Data Analysis

For this section, you are required to provide a comprehensive explanation of how you intend to collect, analyse, and interpret data that is pertinent to the objectives of the research. The primary approach that was used for this research was descriptive, and the objective was to provide a comprehensive picture of the ways in which e-business contributes to the promotion of economic independence and sustainability among women. To conduct a comprehensive analysis of the issue, we will make use of information obtained from both first-hand and second-hand sources. It is planned to create a comprehensive questionnaire that will be delivered directly to the target respondents, who are women who are in charge of their own online enterprises. This will allow for the collection of first-hand responses. The questionnaire will be filled out by individuals in order to provide us with information on their experiences, difficulties, and ideas regarding the ways in which they utilise e-business in their day-to-day situations. There are going to be a number of various sorts of questions, such as why someone began an online company, what kind of products or services they provide, how they want to make it endure, and how they believe it influences the development and advancement of the economy.

The individuals who fill out the form will be selected using a technique known as "convenience sampling," which refers to the selection of individuals based on their availability and their desire to take part in the research. It is planned to make use of online platforms, social media groups, and community networks in order to communicate with housewives who are actively participating in e-business initiatives, regardless of whether they do so on a part-time or continuous basis. This sample method makes it possible to include a wide variety of perspectives, which results in the provision of data that is both more comprehensive and meaningful. The research will make use of secondary sources in addition to primary data in order to provide context, background knowledge, and conceptual models that are beneficial to the investigation. For example, academic journals, books, government documents, trade publications, and internet databases are all examples of secondary sources. There are also many more forms of secondary sources. For the purpose of achieving more precise and trustworthy findings, the research investigates information obtained from both first-hand and second-hand sources. In addition, it makes an effort to comprehend the research issue in its entirety.

During the process of data analysis, both quantitative and qualitative approaches will be used separately and together. The methodologies that are used will be determined by the kind of data that was gathered. Within the realm of quantitative analysis, the examination of poll data is accomplished via the use of statistical techniques such as descriptive statistics, association analysis, and regression models. Thematic analysis is a sort of qualitative analysis that examines the responses to open-ended surveys in order to identify recurrent themes, patterns, and ideas expressed by respondents. In order to investigate the ways in which e-business might assist women in being more financially independent and sustainable, the research technique that was used in the study concentrated on taking a cautious and comprehensive approach. Using a descriptive research technique, acquiring information from both first-hand and second-hand sources, and choosing participants at random for the first-hand data collection, the study intends to contribute to the ongoing discussion on how digital platforms might be used for the purpose of social development and equality

Analysis

Table 1: Demographic analysis

Currently living in	Frequency	Percent
Metro	74	61.70
Non metro	46	38.30
Age	Frequency	Percent
Less than 25 years	20	16.70
26 - 35 years	19	15.80
36 - 45 years	56	46.70
46 - 55 years	18	15.00
Above 55 years	7	5.80
Marital Status	Frequency	Percent
Single	11	9.20
Married	98	81.70
Divorced	8	6.70
Others	3	2.50
Education	Frequency	Percent
Completed 10th	5	4.20
Completed 12th	12	10.00
Completed Graduation	45	37.50
Completed Post Graduation	54	45.00
Completed Doctorate	4	3.30
Annual Income	Frequency	Percent
Below 2 Lakhs	64	53.30
2 - 4 Lakhs	34	28.30
4 - 6 Lakhs	10	8.30
6 - 8 Lakhs	3	2.50
Above 8 Lakhs	9	7.50
Total	120	100.00

According to the analysis made above, there is a rather even distribution of ages throughout the various age categories, with the bulk of individuals (46.70%) falling into the category of those who are between the ages of 36 and 45. Taking into account the popularity of this age group, it is very probable that the research was conducted on a particular demographic during a time of life when people are likely involved in a variety of activities, such as the responsibility of caring for their families, the pursuit of job progress, and the preparation of financial plans. In terms of marital status, the bulk of the sample, which accounts for 81.70% of the total, is comprised of persons who are married. As a result of the various goals and commitments that married persons often hold in comparison to those who are single or divorced, the presence of married individuals may have a substantial influence on social dynamics, the decision-making process regarding finances, and the behaviour of consumers.

The findings indicate that a sizeable proportion of the individuals who participated in the survey own a bachelor's degree or above, with 82.50 percent of them having finished either their undergraduate or postgraduate study. The sample has a high level of education, which may possibly impact their viewpoints on a variety of topics, as well as their socioeconomic situation and career prospects. Therefore, the focus placed on higher education suggests that the sample has a high degree of education. An examination of the distribution of yearly income indicates that a sizeable fraction of respondents (53.30%) earn less than 2 lakhs per year, while just a negligible amount (7.50%) have an annual income that is more than 8 lakhs. people with moderate to low

incomes make up the majority of the sample population. This income distribution has the potential to impact the people' saving habits, spending patterns, and their capacity to acquire certain products and services. The purpose of this demographic profile is to give important information on the characteristics of the population that was surveyed. It reveals possible trends, preferences, and inequalities that may have an influence on decision-making in a variety of areas, such as social interventions, market targeting, and policy creation. In order to derive meaningful conclusions and practical uses from the data, it is possible that more research and contextualization requirements may be required.

Correlation analysis

Table 2: Correlation analysis

Correlations	E- BUSINESS SKILLS AND TRAINING	ENHANCING MARKET AWARENESS	ALLOCATION OF CAPITAL	SUSTAINABLE GROWTH AND DEVELOPMENT
E- BUSINESS SKILLS AND TRAINING	1	.303**	.336**	1.000**
ENHANCING MARKET AWARENESS	.303**	1	.410**	.303**
ALLOCATION OF CAPITAL	.336**	.410**	1	.336**
SUSTAINABLE GROWTH AND DEVELOPMENT	1.000**	.303**	.336**	1

To begin, the correlation value of .303 indicates that there is a relatively high association between the increased market knowledge that may be achieved via training and the skills of doing business online. When people or organisations enhance their e-business abilities and training, there is often a proportional increase in market awareness. This is because of the direct correlation between the two. It is possible that a better grasp of the dynamics of the market and the behaviour of consumers might be gained via an enhanced comprehension of e-business practices. In a similar vein, there is a correlation value of .336** that indicates a relatively favourable link between the allocation of capital, training, and e-business capabilities. As a result, this illustrates that there is a link between the development of e-business skills and training and the rising propensity towards more efficient capital allocation. Given the association, it can be deduced that having a greater degree of competency in e-business practices may result in the ability to make judgements that are more strategic and informed when it comes to the distribution of financial resources.

Now that we have established that, let us investigate the relationship between increasing market knowledge and capital allocation. This shows that there is a somewhat positive correlation between these two variables, as seen by the value of .410**. As a consequence of this, developments in the distribution of capital often coincide with an improvement in the level of overall market comprehension. Given the association between the two, it can be deduced that acquiring a more in-depth understanding of the dynamics and trends of the market might potentially assist in the more judicious allocation of financial resources towards opportunities that provide better prospective returns

Chi square analysis

Table 3: Chi square analysis 1

	ALLOCATION OF CAPITAL			Total
E- BUSINESS SKILLS AND TRAINING	Neutral	Important	Very important	
Disagree	0	3	0	3
Neutral	2	6	6	14
Agree	8	17	27	52
Strongly Agree	0	11	40	51
Total	10	37	73	120
Chi-Square Tests	Value	df	P value	
Chi-Square	20.831a	6	0.00	
Likelihood Ratio	24.677	6	0.00	

Upon first inspection, it becomes apparent that the majority of respondents, namely 43.3% and 42.5% of the sample, are classified as "Agree" and "Strongly Agree" about the significance of e-business skills and training. Based on these data, it seems that the majority of participants are aware of the relevance of possessing e-business abilities in the current digital economy. The distribution of money across various degrees of perceived relevance for e-business training and skills reveals several surprising patterns, which become obvious

when the distribution is examined. Notably, a greater number of participants, namely 69.2% and 80.8% of their respective groups, who perceive e-business skills and training to be "Important" or "Very important," are more likely to agree or strongly agree with the effective distribution of capital. This is a noteworthy finding. This hints to the possibility of a correlation between acknowledging the significance of e-business abilities and having a positive attitude on the distribution of strategic resources. These findings are supported by the statistical analysis, which reveals a noteworthy correlation between the respondents' perspectives on capital allocation and their evaluation of the significance of e-business capabilities (Chi-Square = 20.831, degrees of freedom = 6, $p < 0.00$). After doing the likelihood ratio test, it is evident that there is a high link (Likelihood Ratio = 24.677, $df = 6$, $p < 0.00$).

Hence it can be concluded that there is a significant relationship between providing efficient E-business skills and training and achieving empowerment among housewives for sustainable growth and development

Table 4: Chi square analysis 2

	ALLOCATION OF CAPITAL			Total
ENHANCING MARKET AWARENESS	Neutral	Important	Very important	
Neutral	7	15	15	37
Effective	3	16	21	40
Very effective	0	6	37	43
Total	10	37	73	120
Chi-Square Tests	Value	df	P value	
Chi-Square	22.241a	4	0.00	
Likelihood Ratio	25.169	4	0.00	

It seems that the majority of participants, namely 33.3% and 35.8% of the entire sample, may be classed as belonging to the "Effective" and "Very effective" categories, respectively, in terms of their capacity to increase market awareness. This is stated in terms of the ability to increase market awareness. Based on these data, it seems that the majority of participants are aware of the significance of market intelligence and awareness in the modern-day corporate contexts. There are some fascinating patterns that emerge when one investigates the distribution of resources across various degrees of perceived efficacy for the purpose of enhancing market awareness. It is noteworthy that a greater majority of participants, namely 68.9% and 91.9% respectively, who consider improving market knowledge to be "Important" or "Very important," prefer to use more proactive methods to the allocation of capital. These results suggest that there may be a connection between appreciating the significance of market knowledge and advocating for the strategic use of financial resources. These conclusions are supported by further evidence that is provided by the statistical analysis, more notably the chi-square test. There is a significant correlation between the viewpoints of respondents on capital allocation and their impressions of better market knowledge, as shown by the results of the test (Chi-Square = 22.241, $df = 4$, $p < 0.00$). A strong link exists between the two. Additionally, the likelihood ratio test (Likelihood Ratio = 25.169, $df = 4$, $p < 0.00$) shows that there is a significant link between the two variables.

Hence it can be concluded that there is a significant relationship between enhancing market awareness and supportive ecosystems and achieving empowerment among housewives for sustainable growth and development

Table 5: Chi square analysis 3

	ALLOCATION OF CAPITAL			Total
SUSTAINABLE GROWTH AND DEVELOPMENT	Neutral	Important	Very important	
Disagree	0	3	0	3
Neutral	2	6	6	14
Agree	8	17	27	52
Strongly Agree	0	11	40	51
Total	10	37	73	120
Chi-Square Tests	Value	df	P value	
Chi-Square	20.831a	6	0.00	
Likelihood Ratio	24.677	6	0.00	

It is clear that the majority of respondents (43.3% and 42.5% of the sample, respectively) fall into the "Agree" and "Strongly Agree" categories on the significance of sustainable growth and development. This is visible at first inspection. The fact that this is the case suggests that the participants, for the most part, are aware of the need of lobbying for environmentally responsible business practices in order to achieve long-term success. In the process of studying the distribution of capital across various levels of sustainable growth and development, significant patterns emerge as a result of the analysis. There is a considerable amount of respondents, namely 69.2% and 80.8% respectively, who are of the opinion that sustainable growth and development are of great significance. These respondents also express agreement or strong agreement with the notion of making optimal use of capital. The fact that this is the case shows that there may be a relationship between valuing sustainable development and supporting prudent capital allocation that is in line with sustainability objectives. The findings of the statistical analysis provide support for these findings, revealing a significant correlation between the perspectives of the respondents about capital allocation and their conceptions of sustainable growth and development (Chi-Square = 20.831, degrees of freedom = 6, $p < 0.00$). Upon doing the likelihood ratio test, it is determined that there exists a robust association (Likelihood Ratio = 24.677, $df = 6$, $p < 0.00$).

Hence it can be concluded that there is a significant relationship between allocation of capital and supply chain systems and achieving empowerment among housewives for sustainable growth and development

1.4 Findings and Interpretation

The research shows the critical significance of e-business skills and training, the enhancement of market knowledge, and the allocation of capital in the process of supporting sustainable growth and development for women. There is a major possibility for economic empowerment and social inclusion presented by the integration of e-business practices with digital technology. This opportunity is especially important for groups who were previously excluded, such as housewives. It is important to note that the success of using e-business to promote sustainable development is contingent upon a multitude of key aspects, such as market information, smart resource allocation, expertise in e-business, and training.

In the first place, e-business training and skills are absolutely necessary in order to make it possible for anybody, and especially housewives, to make use of digital technology for the purpose of achieving sustainable development and providing economic freedom. It will be possible for housewives to utilise e-business platforms to get access to markets, develop online businesses, and earn money if they are equipped with the appropriate technical expertise, digital literacy, and entrepreneurial abilities. Furthermore, e-business training courses have the potential to enable women to embrace sustainable business practices, so contributing to the achievement of sustainable development objectives via the reduction of environmental effect, the promotion of ethical sourcing, and the promotion of community participation. Additionally, increasing client awareness is necessary for the continued success of housewives' e-commerce operations in order to ensure their continued success. By gaining a complete grasp of consumer behaviour, market dynamics, and industry trends, housewives have the ability to increase their market potential, predict client demand, and distinguish themselves in digital marketplaces that are highly competitive. Through the use of market intelligence tools and analytics, housewives have the ability to successfully target individual consumers and improve the value creation process. This may be accomplished by enhancing their pricing strategy, marketing efforts, and product opportunities. Moreover, holding a complete knowledge of the industry helps the execution of customer-centric strategies and adaptive firm plans, therefore allowing entrepreneurs to capitalise on new chances for development and adapt to altering market circumstances.

To add insult to injury, when it comes to e-business businesses that are run by housewives, the distribution of funds plays a significant role in supporting sustainable growth and development. It is vital to have access to financial resources such as investment capital, working capital, and credit facilities in order to develop e-business operations, extend market coverage, and boost operational performance. These are all things that may be accomplished by expanding market coverage. By effectively spending resources, housewives have the potential to improve their digital marketing strategy, technical infrastructure, and staff development programmes. The adoption of this strategy encourages innovation, competitiveness, and sustainability over the long term. Furthermore, women have the potential to make a contribution to the generation of collective prosperity and to have a positive impact on society both within and beyond their communities. This can be accomplished by aligning their decisions regarding the allocation of capital with sustainability objectives, such as social accountability, environmental preservation, and inclusive progress.

The important conversation continues by highlighting the need of e-business training and knowledge, improving market information, and properly allocating capital in order to encourage sustainable growth and development, especially with regard to the empowerment of women. Through the implementation of e-business programmes that provide training in digital literacy, promote market awareness, and make optimal use of

resources, housewives have the potential to make a contribution to the achievement of sustainable development objectives, as well as to the creation of economic possibilities and social integration. However, in order to fully realise the promise of digital entrepreneurship in terms of fostering fair and all-encompassing growth, it is absolutely necessary to ensure equal participation and remove obstacles that prevent accessibility and financial inclusion. It is possible for stakeholders to harness the transformational potential of digital technology in order to promote the empowerment of women and drive sustainable development. This may be accomplished via coordinated initiatives to improve education about e-business, give market information, and allow inclusive financing.

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