

OPPORTUNITIES AND CHALLENGES IN ADOPTION OF DIGITAL MEDIA – A STUDY WITH SPECIAL REFERENCE WITH WOMEN HOMEPRENEURS

Infant Sharon A and T.Priyanka

Department of Commerce, St. Mary's College (Autonomous), Thoothukudi

Affiliated to Manonmaniam Sundaranar University, Thirunelveli, Tamil Nadu, India

ABSTRACT

Digital media use has drastically changed the nature of entrepreneurship, presenting women homepreneurs with both benefits and obstacles. This study examines how digital media affects women-led home-based companies, emphasizing the benefits and challenges they face. To find out how they felt about using digital technologies for marketing, customer interaction, and business growth, a sample of 110 female homepreneurs was questioned. The results show that digital media increases market reach, affordability, and accessibility, enabling women to run successful home-based companies. The knowledge gained from this study can help stakeholders and legislators create plans to help women homemakers in the digital age. Nonetheless, issues including platform saturation, digital security worries, and a lack of technological expertise continue to exist. The report emphasizes that in order to optimize the advantages of digital adoption, customized digital literacy initiatives and policy assistance are required. The knowledge gained from this study can help stakeholders and legislators create plans to help women homemakers in the digital age.

KEYWORDS

Homepreneurs, Digital Media , women Homepreneurs , Opportunities , Challenges , Adoption of Digital Media .

INTRODUCTION

In recent years, the rise of homepreneurs—entrepreneurs who run businesses from their homes—has marked a significant shift in how work is perceived and how business is conducted. The term “homepreneur” blends “home” and “entrepreneur” to describe individuals who operate small businesses or freelance ventures from their homes, often leveraging digital platforms to reach global markets. As technology has advanced, particularly with the widespread availability of the internet, the traditional model of working from an office has been increasingly replaced by the flexibility of working from home. The rapid growth of digital media has redefined the entrepreneurial landscape, offering unprecedented opportunities for innovation, connectivity, and

business expansion. For women homepreneurs, digital media serves as a gateway to achieving financial independence, accessing wider markets, and building professional networks from the comfort of their homes. Platforms like social media, ecommerce websites, and digital marketing tools empower women to showcase their products and services, often breaking traditional geographical and societal barriers. Despite these advantages, the adoption of digital media among women homepreneurs is accompanied by significant challenges. Limited access to technology, inadequate digital literacy, and persistent societal norms act as barriers to entry. Additionally, concerns about online security, balancing family and business responsibilities, and navigating a competitive digital marketplace add complexity to their entrepreneurial journey. Digital media adoption among 2 women homepreneurs is on the rise, with many female entrepreneurs leveraging platforms like social media to market their products and services, reach a wider customer base, build brand awareness, and connect with potential clients, significantly impacting their business growth and allowing them to operate effectively from home while maintaining flexibility; however, challenges still exist regarding digital literacy, access to technology, and overcoming potential barriers to fully utilize the power of digital media.

STATEMENT OF THE PROBLEM

The advent of digital media has transformed the way individuals, organizations, and societies interact, communicate, and conduct business. For women homepreneurs, digital media presents a unique set of opportunities and challenges. It has become a powerful tool for women to establish and grow their home-based businesses, enabling them to access wider markets, build networks, and gain valuable skills. Despite the growing importance of social media in business promotion and marketing, many women homepreneurs face significant challenges in adopting and effectively utilizing these platforms to promote their businesses. Limited technical expertise, lack of access to resources, and societal barriers hinder women homepreneurs from leveraging social media to reach new customers, build their brand, and increase sales. As a result, women homepreneurs may miss out on valuable opportunities to grow their businesses, improve their livelihoods, and contribute to the economic development of their communities. This study aims to investigate the challenges and opportunities faced by

women homepreneurs in adopting social media, with a view to identifying strategies to support their effective use of these platforms.

OBJECTIVES

1. To Identify the Challenges faced by Women Homepreneurs in adopting Digital Media for their Business.
2. To Explore the opportunities that Digital Media offers to Women Homepreneurs in promoting and Growing their Business.
3. To Analyze the types of Digital Media Platforms used by women Homepreneurs and their effectiveness in promoting their business.
4. To Examine the impact of Digital Media adoption on the Work – life Balance of women Homepreneurs.

RESEARCH METHODOLOGY

Sampling design	Purposive sampling method
Period of study	December 2024 – March 2025
Data used	Primary data and Secondary data
Test for analysis	Percentage analysis, Likert scale, Chi-square test and Descriptive analysis

LIMITATIONS OF THE STUDY

- The study covers only the city of Thoothukudi. So the results may not be applied to other areas.
- The whole population of respondents could not be approachable.
- While collecting primary data biasness of respondents in answering the questions was a barrier.
- Reliability and accuracy of the study depends on the respondents' openness and truthfulness towards answering each question in the questionnaire.

RESULTS AND DISCUSSIONS

TABLE 1

Digital platforms Used for your business purposes

Platforms Used	No of Respondents	Percentage %
Youtube	21	19.1
Instagram	47	42.7
Whatsapp	27	24.5
Facebook	7	6.4
E-Commerce Websites	8	7.3
Total	110	100.0

Source :Primary Data

Inference:From the above table 19.1%respondents are using YouTube for their business and 42.7 % of the respondents are using Instagram and 24.5% respondents are using WhatsApp and 6.4% respondents are using Facebook and 7.3% respondents are using e-commerce websites

Thus most of the respondents i.e.,42.7% are respondents are using Instagram for their Business.

TABLE 2

Digital Media impact on Business

Impact on Business	No of Respondents	Percentage %
By Increased in Sales	36	32.7
Better customer engagement	41	37.3
Increased Brand Visibility	27	24.5
Expanding to International Markets	6	5.5
Total	110	100.0

Source :Primary Data

Inference

From the above table32.7 % of the respondents says that digital media has impacted the business by increased in sales and 37.3% respondents are by better customer engagement

and 24.5 % respondents says that it increase their brand visibility and 5.5% respondents says that it helps to expand their business to international markets.

Thus the most of the respondents i.e.,37.3 % Respondents says that Digital has impact on their business by Better Customer Engagement.

TABLE 3

Challenges faced in adopting Digital Media

Challenges	No of Respondents	Percentage %
Lack of Knowledge	35	31.8
Limited Internet access	36	32.7
Financial Constraints	19	17.3
Managing time between Business and family	20	18.2
Total	110	100.0

Source : Primary Data

Inference

From the above table 31.8% respondents face challenge by lack of knowledge and 32.7% respondents by limited internet access and 17.3 % respondents face challenge by financial constraints and 18.2 % respondents face challenge by managing time between the Business and the Family.

Thus most of the respondents i.e.,32.7% face challenge by limited Internet Access.

TABLE 4

Digital Media impact on overall Business cost

Digital Media reduced your overall business costs	No of Respondents	Percentage %
Yes	89	80.9
No	21	19.1
Total	110	100.0

Source : Primary Data

Inference:

From the above Table 80.9 % of the Respondents agreed that Digital Media has reduced their overall Business Costs and 19.1% of the Respondents says that Digital Media has not Reduced the overall Business Costs.

Thus most of the respondents i.e., 80.9 % of the Respondents agreed that Digital Media has reduced their overall Business Costs.

LIKERT RANKING SCALE:

TABLE 5

Opportunities and Challenges in adoption of Digital Media

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Digital media has increased my ability to reach new customers	305	144	33	4	0	485
Digital media has improved my overall business performance	120	264	48	2	0	434
Digital media has reduced my marketing expenses.	120	160	24	16	0	320
Digital media has enabled me to connect with other homepreneurs and share resources	115	216	72	18	0	421
Digital Media helps to stay updated on industry trends and news	120	224	72	8	2	426
Digital media has helped me to better understand my target audience	160	184	72	12	2	430
Digital media has improved my ability to track sales and analytics.	145	192	63	27	3	430
Digital media has enabled me to offer personalized	205	184	51	12	0	452

services to customers.						
Digital media will play a crucial role in my business growth.	135	204	72	14	1	426
Digital media will help me stay competitive.	165	200	60	12	1	438
Digital media has improved my sales and revenue	155	192	69	14	1	431
Digital media allows me to manage my business efficiently while maintaining a good work-life balance.	170	184	60	16	2	432
Digital tools helps to stay responsive to shifts in customer demand	170	184	60	12	4	430
Content marketing through digital media has been effective in promoting my products\services	145	228	57	8	1	439
Digital media helps to foster customer loyalty	150	188	78	10	2	428
Digital media has significantly increased my brand's visibility	155	188	57	24	1	425
Without digital media it is harder to manage my business from home	160	204	57	6	5	432
Digital media has improved my ability to provide customer support	220	152	51	18	2	443
						7722

Source : Primary Data

Variables	Average	Rank
Digital media has increased my ability to reach new customers	4.40	I
Digital media has improved my overall business performance	3.94	VI
Digital media has reduced my marketing expenses.	2.90	XVIII
Digital media has enabled me to connect with other homepreneurs and share resources	3.82	XVII
Digital Media helps to stay updated on industry trends and news	3.87	XIV
Digital media has helped me to better understand my target audience	3.90	X
Digital media has improved my ability to track sales and analytics.	3.90	X
Digital media has enabled me to offer personalized services to customers.	4.10	II
Digital media will play a crucial role in my business growth.	3.87	XIV
Digital media will help me stay competitive.	3.98	V
Digital media has improved my sales and revenue	3.91	VIII
Digital media allows me to manage my business efficiently while maintaining a good work-life balance.	3.92	IX
Digital tools helps to stay responsive to shifts in customer demand	3.90	X
Content marketing through digital media has been effective in promoting my products\services	3.99	IV
Digital media helps to foster customer loyalty	3.89	XIII
Digital media has significantly increased my brand's visibility	3.86	XVI
Without digital media it is harder to manage my business from	3.92	VII

home		
Digital media has improved my ability to provide customer support	4.02	III

INFERENCE:

1. Customer Acquisition – Digital media is most effective in helping businesses reach new customers (Rank 1, Avg: 4.40).
2. Overall Business Performance – It has a positive impact on business performance but is not the highest-rated factor (Rank V, Avg: 3.94).
3. Marketing Cost Reduction – Businesses recognize some cost savings, but this benefit ranks lower (Rank XIII, Avg: 3.90).
4. Customer Personalization – Digital media helps offer personalized services, making it a key benefit (Rank II, Avg: 4.10).
5. Customer Insights – Businesses acknowledge digital media's role in understanding target audiences but rate it moderately (Rank XIV, Avg: 3.90).
6. Sales and Revenue Growth – Digital media contributes to sales and revenue, though it is not the top-rated benefit (Rank VII, Avg: 3.91).
7. Business Efficiency & Work-Life Balance – Helps businesses manage operations efficiently while maintaining work-life balance (Rank IX, Avg: 3.92)
8. Adaptability to Market Changes – Digital media assists in responding to customer demand shifts (Rank X, Avg: 3.90).
9. Remote Business Management – Businesses find it harder to manage from home without digital media, indicating reliance (Rank VIII, Avg: 3.92).
10. Content Marketing Effectiveness – Digital media is perceived as effective in promoting products and services (Rank IV, Avg: 3.98).
11. Staying Updated with Industry Trends – Digital media helps businesses keep up with trends and news (Rank XI, Avg: 3.87).

12. Tracking Sales and Analytics – Businesses find digital media useful for monitoring sales and analytics (Rank XII, Avg: 3.90).

13. Competitive Advantage – Digital media aids in staying competitive (Rank VI, Avg: 3.98).

14. Business Growth – It plays a crucial role in business expansion (Rank XI, Avg: 3.87).

15. Brand Visibility – Digital media significantly increases brand recognition (Rank XV, Avg: 3.86).

16. Fostering Customer Loyalty – It helps strengthen customer relationships and loyalty (Rank XVI, Avg: 3.89)

17. Customer Support Improvement – Enhances businesses' ability to provide customer support (Rank III, Avg: 4.02).

18. Work Challenges Without Digital Media – Businesses find it more challenging to operate without digital media (Rank XVII, Avg: 3.92).

Chi-Square Test

TABLE 6

Chi-Square Test for Significance between Age and Digital Platforms used For Business

Null Hypothesis (Ho):

There is no significant relationship between **Age and Digital Platforms used For Business**

Alternative Hypothesis (H1):

There is a significant relationship between **Age and Digital Platforms used For Business**

Observed Value

	Youtube	Instagram	Whatsapp	Facebook	E commerce Websites	Total
Upto 18	4	9	5	2	1	21
19-30	10	20	11	0	1	42
31-40	5	12	4	3	1	25

41 -50	2	5	4	0	1	12
51 and above	0	1	3	2	4	10
Total	21	47	27	7	8	110

Expected value

	Youtube	Instagram	Whatsapp	Facebook	E-commerce Websites	Total
Upto 18	4.0	9.0	5.2	1.3	1.5	21.0
19-30	8.0	17.9	10.3	2.7	3.1	42.0
31-40	4.8	10.7	6.1	1.6	1.8	25.0
41 -50	2.3	5.1	2.9	.8	.9	12.0
51 and above	1.9	4.3	2.5	.6	.7	10.0
Total	21.0	47.0	27.0	7.0	8.0	110.0

	Value	Df	Significance
Pearson Chi-Square	31.262 ^a	16	.012

Inference:

The table value for 1 degree of freedom at 5% level of significance is **3.841**. It is found that the calculated value i.e., **31.262^a** is **greater** than the table value. Therefore, the Null Hypothesis (H₀) is **accepted**. Hence it is concluded that there is a significant relationship between **Age and platforms used for Business**.

DESCRIPTIVE ANALYSIS OF VARIABLES

TABLE 7

Variables	Mean	Std. Deviation
Age of the Respondents	2.5273	1.18638
Education	3.3091	1.31850
Type of Home-based Business	4.2182	2.23148
Annual Income of Home Based Business	1.6545	.75948
How did you first promoted your business before adopting digital media	1.6091	.69197
Promoting the business through social media is helpful	1.2182	.41490
Which digital platforms do you use for your business purposes	2.4000	1.09377
How many hours per day do you spend on Digital media for business purposes	1.5091	.66007
How digital media impacted your business	2.0273	.89298
What challenges have you faced in adopting digital media	2.2182	1.08688
Do you collaborate with other business or influencers in digital media to promote your business	1.6909	.80986
Has Digital Media reduced your overall business costs	1.1909	.39482
Do you feel Digital Media has provide sufficient support for small business	1.2182	.41490
Time management can be a challenge for women homepreneurs while managing digital platforms.	1.1273	.33480

How do you measure success of the digital Media efforts	1.6909	.77513
What is biggest motivation for overcoming digital media challenges	1.8000	.84376
Which factor do you think affects your customer engagement most	2.1000	1.02223
From the following one which is considered to be the biggest challenge	2.0818	1.04163
In which aspect do you find managing Digital Media is the most Time-Consuming One	2.0818	.99662
What is your overall satisfaction level with your Digital Media experience so far	1.9909	1.04483

Inference

- The variables "**Age of the Respondents,**" "**Education,**" and "**Type of Home-based Business**" exhibit a strong correlation, with their mean values exceeding 2.5. This shows that these factors are significantly related to the studied phenomenon, indicating a meaningful trend or pattern within the dataset
- The variables "**Annual Income of Home Based Business, How did you first promoted your business before adopting digital media, Promoting the business through social media is How digital media impacted your business, How often do you interact with the customers on digital media, How often do you interact with the customers on digital media,What is biggest motivation for overcoming digital media challenges, How do you measure success of the digital Media efforts**" exhibits a medium correlation, with their mean values ranging between 1 and 2.5. This suggests that these variables exhibit relatively medium influence or significance within the dataset.

SUGGESTIONS

- Organize digital literacy programs to help Homepreneurs, especially in rural areas, to overcome barriers to digital adoption.

- Encourage more training programs on digital marketing and media management to equip entrepreneurs with essential skills.
- Provide workshops on content creation, including designing visuals and writing engaging captions.
- Promote the importance of consistent posting and content scheduling to maintain customer engagement.
- Encourage businesses to explore various digital platforms beyond Instagram to expand their reach.
- Encourage the adoption of affordable cybersecurity solutions to address security concern.
- Encourage collaboration with influencers and other businesses to enhance brand visibility.
- Promote the use of paid digital advertising for better reach and customer targeting.
- Educate the Homepreneurs on measuring success beyond likes and followers, focusing on engagement and conversion rates.
- Address the time management issues by introducing scheduling tools and automation techniques.
- Provide mentorship programs to help women homepreneurs leverage digital media more effectively.
- Develop support networks and community forums to offer peer-to-peer learning and business networking opportunities.
- Promote the use of digital platforms for customer interaction and engagement, ensuring better business relationships.

CONCLUSION

The adoption of digital media has created vast opportunities for women homepreneurs, allowing them to expand their businesses, reach a wider audience, and reduce operational costs. Many, especially in rural areas, use platforms like Instagram to promote products, engage customers, and access broader markets. This shift enhances business visibility, customer engagement, and long-term sustainability. Digital media also supports self-learning and skill development, fostering confidence and autonomy.

However, challenges persist, including limited internet access, digital literacy gaps, time management issues, irregular content posting, and cybersecurity concerns. Despite these barriers, digital media remains a powerful tool for business growth and success among women homepreneurs.

WEBSITES

- <https://scholar.google.com/>
- <https://www.linkedin.com/pulse/redefining-work-life-harmony-rise-homepreneurs-chatterjee-group-79mgc>
- <https://www.igi-global.com/chapter/empowering-homemakers-become-homepreneurs/12745>
- <https://www.indianjournalofentrepreneurship.com/index.php/IJOE/article/view/153646>
- [https://www.worldwidejournals.com/indian-journal-of-applied-research-\(IJAR\)/recent_issues_pdf/2013/July/July_2013_1372686030_45dd6_35.pdf](https://www.worldwidejournals.com/indian-journal-of-applied-research-(IJAR)/recent_issues_pdf/2013/July/July_2013_1372686030_45dd6_35.pdf)
- https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3652444
- <https://www.yourdictionary.com/homepreneur>