

**ISSN: 2582-4163**



# **A Conceptual Study on Intentions to adopt Digital Startups among Women entrepreneurs.**

**Amal S. Nair**

Published by

**KTM COLLEGE OF ADVANCED STUDIES**  
**KARUVARAKUNDU, MALAPPURAM**

Affiliated to University of Calicut, Aided by the Govt. of Kerala and  
Recognised by the U.G.C (Accredited by NAAC with A Grade)







INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

## ISSN National Centre, India National Science Library

CSIR- National Institute of Science Communication and Policy Research  
14, Satsang Vihar Marg, New Delhi - 110067

### *Certificate of Registration*

### पंजीयन प्रमाणपत्र

*This is to certify that the periodical "KITLYST" has been registered in the ISSN Registry as per the details below:*

प्रमाणित किया जाता है कि "केटीएलवायएसटी" पत्रिका को निम्न विवरण के अनुसार आई एस एस एन अभिलेख में पंजीकृत किया जा रहा है:

*International Standard Serial Number (ISSN): 2582-4163*

अंतर्राष्ट्रीय मानक क्रम संख्या (आई एस एस एन)

Language(s)/भाषा (यें)

: Multiple language/बहुभाषी

Periodicity/समयावधि

: Quarterly/त्रैमासिक

Format/प्रारूप

: Online/ऑनलाइन

Publisher/प्रकाशक

: KTM College of Advanced Studies,  
Karuvarakundu (PO), Malappuram (Dt),  
Kerala-676523

के टी एम कॉलेज ऑफ एडवांस्ड स्टडीज,  
करुवाराकुंदु (पो. ओ.), मलप्पुरम (डिस्ट्रिक्ट),  
केरला-६७६५२३

*Sanjay Burde / संजय बुरडे*

Head, National Science Library / प्रमुख, नेशनल साइंस लाइब्रेरी  
& ISSN National Centre, India/एंड आई एस एस एन नेशनल सेंटर, इंडिया

## KTLYST Editorial Board Members

### Editor in chief

**Prof. (Dr.) Muhammed Aslam NK**

(Principal, KTM College of Advanced Studies, Karuvarakundu, Kerala, India)

[aslamptrklm@gmail.com](mailto:aslamptrklm@gmail.com)

### Associate Editors

- **Dr. Shareefa Saif Al Yazeedi**  
(Lecturer, Department of Arabic,  
University of Emirates, UAE)  
[s\\_alyazeedi@uaeu.ac.ae](mailto:s_alyazeedi@uaeu.ac.ae)
- **Prof. Khaldun Saeed Subah**  
(Dept. of Arabic, University of Damascus,  
Syria)  
[farhat1966@gmail.com](mailto:farhat1966@gmail.com)
- **Dr. Mohammed Ajmal**  
(Assistant Professor, Centre for Arabic and  
African Studies, J.N.U, New Delhi)  
[majmal@mail.jnu.ac.in](mailto:majmal@mail.jnu.ac.in)
- **Mohammed Yaseen Bakriya**  
(Journalist & Novelist, Palestine)  
[mbakriya@gmail.com](mailto:mbakriya@gmail.com)

### Editor in Charge

**Dr. Muhammed Aslam. EK**

(Assistant Professor, Dept. of Arabic, KTM College of Advanced Studies)

[ekaslu@gmail.com](mailto:ekaslu@gmail.com)

### Editors

- **Prof. (Dr.) Rasheed Ahammed.P**  
(Professor, Dept. of Arabic, KTM College  
of Advanced Studies)  
[rasheedahmedp@gmail.com](mailto:rasheedahmedp@gmail.com)
- **Mr. Ubaidu Rahiman.M**  
(Assistant Professor, Dept. of English,  
KTM College of Advanced Studies)  
[rasheedahmedp@gmail.com](mailto:rasheedahmedp@gmail.com)
- **Mr. Muhammed Musthefa.K**  
(Assistant Professor, Dept. of Arabic,  
KTM College of Advanced Studies)  
[musthafadac@gmail.com](mailto:musthafadac@gmail.com)
- **Mrs. Saeeda.KT**  
(Assistant Professor, Dept. of Arabic,  
KTM College of Advanced Studies)  
[saeedashan@gmail.com](mailto:saeedashan@gmail.com)
- **Dr. Abdul Rasheed PC**  
(Assistant Professor, Dept. of Commerce,  
KTM College of Advanced Studies)  
[rasheedpc786@gmail.com](mailto:rasheedpc786@gmail.com)
- **Mr. Hassan Basari MM**  
(Assistant Professor, Dept. of English,  
KTM College of Advanced Studies)  
[basarikvk@gmail.com](mailto:basarikvk@gmail.com)
- **Mr. Aboobacker PU**  
(Assistant Professor, KTM College of  
Advanced Studies)  
[aboobackerpu@gmail.com](mailto:aboobackerpu@gmail.com)

## Members of Review Board

- **Dr. Abdul Majeed. E**  
(Associate Professor, University of Calicut)  
[dr.emajeed@gmail.com](mailto:dr.emajeed@gmail.com)
- **Dr. Ali Noufal. K**  
(Associate Professor, Department of Arabic, University of Calicut)  
[alinoufalk@uoc.ac.in](mailto:alinoufalk@uoc.ac.in),  
[alinoufaljnu@gmail.com](mailto:alinoufaljnu@gmail.com)
- **Dr. Sainuddeen P.T**  
(Associate Professor, Department of Arabic, University of Calicut)  
[ptsainuddeen@gmail.com](mailto:ptsainuddeen@gmail.com)
- **Dr. Noushad V**  
(Assistant Professor & HoD, of Arabic, University of Kerala.)  
[noushusasc@gmail.com](mailto:noushusasc@gmail.com)
- **Prof. (Dr.) Abdul Raheem. MK**  
(Professor, Department of Arabic, Govt. Arts and Science College, Calicut)  
[raheemkodesseeri@yahoo.co.in](mailto:raheemkodesseeri@yahoo.co.in)
- **Dr. Hameed. KA**  
(Assistant Professor, SNGS College, Pattambi)  
[kmlhameed@gmail.com](mailto:kmlhameed@gmail.com)
- **Dr. Jafar Sadik PP**  
(Associate Professor & Head of Department of Arabic, Thunchan Memorial Govt. College, Tirur)  
[ppjsadik@gmail.com](mailto:ppjsadik@gmail.com)
- **Mrs. Ummusalma. N**  
(Assistant Professor, Govt. Arts and Science College, Mankada)  
[salmakkv@gmail.com](mailto:salmakkv@gmail.com)
- **Lt. Dr. Basheer Poolakkal**  
Assistant Professor, NMSM Govt, College Kalpetta & Associate NCC Officer 5 Kerala Battalion, NCC, Wayand
- **Dr. Abdul Razak. P**  
(Assistant Professor, PTM Govt. College, Perintalmanna)  
[rasakedakkara@gmail.com](mailto:rasakedakkara@gmail.com)
- **Dr. Hamzathali AP**  
(Assistant Professor, MES Mampad College, Mampad)  
[ali.hamzath@gmail.com](mailto:ali.hamzath@gmail.com)

## **Complete Address of Publisher/ Editorial Board Office**

### **KTM College of Advanced Studies**

Karuvarakundu (PO), Malappuram (Dt), Kerala-676 523



Phone

04931-280096



Mobile

+919747635369



Email

[info@ktlyst.org](mailto:info@ktlyst.org)  
[ktmcollegekvk@gmail.com](mailto:ktmcollegekvk@gmail.com)



Website

[www.ktmcollege.org](http://www.ktmcollege.org)



## Terms of Publication in KTLYST

### *A Multilingual Research Journal in Literature and Culture*

1. KTLYST accepts only original works that adhere to academic standards in content and methodology.
2. The journal welcomes articles, short stories, poems, interviews, and book reviews written in either Arabic or English.
3. Submissions must be unpublished and not under review elsewhere.
4. All submissions are subject to review by the Editorial Board.
5. Authors must ensure originality, depth of analysis, and compliance with academic conventions.
6. Manuscripts should be prepared in Microsoft Word, using Simplified Arabic (for Arabic texts) or Times New Roman (for English texts), with:
  - Font size 14 for the main text
  - Font size 16 for headings
  - Line spacing: 1.15
7. Use endnotes only; footnotes are not permitted.
8. Articles must include a reference list at the end following a consistent citation style.
9. Articles should not exceed 10 pages, including references and bibliography.
10. All submissions and related queries should be sent to: [info@ktlyst.com](mailto:info@ktlyst.com)

## شروط النشر في مجلة "KTLYST"

### مجلة بحثية متعددة اللغات في مجال الأدب والثقافة

١. لا تُقبل في مجلة KTLYST إلا الأعمال الأصلية التي تلتزم بالمعايير الأكاديمية من حيث المحتوى والمنهج.
٢. ترحب المجلة بالمقالات والقصص القصيرة والقصائد والمقابلات واستعراضات الكتب، باللغة العربية أو الإنجليزية.
٣. يشترط أن تكون الأعمال المقدمة غير منشورة سابقاً ولم تُرسل للنشر إلى جهة أخرى.
٤. تُعرض جميع المواد المقدمة على هيئة التحرير للمراجعة والتقييم.
٥. يجب أن يلتزم الكاتب بالأصالة والتحليل العميق والمنهجية الأكاديمية.
٦. تُكتب المواد باستخدام برنامج Word ، بخط Simplified Arabic للنصوص العربية، و Times New Roman للنصوص الإنجليزية، على النحو التالي:
  - حجم الخط 14 في المتن
  - حجم الخط 16 في العناوين
  - تباعد الأسطر 1.15 :
٧. يُمنع استخدام الحواشي السفلية (footnotes) ، ويُكتفى بالحواشي الختامية (endnotes).
٨. يجب أن تتضمن المقالات قائمة مراجع في نهاية النص وفق نمط توثيق موحد.
٩. لا يجوز أن يتجاوز عدد صفحات المقال عشر صفحات، بما في ذلك المراجع.
١٠. تُرسل جميع المشاركات والاستفسارات إلى العنوان التالي : [info@ktlyst.com](mailto:info@ktlyst.com)

# **A Conceptual Study on Intentions to adopt Digital Startups among Women entrepreneurs**

**Amal S. Nair** (Master of Commerce, Pondicherry University)

## **Abstract**

The rapid sophistication in technology and increased internet connectivity is opening up a new platform for women entrepreneurship. Nowadays Digital platforms can be considered as one of the safest places to raise a new business. The digital platform also provides a space for idea exchange and community feedback. In our country, online business enterprises are increasing day by day. Because of the minimum investment concept, women entrepreneurs have also changed their traditional avenues and adopting digital startups. Here in this study, we are making a conceptual approach to find out the intentions behind the adoption of digital start-ups.

## **INTRODUCTION**

Now, everyday encounters don't divert women from attaining their goals as the environs as well as the situation is getting safer and more generous for them. Encouraging economic policies along with the initiation of the latest communication technologies are opening an innovative platform and entryways for aspiring women leaders in the digital market. Encircled by a multitude of entrepreneurship chances, women in the era of digital start-up revolution are giving severe competition to their male counterparts. The digital ecosphere has

given women entrepreneurs so many opportunities to develop the female spirit, intellect, talent, and creativity, and transform their ideas into reality. The digital media revolution allows women entrepreneurs to run businesses entirely on the Internet and provide flexibility in their schedules by introducing virtual jobs and a digital lifestyle.

## **II. CONCEPT OF WOMEN ENTREPRENEUR**

Every woman is a female entrepreneur who starts, organizes and runs a company to achieve economic independence individually or in collaboration, keeping up with her personal life, family life, and social life. The GOI has defined a female entrepreneur as “a female-owned and controlled enterprise with a minimum financial contribution of 51% in capital and giving women at least 51% of jobs in the enterprise.”

## **III. CONCEPT OF DIGITAL STARTUPS**

In recent years, the rapid emergence of digital technology, such as social media, big data, cloud computing, mobile has dominated the enterprise process. Startups that like to innovate and take advantage of opportunities that have an application of recent technology are known as digital start-ups. Digital start-ups can be defined as "any attempt or start-up to make a profit using information technology for business purposes". Digital startups use digital technology intensively to create new digital business models, improve business operations, engage customers and stakeholders through digital channels, and emphasize business information.

## **Successful Women Digital Entrepreneurs in India**

**Suchita Salwan** is the Founder and CEO of “Little Black Book”, an online portal which helps us to know about the various local business and it covers the wide variety of categories like food, shopping, events and activities through community feedback and recommendations.

**Sakshi Talwar** is the co-founder of **Rugs and Beyond** which can be framed as one of the largest e-tailor of stylish handcrafted Rugs and carpets.

**Sairee Chahal** is the Founder and CEO of **SHEROES** the largest platform which provides various services like resource sharing, offering support and interactions via Sheroes App and Sheroes.com.

**Sabina Chopra** is the co-founder of **Yatra.com** which fulfills the needs of travelers and also yatra is one of India’s most popular travel portal.

**Limeroad** is another online lifestyle shop which mainly targets women audience and it is founded by **Suchi Mukherjee**.

**Richa Kar** is the founder and CEO of **Zivame**. Zivame is India’s popular lingerie shop for women.

**Aditi Gupta** is the CEO of **Menstrupedia**. Menstrupedia is a web portal that plays a vital role in educating women about menstrual health and hygiene.

**Shradha Sharma** Founder and CEO of **Your story** which provides a media platform for the entrepreneurial system.

**Rashi Menda** is the Founder and CEO of **Zapyle**- It can be framed as the terminal online portal for grandeur fashion materials in India.

**Falguni Nayar** is the Founder and CEO of **Nykaa** , a multi-branded online cosmetic store based in Mumbai.



## **Literature Review and Model Development**

The technology and digital platforms are developing rapidly and the development of digital media platforms is attracting women entrepreneurs to setup digital start-ups. The promotion schemes and other government efforts are also playing a vital role in developing women entrepreneurship (Prakash Goyal, 2011). Babu 2015 in his study found that the rural avenues for developing women entrepreneurship are limited. Social intelligence and communication skills acquired by women entrepreneurs have greater importance in the digital economy (Ramesh, 2013). Pareek 1992 found that women entrepreneurs have a significant role in socio-economic development.

### **Unified theory on Acceptance and Use of Technology model**

Unified theory on Acceptance and Use of Technology model mainly aims to explain the individual intention to adopt the information or new technology. Mainly four important constructs determine the intention to use. The main constructs are performance expectancy, effort expectancy, social influence and facilitating conditions.

### **Constructs from Literature**

New social media platforms and cyberspace are playing a vital role in developing women entrepreneurship because there is an opportunity to handle their business from home (Supreet Juneja Wahee et.al ,2016). They identified **social contribution** as a factor behind the success of women entrepreneurship. Social contribution can be explained as the benefits gained by

society through the setting up of the enterprise. So, we can assume that social contribution has a positive effect on Intention to set up a digital start-up.

H1: Social Contribution has a positive effect on Intention to set up digital start-ups.

Attitude is the tendency to respond to a specific idea. Attitude towards ICT has a direct relationship with the adoption of new technology (Kimwele et.al, 2010). Ongori 2009 in his study found that **attitude towards ICT** has a significant relationship with perceived risk in the adoption of ICT. Digital's start-ups are the sophisticated application of ICT. So, we can claim that Attitude towards ICT has a significant impact on Intention to set up digital start-ups.

H2: Attitude towards ICT has a positive effect on Intention to set up a digital start-ups.

**Education Level** is another important factor that affects the success of women entrepreneurship. Prakash Goyal et.al 2011 found that there is a positive relationship between education level and success of women entrepreneurship. Akanksha Srivastava 2017 also concluded that education has a significant role in developing entrepreneurial traits. Technological know-how also has an impact on developing digital platforms.

From the above studies, we can assume that education level has a positive impact on Intention to set up digital start-ups.

H3: Education Level has a significant impact on Intention to set up digital start-ups.

## **Additional Constructs**

### **Global Reach**

Because of the digital revolution, the world has twisted into a small hamlet. The easy and effective way to enter into the global market is digital marketing. And it will also boost the growth of the start-up a lot. The worldwide access and digital platform allow women entrepreneurs to develop their own corporate space. So we can assume that the global reach of business has a positive impact on Intention to set up a digital startup

H4: Global reach has a positive significant effect on Intention to set up digital start-ups.

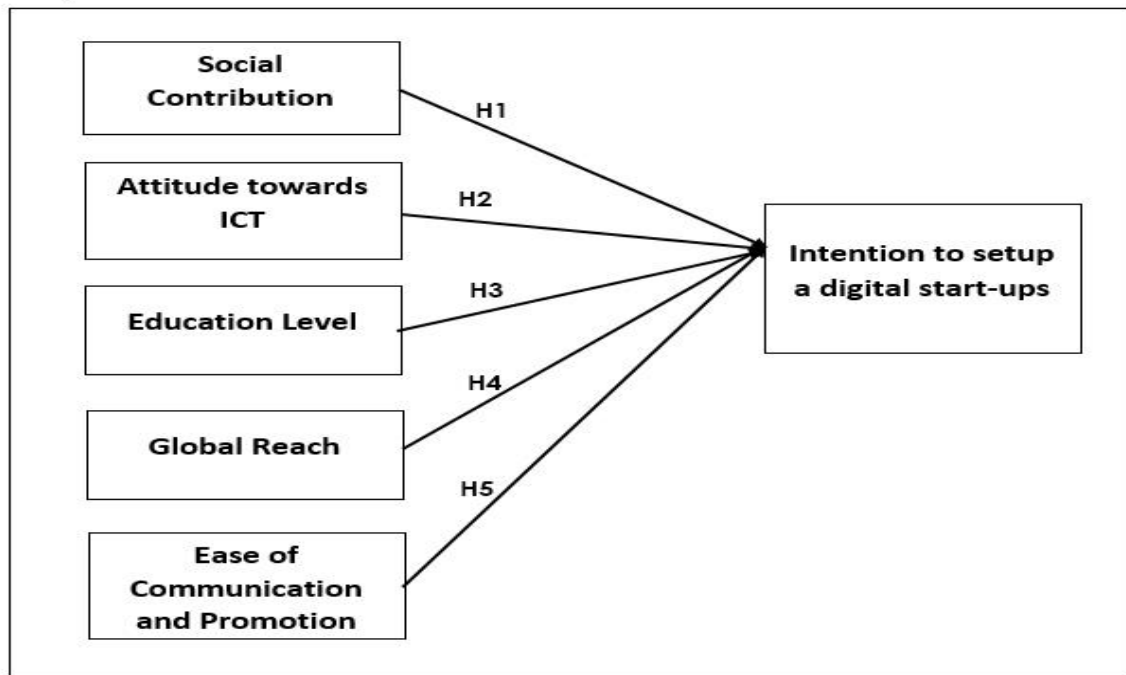
### **Ease of Communication and Promotion**

Business communication and promotion is an important factor that affects the growth of the business. But in digital platform business communication and promotion is very easy. The cost-effectiveness of digital promotion techniques also gives a competitive benefit to women entrepreneurship. They are producing business through WhatsApp, Facebook, Instagram, and many other social media platforms.

H5: Global reach has a positive significant effect on Intention to set up a digital start-up.

## **Conceptual Model**

A research model was developed after reviewing the well-known models in the area of technology adoption. This model roots in the Unified theory on Acceptance and Use of Technology model and extended it with new constructs.



**The Conceptual Model**

## **Implication and Conclusion**

Digital Start-ups are a recent development in our country and it has huge growth potential in India. Setting up a digital start-up will help women entrepreneurs to enhance their sales because of the various competitive advantages. Most of the literature is concerned with the impact analysis. Nearly all the reviewed studies are based on the survey. The model-based studies are limited in this area. A conceptual model-based study is required to understand the Intentions which support women to set up a digital start-up. This model-based study highlights the external factors which affect the intention to develop a digital business platform. This model is a contribution to existing literature. Also, the empirical testing of the Model will initiate further studies in this research area. The findings will help government authorities to draw new women empowerment programs that assist women in digital start-ups.



## Reference

1. Adeel, M., Khan, N., Naz, H., Raza, S. A., & Fatima, S. (2012). Problems and Prospects of Women Entrepreneurs: A case study of Quetta-Pakistan. *International Journal of Business and Social Science*, 3(23), 177–183.
2. Dhiman, V., & Kumar, S. (2015). Student' s viewpoint about smoking and its prohibition at public places. (April), 537–543.
3. Dr.D.M.Neeraja, D. D. M. N., & Padmavathy, D. B. N. (2012). Women Entrepreneurs in India: Problems and Prospects. *Global Journal for Research Analysis*, 3(8), 1–2. <https://doi.org/10.15373/22778160/august2014/209>
4. Florian, A., Montero, C. S., & Mbise, E. R. (2017). Mobile technology for women entrepreneurs in Iringa, Tanzania: User requirements and architectural design. 2017 IEEE AFRICON: Science, Technology and Innovation for Africa, AFRICON 2017, 497–503. <https://doi.org/10.1109/AFRCON.2017.8095532>
5. Goswami, A., & Dutta, S. (2017). E-Commerce Adoption by Women Entrepreneurs in India: An Application of the UTAUT Model. *Business and Economic Research*, 6(2), 440. <https://doi.org/10.5296/ber.v6i2.10560>
6. H, A. P. (2018). Digital Startups and Women Entrepreneurship: a Study on Status of Women Entrepreneurs in India. *IJRAR- International Journal of Research and Analytical Reviews*, 5(4), 655–659.
7. Kalyan, P., Singh, S., & Gurusamy, M. (2018). Recent Trends in Women Entrepreneurship. *International Journal of Innovative Research in Management Studies (IJIRMS)*, 3(7), 1–5. Retrieved from [www.ijirms.com](http://www.ijirms.com)
8. Kapinga, A. F., Suero Montero, C., & Mbise, E. R. (2019). Mobile marketing application for entrepreneurship development: Codesign with women entrepreneurs in Iringa, Tanzania. *Electronic Journal of Information Systems in Developing Countries*, 85(2), 1–15. <https://doi.org/10.1002/isd2.12073>
9. Kimwele, M., Mwangi, W., & Kimani, S. (2011). Information Technology (IT ) Security Management in Kenyan Small and Medium Enterprises ( SMEs ). *International Journal of Computer Science and Information Technologies*, 2(1), 517–525.
10. Microbiology, M. P. (2008). Bharathidasan university. *Microbiology*, (iii), 1–20.

11. Mutisya, C., & Kiai, W. (2016). Factors Influencing Adoption and Use of Mobile Technology Services by Women Entrepreneurs in Machakos County, Kenya. *Quest Journals Journal of Research in Humanities and Social Science*, 4(11), 2321–9467. Retrieved from [www.questjournals.org](http://www.questjournals.org)
12. Nations, U. (2013). UN\_A survey on Women Entrepreneurship and Innovation. 58. Retrieved from [http://www.unctadxi.org/Sections/DITE/empretec/docs/UNCTAD\\_DIAE\\_ED\\_2013\\_1.pdf](http://www.unctadxi.org/Sections/DITE/empretec/docs/UNCTAD_DIAE_ED_2013_1.pdf)
13. Ogrezeanu, A. (2015). Models of technology adoption: An integrative approach. *Network Intelligence Studies*, 3(05), 55–67.
14. Rahman, S. M. M. (2006). Degree of Doctor of Philosophy. Computer Engineering, (July).
15. Smallbone, D., Dabic, M., & Kalantaridis, C. (2017). Migration, entrepreneurship and economic development. *Entrepreneurship & Regional Development*, 29(5–6), 567–569. <https://doi.org/10.1080/08985626.2017.1315485>
16. Srinivasan, N. (2015). Mobile Applications: A Game Changer for Rural Women Entrepreneurs? Unveiling Women's Leadership: Identity and Meaning of Leadership in India, 126–136. [https://doi.org/10.1057/9781137547064\\_11](https://doi.org/10.1057/9781137547064_11)
17. Venkatesh, V., Thong, J. Y. L., & Xu, X. (2016). Unified theory of acceptance and use of technology: A synthesis and the road ahead. *Journal of the Association for Information Systems*, 17(5), 328–376. <https://doi.org/10.17705/1jais.00428>
18. Wahee, S. J., Garg, V., Gupta, S., & Professor, A. (n.d.). Women Empowerment Through Cyber Entrepreneurship: Implications Through Caselets. 101–110. Retrieved from <http://data.conferenceworld.in/IFUNA/P29-38.pdf>

\*\*\*\*\*