

# Revolutionizing Marketing Strategies: A Study of Modern Marketing Technologies and Their Adoption by Maharashtrian Women Entrepreneurs in Business Ventures

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**Abstract:** Marketing is an essential aspect of any business venture. It is an effective tool for creating awareness about products or services and promoting them to the target audience. This research paper aims to study the adoption of modern digital marketing technologies by Maharashtrian women entrepreneurs in business ventures. The study is based on a survey of 100 Maharashtrian women entrepreneurs in various business sectors, ranging from manufacturing to service industries. The study focuses on exploring the relevance and adoption of modern digital marketing technologies by these entrepreneurs, the challenges they face in adopting these technologies, and the benefits they obtain from their adoption. The study found that most Maharashtrian women entrepreneurs in business ventures are aware of modern marketing technologies. Still, their adoption rate is relatively low due to various challenges, such as lack of technical knowledge, financial constraints, and resistance to change. The study further identifies the most used modern digital marketing technologies among Maharashtrian women entrepreneurs in business ventures, including social media marketing, email marketing, content marketing, and search engine optimization. The study also explores the impact of the COVID-19 pandemic on the adoption of modern digital marketing technologies by Maharashtrian women entrepreneurs in business ventures. The pandemic has created a new business environment, forcing entrepreneurs to adopt modern digital marketing technologies to stay relevant and competitive. In conclusion, the study highlights the importance of digital marketing technologies in the success of business ventures, particularly those led by Maharashtrian women entrepreneurs. The study provides insights into the relevance and adoption of modern digital marketing technologies by these entrepreneurs, the challenges they face in adopting them, and the benefits they obtain from their adoption. The findings of this study can be used by policymakers, business associations, and other stakeholders to develop strategies that promote the adoption of modern digital marketing technologies by Maharashtrian women entrepreneurs in business ventures..

## 1 INTRODUCTION

Entrepreneurship has traditionally been a male-dominated field, but in recent years, there has been a growing number of women who are breaking down barriers and creating successful businesses. Women entrepreneurs have made significant strides in various industries, including technology, healthcare, fashion, and finance, to name a few. These women are not only creating successful businesses but also

challenging gender norms and inspiring others to do the same. The rise of women entrepreneurs is a positive sign for gender equality and economic growth. However, despite the progress made, women still face unique challenges in the entrepreneurial world. This essay will explore the contributions of women entrepreneurs, the challenges they face, and the support available to help them succeed.

Maharashtra is a state in western India that is renowned for its rich cultural heritage and diverse

cuisine. The state is also home to a growing number of women entrepreneurs who are making significant contributions to the economy and society. Maharashtrian Women Entrepreneur are not only generating wealth and employment opportunities but also promoting gender equality and inspiring others to follow in their footsteps.

Marketing is an essential aspect of any business venture, and the adoption of modern marketing technologies has revolutionized the way businesses reach their target audience. The digital age has introduced several marketing technologies, such as social media marketing, content marketing, and email marketing that have changed the traditional marketing landscape. In recent years, women entrepreneurs have become a significant force in the business world. In India, women entrepreneurs have made significant contributions to the country's economy, with their business ventures creating jobs and driving growth. Maharashtra is one of the leading states in India when it comes to women entrepreneurship, and the aim of this study is to analyze the adoption of modern marketing technologies by Maharashtrian women entrepreneurs.

Digital marketing has become an increasingly critical aspect of entrepreneurship, as it allows businesses to reach a wider audience and generate more leads and revenue. Women entrepreneurs in Maharashtra are no exception, with many of them recognizing the importance of digital marketing in growing their businesses. However, the adoption pattern and behavior among these entrepreneurs varies, depending on several factors. One of the main factors affecting digital marketing adoption is age. Younger women entrepreneurs tend to be more tech-savvy and are therefore more likely to adopt digital marketing techniques. On the other hand, older women entrepreneurs may be less familiar with digital marketing and may require more support and training to adopt these techniques.

Digital marketing adoption can also be affected by the type of business. For instance, businesses in the hospitality or e-commerce industries may have a greater need for digital marketing compared to those in agriculture or handicrafts. This is because the former may have a larger target audience and require more online visibility to be successful. Also, the availability of resources, such as capital and personnel, can also affect digital marketing adoption. Women entrepreneurs with more resources may be able to invest in more advanced digital marketing techniques and platforms, such as social media advertising or email marketing.

Many women entrepreneurs in Maharashtra are adopting digital marketing, there is still a need for more awareness, training, and support to ensure that they can leverage the full potential of these techniques to grow their businesses. The study's expected outcomes is to provide an in-depth understanding of the modern marketing technologies adopted by Maharashtrian women entrepreneurs, the challenges they face in adopting these technologies, and the strategies they use to overcome these challenges. The study will also provide recommendations to support Maharashtrian women entrepreneurs in adopting modern marketing technologies to improve their business ventures' success.

The study is important because the adoption of modern marketing technologies can have a significant impact on the success of a business venture. Women entrepreneurs face several challenges in the business world, and the adoption of modern marketing technologies can help them reach a wider audience, build brand awareness, and improve their sales. However, the adoption of modern marketing technologies requires resources and expertise, and many women entrepreneurs may not have access to these resources. Therefore, it is important to understand the adoption of modern marketing technologies by women entrepreneurs and identify the challenges they face to provide them with the necessary support.

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## 2 PROBLEM STATEMENT

The adoption of modern marketing technologies, particularly internet marketing, online strategy, online social networking, e-commerce, and mobile commerce, by Maharashtrian women entrepreneurs in business ventures remains largely unexplored. Despite having access to some of the cheapest data rates on the Asian continent, there is limited literature available on the maximum utilization of digital technology and social media platforms by these entrepreneurs. This presents a significant knowledge gap that needs to be addressed to encourage the systematic adoption of modern digital marketing technologies by Maharashtrian women entrepreneurs.

This study seeks to meet that void by determining the success rate of Maharashtrian women entrepreneurs who have used digital platforms for e-marketing campaigns, e-commerce, and m-commerce

for commercial transactions. The research will use a structured questionnaire approach to investigate how these technologies might be used in both official and informal business ventures. The research findings will provide insights and assistance to other female entrepreneurs on how to embrace and integrate digital technology and social media platforms in a systematic manner to achieve entrepreneurial success in their companies.

### 3 RESEARCH QUESTION

The above statement led to the following research questions:

- What is the current level of adoption of modern digital marketing technologies by Maharashtrian women entrepreneurs in business ventures?
- What are the main challenges faced by Maharashtrian women entrepreneurs in adopting and utilizing modern digital marketing technologies in their ventures?
- How can ICTs be effectively used to generate and enhance entrepreneurial possibilities for Maharashtrian women entrepreneurs?
- What are the factors that influence the willingness of Maharashtrian women entrepreneurs to invest resources towards social media and other modern digital marketing technologies for the advantage of their ventures?
- What are the benefits and opportunities that Maharashtrian women entrepreneurs derive from the adoption and utilization of modern digital marketing technologies in their ventures?

### 4 HYPOTHESIS

Ho1 The pattern of utilizing digital marketing media by female entrepreneurs is not significantly different.

Ho2 There is no noticeable difference between the preferred digital marketing tools used by women business owners.

Ho3 The degree to which women business owners have adopted digital marketing is not much different.

## 5 LITERATURE REVIEW

### 5.1 Digital Marketing in Venture

The prominence of digital marketing cannot be inflated in this contemporary era as it has a considerable impact on business performance. The incorporation of access, skills, and motivation in the utilization of digital marketing medium is crucial in driving creative and global businesses. India, for instance, is a nation that absolutely encourages the acceptance of ICT in development. To ensure that Indians can compete globally, the government has put in place measures, including the provision of technological infrastructure. The aggressive evolution of internet marketing since the 1990s and 2000s has revolutionized the way businesses and brands are operated. Through digital communication technologies and marketing tools, entrepreneurs and business owners can reach a larger audience. Digital marketing campaigns are more effective as digital platforms are embedded in marketing strategies and the daily lives of consumers, who now prefer digital devices to physical stores.

In today's era, Search Engine Optimization or as usually know as SEO is the most prevalent digital marketing tool. According to Wienclaw (2017), SEO is the method of enhancing the likelihood of a website appearing in real-time electronic search findings and being placed prominently. Wienclaw (2017) identifies several SEO strategies, including customizing website content, adding keywords, properly indexing the website, and ensuring the website content is original. Martinez-Rolan and Pineiro-Otero's (2016) research reveals that Google search engine is responsible for 88 percent of worldwide access, further emphasizing the importance of SEO. Additionally, Kate and Gaikwad (2016) contend that online marketing without SEO is inadequate, underscoring the need to incorporate it into digital marketing strategies.

The paper by Kanu A. (2019), aims to investigate the marketing practices of small and medium enterprises (SMEs) in a developing nation. The study focuses on the challenges that SMEs face while implementing marketing practices and proposes ways to overcome these challenges. The findings of the study reveal that SMEs face several challenges while implementing marketing practices. These challenges include a lack of resources, inadequate knowledge and skills, limited budget, and the absence of a marketing plan. The study also identifies some of the marketing practices that SMEs are currently using,

which include personal selling, advertising, and sales promotion.

The paper by Sukhmani (2012), aims to investigate the impact of promotion mix on sales growth of Fast-Moving Consumer Goods (FMCG) companies in rural markets. The study focuses on identifying the most effective promotion mix elements for FMCG companies operating in rural markets. The findings of the study reveal that all promotion mix elements have a positive impact on sales growth of FMCG companies in rural markets. However, advertising, personal selling, and sales promotion were found to be the most effective promotional mix elements for FMCG companies operating in rural markets. The study also found that the effectiveness of promotion mix elements varies for different FMCG products.

## 5.2 Modern Age Business Performance

Business performance is of utmost importance for any company or organization. An effective business performance can lead to several advantages such as resource management, wealth creation, and employment opportunities. To enhance sales performance, entrepreneurs need to formulate a strategy or approach to run their business efficiently. According to the research by Talib et.al. (2017), countryside real-time businesspersons can expand their market prospects as online enterprises introduce a unique mechanism for borderless transactions. The use of information technology as a medium of communication can open markets to a wider audience, enabling easier access to an unlimited number of customers.

The paper by Gunawan, G. (2020) begins by discussing the importance of digital marketing in the modern business environment. The authors highlight that digital marketing has become increasingly popular due to the rise of the internet and social media. The paper then provides a comprehensive literature review of digital marketing, including its definition, benefits, and challenges. The findings of the study reveal that perceived usefulness, perceived ease of use, and attitude towards digital marketing are the main determinants of the use of digital marketing in the creative industries in Tasikmalaya. The study also found that the use of digital marketing has a significant positive impact on marketing performance, including customer satisfaction, customer loyalty, and sales growth.

The paper by Patil, N (2022) focuses on identifying the factors that influence digital marketing adoption and its impact on business

performance. The authors adopt a quantitative research approach and collect data from a sample of 200 SMEs and start-ups in India. The data was collected through a structured questionnaire, and the statistical tool SPSS was used to analyze the data. The findings of the study reveal that the perceived usefulness, perceived ease of use, and perceived compatibility are the main factors that influence digital marketing adoption by SMEs and start-ups. The study also found that digital marketing adoption has a significant positive impact on business performance, including customer acquisition, customer retention, and sales growth.

## 6 RESEARCH METHODOLOGY

Research conducted involved a series of case studies to examine the utilization of technology among female entrepreneurs in Maharashtra, India. The state of Maharashtra is renowned as the economic hub of the East Indian region, making it an ideal location for data collection. Through a structured questionnaire and analysis of 100 female entrepreneurs from various age groups, researchers gathered an online data. The selected sample were diverse, with different business interests, and all were based in Maharashtra, India. While some of the businesses were formal, others were informal. The women entrepreneurs in the study effectively harnessed the power of technology and social media platforms to market their products or services, communicate with clients, and expand their networks.

The study used a mixed-method approach to collect and analyze the data. The Quantitative data was collected through a structured questionnaire distributed via online platform to a sample of Maharashtrian women entrepreneurs. Secondary data was collected through sources, such as social media pages, official websites of the businesses and reports, to provide context and background information of the entrepreneurs.

The digital space was the primary source of information, with technology tools playing a crucial role in data gathering. A set of parameters were developed and utilized as a research instrument to obtain data. The research design corresponds to the research demand, which is to empower the researcher to gather information of the selected women entrepreneur from various official social media channels and portal at a specific time.

## 7 RESEARCH AREA

The identified areas are from the state of Maharashtra, India. To obtain a relevant sample, typical urban districts with new modern metropolitan and socioeconomic aspects were chosen. The selection of this area is also based on the technological advancements happened in the state and its surroundings, which corresponds to the characteristics of ICT users. It will be feasible to provide an overview of entrepreneurial activity by selecting a sample in this research area.

## 8 DATA ANALYSIS

The study received 148 responses from women entrepreneurs of micro and small enterprises based in Maharashtra. After discarding 4 responses for inconsistency and accounting for 44 respondents who reported not using digital marketing, the remaining 100 respondents were found to be valid and using digital marketing in some form for their business.

The following data is gained from the survey conducted during this study which elaborated on the relationship between various factors and its impact on the business ventures.

Table 1: Survey Data on the degree of acceptance of digital marketing among female business owners.

	Classification	No. of Respondents.	Percentage of Respondents.
Age	18 – 25 years	28	28%
	26 – 35 years	57	57%
	36 – 45 years	11	11%
	45 and above	4	4%
	Total	100	100%
Educational Qualification	Under Graduates	37	37%
	Graduates	30	30%
	Postgraduates	11	11%
	Other	22	22%
	Total	100	100%
Marital Status	Single	31	31%
	Married	46	46%
	Widow	19	19%
	Divorce	4	4%
	Total	100	100%
Monthly Earnings	Below 50,000	29	29%
	50,000 – 1,00,000	52	52%
	1,00,000 – 5,00,000	16	16%
	Above 5,00,000	3	3%
	Total	100	100%
Type of ownership in Business	Partner	23	23%
	Sole Proprietor	41	41%
	Limited Liability Company	14	14%
	Non- Profit Organisation	12	12%
	Corporation	10	10%
	Total	100	100%
Type of Business Activities	Production	21	21%
	Service	43	43%
	Trading	27	27%
	Other	9	9%
	Total	100	100%
Category of Start-up	Lifestyle	34	34%
	Social enterprises	8	8%
	Technology	9	9%
	E-commerce	6	6%
	Biotech	9	9%



	FinTech	2	2%
	Food and beverage	28	28%
	Other	4	4%
	Total	100	100%
Budget allocated for Digital Marketing	Less than 10%	46	46%
	10% - 20%	23	23%
	20% - 40%	14	14%
	40% - 60%	9	9%
	60% - 80%	5	5%
	80% and above	3	3%
	Total	100	100%

Table 2 illustrates that social media marketing is the most frequently used digital marketing channel among women entrepreneurs, followed by mobile phone advertising and email marketing. Viral marketing is also popular among women entrepreneurs of small and medium-sized enterprises.

Medium-sized enterprises tend to adopt SEO, viral marketing, influencer marketing, and pay-per-click advertising more than small enterprises. The usage of content and affiliate marketing is similar across all enterprise categories.

Table 2: Digital Marketing Channel Adoption among Enterprise Categories.

Business Categories	Micro Business	Small Business	Medium Business	Overall Average
	Average Ranking	Average Ranking	Average Ranking	
Utilization of Digital Marketing Channels				
Influencer Marketing	0.09	0.02	0.01	0.04
Content Marketing	0.08	0.03	0.04	0.05
Email Marketing	0.57	0.63	0.71	0.64
SEM Pay-Per-Click Advertising	0.01	0.03	0.07	0.04
Mobile Phone Advertising	0.29	0.37	0.68	0.45
Viral Marketing	0.04	0.13	0.11	0.09
Affiliate Marketing	0.04	0.03	0.01	0.03
SEO	0.01	0.02	0.05	0.02
Social Media Marketing	0.73	0.45	0.88	0.68

The study found that 68% of respondents use social media, 45% use mobile phone advertising, and 64% use email marketing. Viral marketing is used by 9% of respondents, while SEO is used by only 2%, content marketing by 5%, influencer marketing by 4%, affiliate marketing by 3%, and pay-per-click

advertising by just 4%. The different mean values indicate that there is a significant difference in the preferred digital marketing channels adopted by women entrepreneurs, leading to the rejection of the null hypothesis.

Table 3: Respondent Distribution Based on Social Media Marketing Platform Adoption Preferences

Social Media Platforms	Technological Adoption Preference by Women Entrepreneur									
	Least 1	2	3	4	5	6	7	8	9	Most 10
YouTube	37	2	9	1	2	7	4	1	0	16

Facebook	8	7	8	6	9	0	8	5	2	47
WhatsApp	2	4	7	0	4	6	0	7	6	49
Instagram	17	6	0	1	8	9	2	6	7	35
Twitter	27	5	2	0	0	1	1	9	1	19
LinkedIn	38	8	6	1	7	1	2	7	8	15
Pinterest	56	1	7	9	0	6	8	6	4	7
Others	68	4	0	8	0	1	7	0	1	1

Table 3 provides a cumulative overview of the social media platforms that women entrepreneurs have adopted for their marketing purposes. As noted in Table 2, social media marketing was found to be the most popular digital marketing channel. The results show that WhatsApp is the most commonly used social media platform for marketing and communication among women entrepreneurs, followed by Facebook in second place. Instagram ranks third, while Twitter is the fourth most preferred platform, with YouTube coming in fifth. LinkedIn ranks sixth, while Pinterest is the least preferred option among the platforms given to respondents. All other social media platforms are grouped under "Others," occupying the last rank.

These findings indicate that there is a difference in the adoption preference of social media platforms among women entrepreneurs, which supports the first objective of the study. Consequently, there is a significant difference in the preferred digital

marketing tools adopted by women entrepreneurs, leading to the rejection of the null hypothesis.

### 8.1 Women Entrepreneurs Investing and Allocating Budget for Digital Marketing

The graph in Figure 1, reveals the rate of investment in digital marketing among women entrepreneurs. The data suggests that the majority of them (46%) are spending 10% or less of their marketing budget on digital marketing, and 23% are investing less than 20%. Although the literature and industry trends recommend a minimum of 20-40% for digital marketing to ensure its benefits on business performance, only 14% of the respondents in the study sample were in that range and only 9% were spending more than 40% of their marketing budget on digital marketing.

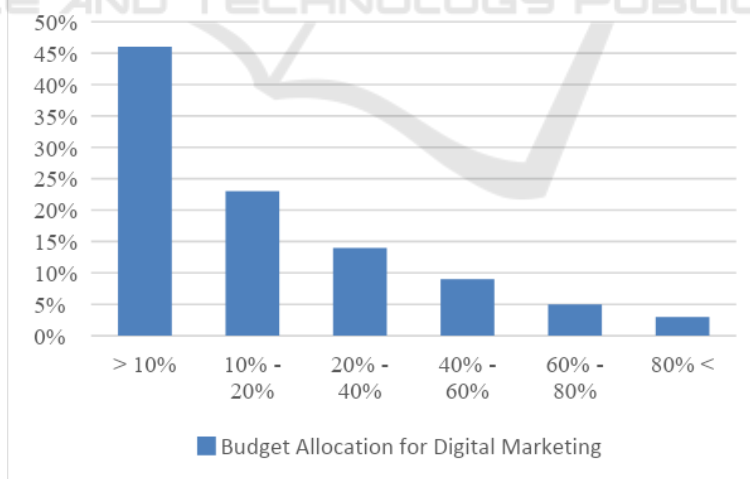


Figure 1: Women entrepreneurs investing and allocating budget for digital marketing.

### 8.2 Women Business Owners' Digital Marketing Adoption:

Female entrepreneurs who utilize digital marketing can be sorted into three distinct levels: low, medium,

and high adopters. The levels of adoption are determined with an adoption score calculated for each respondent. The researcher operationalizes the score calculation as follows:

Total Adoption Score = Utilization of digital tools X Financial investment in digital marketing

The table depicted in Figure 2 demonstrates the division of respondents according to their individual

adoption ratings, and they were subsequently sorted into various acceptance levels. The graph in Figure 2 displays the portion of female entrepreneurs arranged into three acceptance levels.

Table 4: The Adoption Score of the Respondents was broken down by distribution.

Total Adoption Score	Degree of Adoption	Legitimate Percentage
1 to 20	Low	69
21 to 40	Medium	23
41 & <	High	8
<b>Total</b>		<b>100</b>

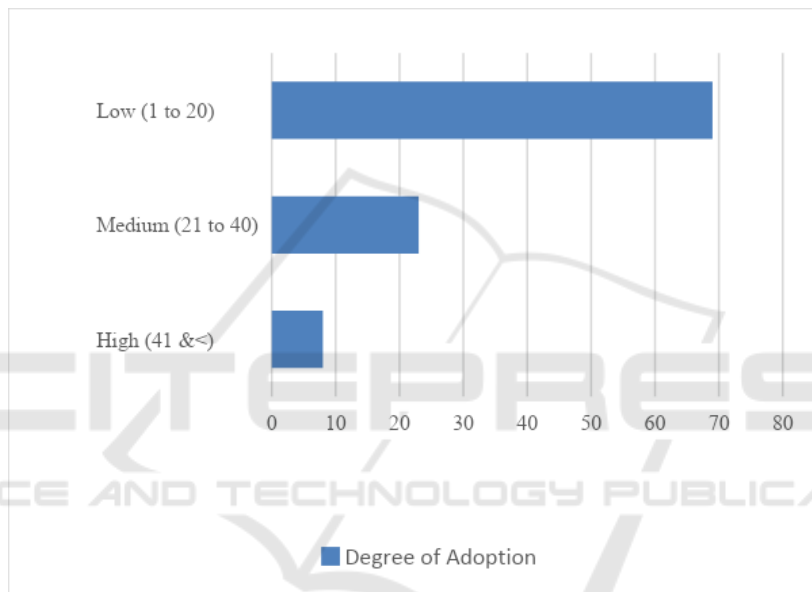


Figure 2: The Adoption Score of the Respondents was broken down by distribution.

The Figure 2 demonstrates the proportions of female entrepreneurs split into three adoption levels. The most prominent number (69%) of female entrepreneurs are in the low adoption level, 23% are in the medium level, and the least (8%) are in the high adoption level. This implies that the use of digital media for marketing and communication by female entrepreneurs is not up to market standards. This difference in levels of adoption of digital marketing among female entrepreneurs confirms that the Null Hypothesis is rejected.

## 9 FINDING AND DISCUSSION OF THE SOCIAL MEDIA CHANNELS:

Surveying the social media channels of women entrepreneurs is an important endeavour in order to understand the landscape of female entrepreneurship. By the survey conducted these channels, we were able to gain insight into the different types of businesses that women are creating and the challenges, successes and resources they are using to develop and grow their businesses. Additionally, because of surveying these channels, the study provided a valuable information about the types of content that resonates with female entrepreneurs, the types of conversations they are having, and the types of resources they are sharing. By



doing so, we gained a better understanding of the unique needs and opportunities of women entrepreneurs and how best to support them.

Overall, this survey of social media channels for women entrepreneurs has found that LinkedIn, Instagram, and Facebook are the most popular channels for women entrepreneurs to market their businesses and connect with potential customers. Additionally, many women entrepreneurs are finding success with Twitter, YouTube, and Pinterest. As the use of social media continues to grow, it is important for women entrepreneurs to stay up-to-date on the most popular channels, as well as identify which channels are best for their businesses. By doing so, they can maximize the potential of their social media marketing efforts and reach more potential customers online.

Women entrepreneurs should also consider using other platforms such as webinars, virtual events, and online courses to build their presence online. Additionally, they should be sure to stay consistent in their content and engagement with followers, as this will help them build relationships and trust with their

customers. Finally, women entrepreneurs should also take advantage of tools such as Hootsuite and Buffer to help them manage their online presence more efficiently and effectively. With the right approach and the right tools, women entrepreneurs can maximize the potential of their social media marketing efforts and reach more potential customers online.

### 9.1 Significant Issues Maharashtrian Women Entrepreneurs Encounter

Maharashtra, one of India's most populous states, has been at the forefront of India's economic growth in recent years. However, women entrepreneurs in Maharashtra face several unique challenges. Despite several initiatives by the government to encourage female entrepreneurship, women entrepreneurs in Maharashtra continue to face several problems, which can deter them from pursuing their entrepreneurial dreams. The study found out various significant issues that Maharashtrian Women Entrepreneurs encounter on daily basis are as follow:

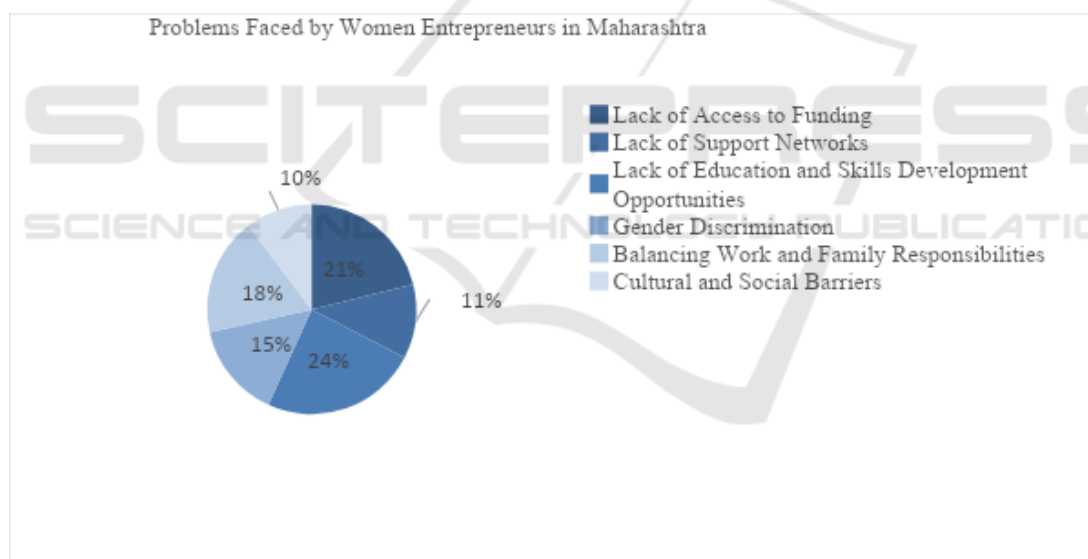


Figure 3: Problems faced by Women Entrepreneurs in Maharashtra.

#### 9.1.1 Lack of Education and Skill Development Opportunities

As per the study conducted, 89% of the participating women mentioned that the primary challenges faced by them is the lack of education and skills development opportunities and knowledge. Many women entrepreneurs lack formal education and business training, which can hamper their ability to succeed in business. Additionally, women

entrepreneurs often face discrimination when it comes to accessing education and training opportunities.

#### 9.1.2 Lack of Access to Funding

Another major challenge, faced by women entrepreneurs in Maharashtra is the lack of access to funding, which was mentioned by 78% of the participating women's. Access to finance is critical to any business's success, and women entrepreneurs in

Maharashtra face difficulty in raising capital due to lack of collateral, lower credit ratings, and lack of networks. Additionally, cultural, and societal norms prevent women from owning property and assets, making it difficult for them to access finance.

### 9.1.3 Lack of Support Network

Issues which was encountered in the study faced by women entrepreneurs is the lack of support networks. The participants informed that starting and running a business can be a lonely journey, and women entrepreneurs need support networks to overcome this isolation. However, the lack of such networks in Maharashtra can make it challenging for women entrepreneurs to connect with other entrepreneurs, mentors, and investors.

Finally, women entrepreneurs in Maharashtra also face challenges in terms of marketing and branding. Women entrepreneurs often struggle to gain visibility and brand recognition, which can make it challenging for them to reach their target customers. Additionally, cultural and societal norms often prevent women from engaging in marketing and branding activities, which can limit their ability to grow their business.

**Gender discrimination:** Women entrepreneurs in Maharashtra face gender-based discrimination in various forms, which limits their access to resources and opportunities. For instance, women entrepreneurs may face biases and stereotypes when pitching their businesses to investors, or they may find it challenging to get credit due to lack of collateral or lower credit ratings. Gender discrimination can also create a hostile or unwelcoming environment for women in business, leading to harassment and other forms of mistreatment. Additionally, cultural and societal expectations around women's roles and capabilities can limit their ability to succeed in business.

**Balancing work and family responsibilities:** Women entrepreneurs in Maharashtra often face challenges in balancing work and family responsibilities. Due to social and cultural expectations, women are often expected to prioritize family over their business, which can make it challenging to dedicate the necessary time and resources to their business. Additionally, lack of affordable and accessible childcare options can make it challenging for women entrepreneurs to manage their responsibilities as both business owners and caregivers.

**Cultural and social barriers:** Cultural and social barriers can limit women's access to resources, support networks, and markets. Societal norms that

discourage women from pursuing entrepreneurship or working outside the home can limit their opportunities and create a sense of isolation. Additionally, women entrepreneurs may face cultural and linguistic barriers that can make it challenging to connect with potential customers or investors. These barriers can limit the growth potential of women-led businesses and hinder their ability to achieve success.

**Lack of representation and diversity:** Women entrepreneurs in Maharashtra may also face challenges related to lack of representation and diversity in the entrepreneurship ecosystem. Women entrepreneurs may find it challenging to find role models, mentors, and advocates who understand their unique experiences and challenges. This lack of representation and diversity can limit women's access to networks, funding, and other resources, and contribute to a sense of isolation and exclusion.

This bar graph highlights the most common challenges faced by women entrepreneurs in Maharashtra when it comes to digital marketing, with lack of understanding of digital marketing strategies being the most prevalent issue. It also shows that limited budget for digital marketing and lack of technical expertise are also significant challenges. This graph can be used to inform policy decisions and initiatives to address these challenges and

These challenges add more nuances to the digital marketing landscape faced by women entrepreneurs in Maharashtra. Difficulty in identifying and reaching the target audience is a common challenge faced by businesses, but it can be more pronounced for women entrepreneurs who may be working in traditionally male-dominated industries. Lack of content creation and curation skills can also limit the effectiveness of digital marketing efforts, especially in today's content-driven digital world. Lastly, staying updated on the latest digital marketing trends and changes in the industry is an ongoing challenge that requires consistent learning and adaptation. By addressing these challenges, we can help women entrepreneurs in Maharashtra leverage digital marketing to grow their businesses and reach their full potential.

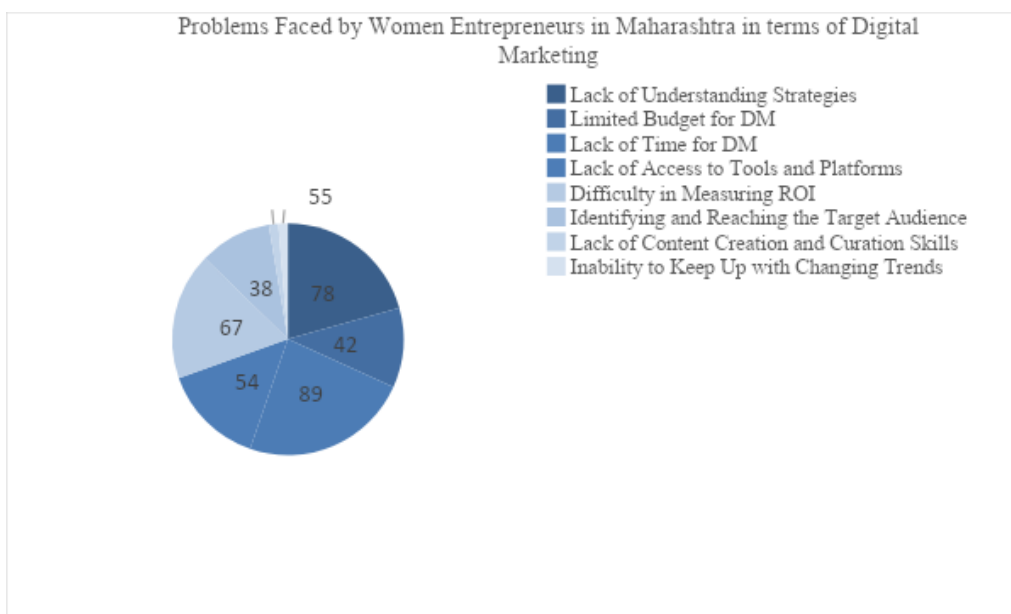


Figure 4: Problems faced by women entrepreneurs in Maharashtra in terms of Digital Marketing utility.

## 10 CONCLUSIONS

The level of adoption of these technologies by Maharashtrian women entrepreneurs in business ventures may vary depending on factors such as their industry, target audience, and marketing budget. However, leveraging these modern digital marketing technologies can help businesses expand their reach, engage with customers, and grow their brand presence. The study provides valuable insights into the challenges faced by women entrepreneurs in the adoption of modern marketing technologies and provide recommendations to overcome these challenges. This study's findings can be used to support and encourage women entrepreneurs in Maharashtra to adopt modern marketing technologies to improve their business ventures' success.

The study shows that the current level of adoption of modern digital marketing technologies by Maharashtrian women entrepreneurs in business ventures is still relatively low. Despite the advancements of technology, women entrepreneurs in Maharashtra often lack access to the necessary resources, knowledge, and skills to effectively utilize digital marketing tools. Additionally, there is a lack of awareness about the benefits of digital marketing for businesses in the region. As a result, many women entrepreneurs in the region have yet to implement digital marketing strategies in their businesses.

The study also shows that the Maharashtrian women entrepreneurs often face a variety of challenges when it comes to adopting and utilizing modern digital marketing technologies in their ventures. Some of the main challenges include a lack of access to resources, inadequate financial capital, and limited technical knowledge. Many of the women entrepreneurs lack the resources to access the latest digital marketing technologies, making it difficult for them to stay up to date with the latest trends and strategies. Additionally, their limited financial capital can make it difficult for them to invest in the necessary tools and resources for their businesses. Finally, many women entrepreneurs lack the technical knowledge needed to effectively use digital marketing technologies, making it difficult for them to take full advantage of modern digital marketing strategies.

It was also observed that ICTs (Information and Communication Technologies) can provide a wide variety of opportunities for Maharashtrian women entrepreneurs to effectively generate and enhance their entrepreneurial possibilities. For instance, ICTs can be used to provide access to global markets and resources, as well as to enable greater collaboration and communication. Additionally, ICTs can be used to create digital platforms or networks where women entrepreneurs can access resources, guidance, and networking opportunities. Additionally, ICTs can be used to provide training and support to women entrepreneurs, such as helping them develop business

plans, giving them access to financial assistance, and helping them to find mentors and investors. Finally, ICTs can be used to allow women entrepreneurs to access and share best practices, knowledge, and research, which can help them to make informed decisions and increase their chances of success.

The willingness of Maharashtrian women entrepreneurs to invest resources towards social media and other modern digital marketing technologies for the advantage of their ventures is influenced by a variety of factors. These include access to technology and the internet, access to affordable digital marketing services, knowledge and experience in the use of digital marketing tools, the perceived benefits of digital marketing, the availability of resources, the cost of digital marketing versus traditional forms of marketing, and the level of competition faced by the venture. Additionally, cultural norms, beliefs, and attitudes can play a role in influencing the willingness of Maharashtrian women entrepreneurs to invest in digital marketing technologies.

The survey also revealed that the adoption and utilization of modern digital marketing technologies by Maharashtrian women entrepreneurs can provide a wide range of benefits and opportunities. These include the ability to reach a larger, more diverse customer base, increased visibility and brand recognition, improved efficiency in marketing activities, access to valuable customer insights, and the ability to easily track and measure results. Additionally, digital marketing technologies can help entrepreneurs to optimize their operations and gain a competitive edge in their industry. Maharashtrian women entrepreneurs can also leverage digital marketing tools to become more agile, build relationships with customers, and create a more personalized customer experience. With the right strategies and tools, digital marketing can open new avenues for growth and can help Maharashtrian women entrepreneurs to maximize the potential of their businesses. Women entrepreneurs in Maharashtra face various challenges that can limit their ability to succeed in business. Addressing these challenges will require a concerted effort from the government, private sector, and civil society organizations to create a more supportive ecosystem for women entrepreneurs. By creating more opportunities, addressing cultural and social barriers, and promoting diversity and inclusivity, we can unlock the full potential of women entrepreneurs in Maharashtra and help them contribute to the state's economic growth.

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