DIGITAL WOMEN EMPOWERMENT E- IN WARDHA CITY

Dr. Sarita R. Vishwakarma
Assistant Professor
Yeshwant Mahavidyalaya,
Wardha.

Abstract : Empowering Women in the Digital Age. Digitalization offers a variety of opportunities for female empowerment and for a more equal female participation in labor markets, financial markets, and entrepreneurship. Currently, digitalization seems to favor female labor force that faces lower risk of being replaced by machines, Digital media has empowered women to overcome hurdles like maternity and have full-fledged careers, in the form of work. Working from the comfort of their homes, digital media gives women a wider platform to showcase their talent. It helps them find support and upgrade their skills as well. Digital media helps women stabilize.

Key words-Digital Empowerment, Online Shopping

Introduction :

This Paper is based on digital Empowerment of consumers by E-shopping in Wardha city. The reason of this research to know the interest and intention of digital Learning among consumers and we should know their awareness about digital Learning with the help of E-shopping, like digital transaction method ,factors affecting and so on.

What does Digital Empowerment mean?

Digital empowerment means much more than giving people access to digital technologies. It is a multi-stage process that gives individuals new skills and opportunities to better participate and express themselves in a networked society through information technology.

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. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As a customers can shop online using a range of different computers and devices. en.wikipedia.org/wiki/Online shopping.

E-shopping commonly known as Electronic Commerce refers to the buying and selling of information, products and services via computer networks. (Kalakota and Whinston 1997) The global market for online grocery retailing remains at a relatively early stage of development in many parts of the world. To date, sales of food and drinks over the internet have yet to make the same impact observed in other parts of the consumer goods industry,

most notably books, clothing and electronic items such as computer equipment. www.companiesandmarkets.com

It has become clear that most of the existing retailers use the online service as an extension of the service that they provide in house. This allows them to provide another convenient element for the customer that might not be able to visit a store for the products that they require. Evidently retailers see their presence on the internet as an opportunity to further meet the needs of their customers employing the motto of 'If you can't come to us, we'll come to you'. With most major supermarkets now competing online as well as offline, competition in the UK is intensifying to offer added value services to online customers, above and beyond the mere delivery of groceries (Robinson et al 2007).

Objectives of the Study-

- To study aboutdigital women empowerment in Wardha city.
- To know the percentage of consumers which are used to E-shopping in Wardha city.
- To study about the basic knowledge of E-shopping in Wardha city.

Methodology/ Research Design-

Selection of method of Inquiry-The universe being too large and time & other resources being limited, Purposive convenience Sampling method were selected for the present study.

Selection of Samples -The sample selected on purposive random basis

Selection of method for collection of Data -Questionnaire method used for collection of data. A survey was done to get an idea of the various problems. In the survey the same procedure was followed as was to be adopted in actual survey. The no. of cases in it was five on the basis of this pilot study necessary amendments are done in the schedule.

Sources of Information-

a) Primary Sources- Respondents from age group 20 to 50 years were selected as the primary sources. It was collected from 100 respondents (consumers) in different places of Wardha city through questionnaire.

b) Secondary Sources- It may be termed as "Documentary Sources". The information was gathered from different books, magazines, journals, news scripts and websites etc.

c) **Analysis of Data and discussion of Results-**

After the data was collected it was tabulated and analyzed statistically, wherever needed statistical tests were applied to get the final results .The information gathered was from the 100 respondents(consumer) surveyed from Wardha city. The age running 20 to 50 years.

TABLE NO. 01

No.of Respondents according to adoption of E-shopping in Wardha city

| Sr. No.	Adoption of E-shopping	No. of Respondents	Percentage %
1.	Yes	88	88 %
2.	No	12	12
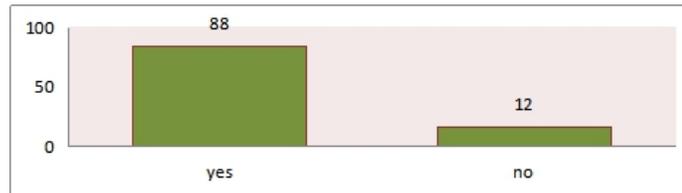
Here 88 % consumers of Wardha city accept the adoption of E-shopping. They use online shopping like a trend or Fashion and 12% consumer do not accept the adoption of online shopping because of some reasons (like- lack knowledge about internet, limited resources, don't want to take any Risk etc.) Bajaj(2008) also reported that females were good adopters of online shopping compared to male.

TABLE NO.02

No. of Respondents according to the basic knowledge of E-shopping in Wardha city

Sr.No.	Basic knowledge of E-shopping	No. of Respondents	Percentage %
1.	YES	90	90%
2.	NO	10	10 %
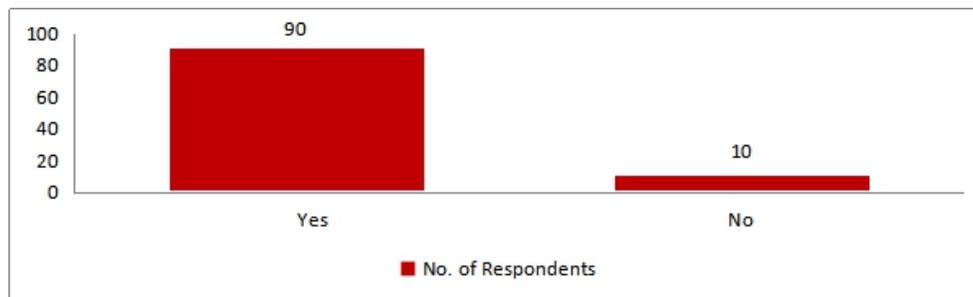
Here 90 % consumers of Wardha city accept that they know the basic knowledge about online shopping They use online shopping like a trend or Fashion and 10 % consumer do not accept the online shopping because its difficult to understand and also don't believe on online shopping because they believe on traditional shopping.

Advantages of E-Commerce Over Traditional Retail :

- Overcome Geographical Limitations. ...
- Gain New Customers with Search Engine Visibility. ...

- Lower Costs. ...
- Locate the Product Quicker. ...
- Eliminate Travel Time and Cost. ...
- Provide Comparison Shopping. ...
- Enable Deals, Bargains, Coupons, and Group Buying. ...
- Provide Abundant Information. .
- Create Targeted Communication. ...
- Remain Open All the Time. ...

Conclusion :

      E- shopping because internet medium found very easily and in our today's life , our android and window mobile phones helps to easier our busy life and day-by-day challenges. Women's often superior social skills represent a comparative advantage in the digital age, and this is particularly so when social skills are complemented with higher education and advanced digital literacy.

      Women entrepreneurs will continue to need traditional business development support, including access to markets and networks, and an enabling environment to help their businesses thrive. These services however need to be better tailored to women entrepreneurs' needs and circumstances. All women will need digital literacy to engage with the digital

Website Referred :

- www.companiesandmarkets.com

- www.google .com

- www.googlescholar.com

- www.slideshare.com

References :

- Gurleen, Kanwal. 2012. Consumer's perception towards online shopping- the case of Punjab. International Journal of Management & Information Technology. 1(1): 1- 6.

- Jones, Christie and soyuong kim. 2010. Influences of online retail brand trust-clothing involvement and website quality on online apparel shopping intention . International Journal of Consumer Studies. 36(6): 627-637.

- Peng ,li. 2010. Factors that affect student's decision making on buying online shops. Journal of product and brand management. 24(3): 15-21.