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## Women literacy in E-commerce in India

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#### Abstract

Right from needle to craft, everything can be purchased on the web. To be more competent in this globalized economy e-commerce is one of the pillar for tapping competitive advantage. Electronic commerce is more than simply one of the approach to either support or improve existing business. E-commerce has brought innovative changes in the marketplace. E-commerce is the integrated form of E-merchandise and E-finance. With enormous branches e-commerce has reached every aspect of the business whether it is purchasing the new products or selling the used one, even the e-commerce has made travel industry grow by offering numerous options at just one click. It is a revolutionary change in the economy of the country by favoring one part and by affecting counterpart. The current study has attempted to portray the present scenario need, benefits and obstacles. E-commerce offers multiple benefits to the consumers in form of availability of goods at wider choice, saves time and lower cost. E-commerce has made business processes more reliable and efficient. With significant benefits study reveals some of the obstacles too alike poor internet connectivity, security concern and hacking issues. The market is large, growing and women must be enable to participate both business owners and business consumers, and profit equally as men. women's equal access to e-commerce is not only is a door of opportunity for women's economic women, but also very well-known that money in the hands of women is spent on health education the family benefiting the community and economy.

**Keywords:** E-commerce, literacy, women, benefits, barriers

#### Introduction

In our modern, digital internet era, we have two remarkable phenomena. First is social media and second is web shop.

Social media is the website and applications that enable users to create and share content or to participate in social networking sites like Facebook, Twitter, Whats App, and other like this. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser

As we all know, e-commerce is a transaction of buying or selling online. E-commerce offers enormous opportunities for business to business and business to consumers, in fact, in 2015 B2B was valued at USD 2015 trillion and B2C, at USD 1.2 trillion. B2C is growing fast, and is particularly important to growth in developing countries. B2C in Asia and Africa is expected to double in size by 2018 (UNCTAD, 2015).

In the development of a country, women plays an important. India has 640 districts in India and 650,244 villages in India [as per 2011 census]. They can't go to shop from market but the e-commerce is not very widespread among the respondents of our research.

In India, according to the survey, women are interested in using the social networking sites like whats app, facebook, Instagram and other like this. But the strange thing is this that they don't shop digitally. Now, the question arises WHY?, Because the reason behind This that they are not well-known about e-commerce.

An important factor is that they are not quite aware on e-commerce, even though the majority has visited, at least once, a relative website. The main reason for avoiding e-commerce is the fear to give their personal details online. Almost half of the respondents believe that the transactions are not secure, which is obvious from their unwillingness to give their personal information to online stores.

#### Research Methodology

Through Primary data the information is gathered and secondary literature is used as a supportive method to make the analysis more effective and result oriented

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### Research Design

The research paper is exploratory in nature and through observation, interviews, and through questionnaire the data interpretation is derived

### Sample Size

As per the secondary method of sample survey, it concluded that the women in the age group of 30-50 years are not very well known about the e-commerce. As the literacy rate of India of women is 65.46%. There are 640 districts in the country that had adult female literacy rate is 50% or below [as per the Sakshar Bharat Guidelines].

Digital literacy provides many resources in all in one website or platform to help you tap into the exponential amount of resources available via the internet. Digital literate has reflected the change in low information is processed delivered and received in today's highly connected world.

According to the secondary survey, the level of education of women of age group between 30-50 years is 30% for 12 pass, 30% for 10th pass and the remaining for further studies like graduation, Post-graduation and others. Nowadays, smart phone is becoming the need of every person but for there are some women which doesn't even know about the usage of smart phone or smart gadgets. So, it is necessary to educate or aware the women about the smart gadgets and e-commerce.

### Progress, and present environment of e commerce

As women is very important for the development of the country. Women touch every aspect of business.

For example, they are influential consumers of products and services. Women of the country is participating or running the business very smoothly.

We know that women make up close to 70% of the total global workforce in the hospitality and tourism sector. However, they hold less than 40% of all managerial and supervisory positions, hold less than 20% of general management roles, and make up only between 5% and 8% of corporate board members of publicly quoted hospitality business. Tourism development can be a great incentive for development and thus for the empowerment of women, which makes the plan of WTO a reasonable motivation to empower women through this sector.

**For example:** Yatra.com is the travel search engine and one of the India's leading online travel agency where travellers can avail the best travel deals. The co-founder of Yatra.com is Sabina Chopra. It was start up in the year 2006.

Before Yatra.com, she was working with ebookers, an online travel company (Europe based) where she was heading the India based operations. Using her work experience of 16 years, she co-founded Yatra.com, a travel portal.

As per the topic i.e., Women Literacy in E-commerce. For every country, e-commerce is necessary or we can say that to develop a country e-commerce is a basic need.

### Technology must be like oxygen

So to develop our country we have to improve or increase the literacy rate of women in e-commerce. Women are the backbone of our country. So there are some suggestions to increase the literacy rate of women in e-commerce.

We should aware the females about e-commerce, benefits of e-commerce. How to operate the smart phones. We should improve the digital literacy in the rural and backward area.

If the children in the family can teach their parents about the e-commerce then the literacy rate of women in e-commerce will surely increase rather than any awareness programme and campaign can do.

We can support instructional technologists in every school to facilitate digital and media literacy instruction for all children and all teachers and staff too.

If we want to develop our country then we have to make our women Modern, smart, strong and independent.

Because Without There is No Tool For Development More Effective Than The Empowerment of Women.

It will conclude digital literacy provides many resources in all in one website to help you tap into the exponential amount of resources available via the internet. Literacy rate of women in our country is 65.47%.

Empowering women to use the mobile internet aims to analyse the challenges women face when accessing mobile literacy and digital skills, understand how women learn these skills, and identify the barriers of women run up against in various learning channels.

So, we have to empower the women of our country.

Because, The Empowered Women Is Powerful Beyond Measure And Beautiful Beyond Description..

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