

Empowering Women Entrepreneurs: The Role of Digital Literacy in E-Commerce Success in India

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Abstract: *A research study investigates how digital literacy affects e-commerce achievement for Indian women entrepreneurs. India's fast-growing e-commerce sector coexists with substantial gender disparities among digital entrepreneurs. The research employed surveys of 245 women entrepreneurs working in both urban and rural areas and in-depth interviews with 30 participants to establish what digital literacy elements enhance e-commerce success. Research data demonstrates that business performance is best predicted by technical competence and digital marketing knowledge and online financial literacy while technical competence delivers the highest correlation ($r = 0.68$, $p < 0.001$). Women entrepreneurs who took digital literacy instruction achieved monthly revenues that were 37% greater than untrained female entrepreneurs. Progress remains restricted by structural obstacles which prevent full access to the internet while forcing women to manage family duties along with socio-cultural norms that restrict their progress. To improve digital literacy among female entrepreneurs the proposed solution combines multi-stakeholder collaboration with tailored training curricula and mutual learning networks and supportive government policies. The research produces data that enhances understanding about how digital literacy promotes both inclusive economic expansion and gender equality in developing digital economies.*

Keywords: women entrepreneurs, digital literacy, e-commerce, India, gender gap, digital inclusion, entrepreneurship training, economic empowerment

