

Original Article

The Transformation Effects of Digitalization on Rural Homepreneurs

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Abstract

Digitalization is the use of digital technologies and data to transform business processes, improve workflows, and create new revenue-generating opportunities. It helps businesses increase productivity, easily connect to new customers, and increase efficiency while reducing costs. A homepreneur is an individual who owns and operates a business primarily from their place of residence. This study explores the impact of digital transformation on rural homepreneurs. Basically, homepreneurs made unique and customized products and sold them in the local area. After digitalization homepreneur use of digital literacy to create new opportunities to explore their business; they can sell their product in the whole market, and on the other side, most people busy in their daily routine they didn't have much time to shopping so they like to buy products online. In the rural sector, every homepreneur doesn't have digital literacy, so they can't sell their product online. On the basis of a literature review and analysis finding that digital transformation of homepreneurs has the potential to create a new global market at minimum cost, but only when they have digital literacy.

Keywords: Homepreneur, Home-based Business, Women Entrepreneur, Mompreneur, Micro-scale Business Sector, Recent trend in Today's business, Digital Transformation of homepreneur

Introduction

Homepreneurs are a recently introduced concept to those businesses that started in their own house; with the use of their knowledge and talent, they make some goods, foods, or services. They make goods in their own houses and sell them in the market. They are business owners who actively balance the roles of homemaker and entrepreneur, and they also turn their hobbies or opportunities into businesses. Homepreneurs are self-employed workers who set their income opportunity through their talent in various fields like handicrafts, handlooms, kitchen activities, and other initiatives to start a business, generate funds, and manage the resources, risk, and challenges and finally become independent to manage a complete business.

Homepreneurs are independent and empowered by different tools, techniques, and talents. Homepreneurs are those entrepreneurs who work from home and are those who have started their business in their own home instead of creating a business house, office, etc. After the corona, we learned many more things, like online education, the E-banking system, excess use of social media, online buying and selling of products, and many more.

Digitalization means the process of converting analog information into a digital format. Digitalization is increasing day by day. Urban cities: Most businesses accepted digitalization and converted their business from offline to online. In rural areas, it's a little bit difficult to accept digitalization in business, especially for homepreneurs, because they run their business in-house with limited resources like finance, material, and expenses. In rural areas, people didn't have proper knowledge of digitalization and currently Almost all customers buy or sell products through social media like Instagram, Facebook, Twitter, etc., and e-commerce websites like Amazon, Flipkart, and many more shopping apps. Consumers compare product price, quality, and availability through the internet and various apps and place their order. The product will be delivered to you at your doorstep, so online buying behaviors increase day by day. Effect of digitalization Some homepreneurs get a chance to increase their business, and some are not able to grow their business.

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Literature Review:

During The Period of The Study, An Extensive and Continuous Review of Literature Has Been conducted to gain an in-depth understanding of the homepreneur concept and its related areas. The review of various articles, reports, and research

studies clarifies that homepreneurs are self-employed by their own talent, making unique products at their own houses. They catch new clients using modern marketing technology, but some homepreneurs face problems using new technology and catching the new customer.

Researcher	Research Work/Paper
Ms. A. Anusuya, Dr. V. Darling Selvi (2023)	UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT) MODEL FOR WOMEN HOMEPRENEURS
Nor Hidayu Rahim, Lokhman Hakim Osman, Che Aniza Che Wel (2022)	The Role of Social Entrepreneurship Approach in Enhancing Homepreneur Business Opportunities: The Conceptual Model
Normilia Abd Wahid, Adibah Hussin, Maisarah Ishak, Nurul Nadia Abd Aziz (2022)	The Impact of Social Media Adoption on Business Performance among Homepreneurs: A Preliminary Study
Lucina Priyadarshini Rout, Snigdharani Panda, Liji Panda (2021)	An Empirical Study on Effect of Digitalisation on Homepreneurs
Dr swami Vishwas Iresh , Ms. Naidu Deepa (2020)	Social media marketing: gateway to success for homepreneurs
Shaiqa Jannat	A Study on the Use of Social Media Marketing by Home-Based Businesses

Unified Theory of Acceptance and Use of Technology (Utaut) Model for Women Homepreneurs

Ms. A. Anusuya Dr. V. Darling Selvi (2023)

social networks would help accomplish sales targets more quickly among the four variables under performance expectancy. Use of social networks increases participation and improves business activity.

The Role of Social Entrepreneurship Approach in Enhancing Homepreneur Business Opportunities: The Conceptual Model

Nor Hidayu Rahim, Lokhman Hakim Osman, Che Aniza Che Wel (2022)

homepreneur business opportunities through a social entrepreneurship approach, which helps in improving the mindset of homepreneurs so that they would become more familiar with the concept of social entrepreneurship. It also helps to build a more harmonious society.

The Impact of Social Media Adoption on Business Performance among Homepreneurs: A Preliminary Study

Normilia Abd Wahid, Adibah Hussin, Maisarah Ishak, Nurul Nadia Abd Aziz (2022)

social media platforms in increasing business performance, specifically for homepreneurs. Social media is not only an important factor in promoting and selling homepreneur's services and products. This gives homepreneurs the opportunity to

enhance their branding, build customer relationships, and increase sales.

An Empirical Study on Effect of Digitalisation on Homepreneurs

Lucina Priyadarshini Rout, Snigdharani Panda, Liji Panda (2021)

Digitalization creates more opportunities for homepreneurs to market their product on different social media platforms. Homepreneurs improve their skills by using different interactive social media networks. Homepreneurs are learning to create websites and digital money transaction gateways. They can hire experts through social media; they can communicate with their customers one-on-one to know their queries and demands; and they can produce goods and services through modern technology. All in all, digitalization has a great impact on homepreneurs' development.

Social media marketing: gateway to success for homepreneurs

Dr swami Vishwas Iresh, Ms. Naidu Deepa (2020)

Homepreneurs has the chance for all those individuals who want to start small and earn entrepreneurial skills, do systematic and thorough research, gain experience, and learn entrepreneurial qualities. Social media channels and online marketplaces have made it simple for homepreneurs to showcase their products, reach new audiences, deliver products, and receive payment. Social media is surely the way forward

for the ambitious brands and homepreneurs of today.

A Study on the Use of Social Media Marketing by Home-Based Businesses

Shaiqa Jannat

The use of social media platforms by home-based business entrepreneurs can be seen as a very positive and encouraging step for them to do what they are good at doing from the comforts of their home to earn an income and negotiate business activities.

Research Gap: Firstly, very few researchers work on homepreneurs. An extensive review of 25 research works shows that all researchers mostly focus on digitalization and the use of social media marketing, which is useful to homepreneurs. No one researcher focuses on the problems of homepreneurs after digitalization in rural areas. This research gap has been identified, and the study under the title "The Transformation Effects of Digitalization on Rural Homepreneurs" is done to fill this research gap.

Research Methodology: This study employs mixed method approach, combining both qualitative and quantitative research technic to gather information on effects transformation impact on rural homepreneur. The study was conducted on primary and secondary data sources. The primary data has been collected through a field survey with the help of the pretested questionnaire form the homepreneurs. Secondary data was collected by referring research papers, research work, books, journals, articles, etc.

Data Analysis: In our market, we see lots of buyers and sellers. The buyer is king of the market; they have the right to choose the product and compare the product that they want to buy. In that market we also see various types of sellers who want to increase the sale, so they continually research to make an innovative product, create demand with a reasonable price, and try to connect with customers. We also see some homepreneurs who are trying to set up their business. Homepreneurs are self-employed entrepreneurs who set up their business at home. They make products using their creativity and talent; mostly they make customized products as per customer choice. After Covid, mostly all sellers sell their products on company websites, shopping apps, and social media marketing. It is the easiest way to connect and deal with consumers. At the point of the consumer, they have lots of variety of products to compare and choose from. Nowadays, online shopping is like a trend, the easiest method to buy the product.

Advantages of Online Shopping to consumer

Convenience

Save Time
Price Comparisons
Wide selection
No Crowd
Access to review and recommendation
Finding promo codes and discount
Online tracking of delivery
Cost Reductions 24*7 access for shopping
Secure and Flexible payment options
Easier refund process

These advantages influence to consumer to buy online product. Nowadays new generations are both partners are working they don't have much time to going market for purchasing product, bargaining, compare the product so there buying behaviours are change they prefer to buy product online. Shopping apps gives exciting offers, time convenient, variety of product, Easiest home delivery so day by day online shopping behaviour increases.

In rural sector also increasing online shopping behaviour but all homepreneurs are not able to sell there product on bases of online. They face various problems. Like lake of knowledge about how to sell there product using shopping apps, how to create our own website or how to open product pages for advertisement purpose using social media like Instagram, YouTube or Facebook etc. Rural homepreneurs face lots of problem after digitalization. Customers chose to buy product online bases and local homepreneurs are not able to sell their product online bases so local businessman's sale decrees day by day. some problems they face are follows

Problems faced by rural homepreneurs

Poor of knowledge
Low internet connectivity
Digital literacy
English specific
Online transactions
Logistics and shipment services
Lack of confidence
Fear factor

Findings: Increasing sale, development of knowledge, catch more customer, making world wide availability of product, increasing broadband internet, Improving digital literacy to rural homepreneurs. In now days Homepreneurs has a challenge to adjust yourself to this changing environment Nowadays consumer buying behaviour is changed they want attractive offer coupon, convenient way of shopping, multiple options like size colour price etc, secure payment options so homepreneurs has challenge to adjust with your self with this digital environment.

On other side government try to boosting all rural and urban people to digital literate. The National Digital Literacy Mission (NDLM) or Digital Saksharta Abhiyan (DISHA) is a Government of India initiative aimed at making one person in every household digital literate. It targeting 52.5 lakh individuals, focusing on rural areas they provide 60 hours training to Non-IT literate aged 14-60. In reality most of rural people has no idea about this training. This study attempt to create awareness about digital literacy and importance of e-commerce in modern society

Recommendations:

1. Organize training and workshop on digital tools
2. Organize Social Media and Digital Marketing Training programs
3. Awareness about Government's "The National Digital Literacy Mission(NDLM) or Digital Saksharta Abhiyan(DISHA)"
4. Utilize free learning platform like Coursera, Swayam, You Tube etc
5. Strengthen Cyber security Awareness

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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