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# AI ADOPTION AMONG WOMEN ENTREPRENEURS IN E-COMMERCE BUSINESS

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**Abstract**

Artificial Intelligence (AI) is revolutioning e-commerce business by providing automatic operation, improving customer engagement, market efficiency and data driven decision making.AI tools such as chatbots,personalised recommended engine ,demand forecasting systems have improved efficiency and enhanced customer experience.The study addresses the gap by exploring women entrepreneurs awareness level of AI tools and their purpose of using, satisfaction level,adoption challenges and the result impact on sales and profitability in e-commerce business. According to the findings of the study,majority of the women entrepreneurs are selling apparels, fashion and textiles and using AI tools to increase sales and revenue.Women entrepreneurs uses AI tools for customer engagement and content creation like chatgpt,claude in the ecommerce business.

**Keywords: Artificial intelligence, e-commerce business, customer, women entrepreneurs**

## 1.1 INTRODUCTION

In the scientific context, Artificial Intelligence technologies are developed to carry out tasks that need human intelligence or the data involved are too complex for people. Artificial Intelligence has revolutionised how business has transformed their market, sales and serve customers.In e-commerce,artificial intelligences provide recommendation engines, chatbots,demand forecasting,inventory and personalised marketing.For entrepreneurs these tools help in reducing operating costs,quicker decision making,capacity to compete with competitors despite having fewer employees and capital.

Women entrepreneurs constitute an expanding and economically vital portion of the ecommerce for building their own venture in ecommerce.Increase in use of technology have increased in selling through social media and growth in ecommerce platform.Therefore the study aims to investigate artificial intelligence adoption among women entrepreneur's awareness,purpose of using,satisfaction,challenges and its impact on profit and sales in ecommerce business.

## 1.2 STATEMENT OF PROBLEM

Artificial Intelligences have become widely available and affordable,women entrepreneurs continue to use them differently for different purposes.Many women entrepreneurs are unaware of the wide range of available artificial intelligence tools for their business while others they may know and use them for limited purposes without fully exploring other aspects like marketing,customer service,inventory and analytics.From the past studies it is unclear how women entrepreneurs are satisfied with the usage of artificial intelligences tools in the ecommerce business.

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## 1.3 NEED FOR THE STUDY

Artificial Intelligences adoption among women entrepreneurs is high and growing rapidly there is a need to understand how women entrepreneurs have been using artificial intelligences tool their purpose,satisfaction,challenges and impact on business have not been examined together leaving it incoherent understanding how actually it works.The findings will help the policy maker,artificial intelligence developers in helping women entrepreneurs use artificial intelligences to grow their business.

## 1.4 OBJECTIVE

- To study the awareness level of women entrepreneurs about AI tools in e-commerce business.
- To examine the purpose of using AI tools in e-commerce business by women entrepreneurs.
- To assess the satisfaction level of using AI tools in e-commerce business by women entrepreneurs.
- To identify the challenges faced by women entrepreneurs in adopting AI tools in e-commerce business.
- To assess the impact of AI adoption on the sales and profitability of women entrepreneurs in e-commerce business.

## 1.5 LIMITATION OF THE STUDY

- The data was collected from the women entrepreneurs therefore the conclusion drawn may not be applicable to other areas.
- It is mainly focused on ecommerce business.
- The results are limited based on the number of respondents.

## 2.REVIEW OF LITERATURE

- **S.Ravi shankar et.al(2026)** analysed empowering women entrepreneurs through artificial intelligences,A study on the transformative impact of artificial intelligence on women led businesses.The study aims to examine how technology is empowering women entrepreneur through digital tools,platform and regulations that improve access and agency.According to the findings of the study,female entrepreneurs have little knowledge about artificial intelligences being used in various operation of the business.
- **Harsimran et.al(2025)** investigated evaluating the impact of artificial intelligence on e-commerce:a comprehensive analysis of customer experience and behaviour .The aim of the study was to bring out benefits artificial intelligences offers to customers, along with challenges related to data privacy and decision making According to the conclusion of the study ,AI impacts customers decision-making at the time of purchasing a product , 53% of respondents indicated that AI-recommended products influenced their purchasing decisions. AI-powered customer service was found to be reliable, with 46.4% voted it favourably.Majority of the respondents agreed that AI has impacted on e-commerce platforms and data privacy.
- **Dr.Kampelli Arjun et.al(2025)** scrutinised the impact of digital innovation (artificial intelligences) on women startups-a study of karimnagar district of telangana state.The study explores the impact of digital innovation (artificial intelligence) on women startups.The researcher found that developing tactics to encourage women

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entrepreneurs to adopt digital technology helps establish a broader,more resilient entrepreneur ecosystem.

- **Prof.Mohd Hanif et.al(2023)** examined the role of artificial intelligence in e-commerce.The study aimed to bring out how artificial intelligence has impacted in electronic commerce.The findings of the study revealed that the majority of respondents liked personalised shopping, product recommendation and inventory management.
- **S.Aiswarya et.al(2022)** analysed augmenting innovation: artificial intelligence among women entrepreneurs .The researcher goal is to understand about adoption of artificial intelligence among entrepreneurs in their businesses.According to the findings of the study,women entrepreneurs have very less knowledge of artificial intelligences across a wide range of sectors.Majority of the respondents use AI for invoice and billing.

## 3. CONCEPTUAL FRAMEWORK

Artificial intelligence in ecommerce refers to the use of artificial technologies like natural language processing, machine learning to improve online purchasing for consumers. For example AI works behind the scenes, for instance when an online retailer recommends a product based on the other items in the cart.It examines browsing history, shop clicks and previous interaction builds personalised suggestions.

Artificial intelligence in ecommerce is more than improving customers satisfactions and helps in decision making,improves the business operation.

## ADVANTAGES OF ARTIFICIAL INTELLIGENCES IN ECOMMERCE

### BOOST PRODUCTIVITY

Artificial intelligences can automate tasks in ecommerce business that are often done manually which increases productivity and operations by reducing dependency on human labor.

### INCREASES SALES

AI powered customer services and marketing strategies can help in increase in sales,enhance the reputation of business and improve opportunities to reach new customers.

### BOOST CUSTOMER LOYALTY

By analysing the consumer performance across sales enables to optimise beans experience,retain consumers.

### DECREASES OPERATIONAL COSTS

AI-powered operations are largely automated, you can save time and money that can be allocated to other business areas.

### REDUCTION OF FRAUD

AI-powered fraud detection systems can increase the security of websites and reduce the possibility of fraudulent activity in the business.

### PERSONALISATION

AI enhances branding and communications, which helps in improving and creating more engaging brand experiences for consumers in personalizing recommendations and messages.

## CHALLENGES OF AI IN E-COMMERCE

### DATA PRIVACY

AI technologies pose privacy and security issues since they rely so much on consumers data.Strengthening data and transparent communication on the collection, storage, and use of

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consumer information are essential for businesses. Ignoring data privacy can lead to legal issues, reputational harm, and a decline in consumer confidence.

### INITIAL EXPENSES

Using AI tools can be expensive, especially for small scale businesses with limited capital.

### POOR CUSTOMER SERVICE

AI chatbots and virtual assistants can efficiently manage customers' questions but it is difficult when it arises tricky or complicated questions.When consumers feel their issues are not properly resolved which may lead to the dissatisfaction .Business need to bring the balance between AI prompting and human support which would help customers to resolve the problem.

## APPLICATION OF AI IN E-COMMERCE

### PERSONALIZATION

By analysing data such as browsing patterns, past purchases, and demographic details, AI algorithms can generate personalised products to the consumers.Personalisation suggestions help raise average order value and boost customer satisfaction.

### PRICING

AI supports better pricing decisions by continuously analysing and comparing competitor pricing, market conditions, and shifts in customer demand.AI enables businesses to adjust prices which helps to remain competitive while maximising revenue and profit margins.

### IMPROVING CUSTOMER SERVICE

AI chatbots and virtual assistants are capable of handling a wide variety of customer queries ranging from order tracking to product enquiry details.By offering 24/7 support,businesses can improve response speed,lower service costs and provide better customer experience.

### CUSTOMER SEGMENTATION

AI can sort through customer data to uncover various groups based on the behaviour, preferences, and value to the business. AI enables the companies to customise marketing efforts, product offerings, and service approaches for each group, improving targeting accuracy and overall outcomes.

### LOGISTICS

AI enhances supply chain operations by forecasting demand,optimising inventory levels, and making delivery processes more efficient. With AI-driven logistics tools, businesses can cut costs, boost operational efficiency, and ensure timely, dependable delivery to customers.

### SALES AND DEMAND FORECASTING

By examining past sales figures, market patterns, and outside influencing factors, AI can predict future product demand with greater accuracy. AI Tools helps businesses manage

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inventory more effectively, avoid running out of stock or overstocking, and make better-informed decisions around production and marketing planning.

## 4. ANALYSIS AND INTERPRETATION

The collected data have been analysed using the appropriate statistical tools and presented.

### 4.1. DEMOGRAPHIC PROFILE OF RESPONDENTS

The frequency distribution of the Demographic profile of the respondents includes age, educational qualification,area,marital status, monthly revenue is presented in this section.

### 4.1 DEMOGRAPHIC FACTORS OF RESPONDENTS

**TABLE 4.1 DEMOGRAPHIC FACTORS OF RESPONDENTS**

| DEMOGRAPHIC FACTORS | PARTICULARS | NO.OF RESPONDENTS | PERCENTAGE |
|---|---|---|---|
| AGE | Below 25yrs | 24 | 33.8 |
| | 25-35yrs | 32 | 45.1 |
| | 36-45yrs | 12 | 16.9 |
| | Above 45yrs | 3 | 4.2 |
| | Total | 71 | 100 |
| EDUCATIONAL QUALIFICATION | Upto 12th | 10 | 14.1 |
| | Diploma | 6 | 8.5 |
| | Graduate | 26 | 36.6 |
| | Post Graduate | 20 | 28.2 |
| | Professional | 9 | 12.7 |
| | Total | 71 | 100 |
| | Urban | 37 | 52.1 |

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| | | | |
|---|---|---|---|
| AREA | Semi urban | 22 | 31 |
| | Rural | 12 | 16.9 |
| | Total | 71 | 100 |
| MARITAL STATUS | Married | 35 | 49.3 |
| | Unmarried | 36 | 50.7 |
| | Total | 71 | 100 |
| MONTHLY REVENUE | Below Rs.25,000 | 24 | 33.8 |
| | Rs.25,001-Rs.50,000 | 27 | 38 |
| | Above Rs.50,000 | 20 | 28.2 |
| | Total | 71 | 100 |

**SOURCE:Primary Data**

**INTERPRETATION**

From the above table, it is inferred that

The majority of the respondents belong to the age group of 25-35 yrs with 45.1%, followed by below 25yrs with 33.8%,36-45yrs with 16.9%, and above 45yrs with 4.2%.

The majority of the respondents graduated with 36.6%, followed by post-graduate with 28.2%, professional with 12.7%, and diploma with 8.5%.

The majority of the respondents are from urban areas with 52.1%, followed by semi-urban with 31% and rural with 16.9%.

The majority of the respondents are unmarried with 50.7% and married with 49.3%.

Most of the respondents are Rs.25,001-Rs.50,000 with 38%, followed by below Rs.25,000 with 33.8% and above Rs.50,000 with 28.2%.

## 4.2 PREFERENCES OF WOMEN ENTREPRENEURS

**TABLE 4.2 PREFERENCES OF WOMEN ENTREPRENEURS**

| PREFERENCES OF WOMEN ENTREPRENEURS | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE |
|---|---|---|---|
| | Small scale business | 34 | 47.9 |

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| | | | |
|---|---|---|---|
| Type of business | Medium scale business | 26 | 36.6 |
| | Large scale business | 11 | 15.5 |
| | Total | 71 | 100 |
| Nature of business | Sole proprietor | 38 | 53.5 |
| | Partnership | 20 | 28.2 |
| | Hindu undivided family | 13 | 18.3 |
| | Total | 71 | 100 |
| Types of products you sell | Apparels, textile and fashion | 20 | 28.2 |
| | Handicraft | 14 | 19.7 |
| | Cosmetic, Beauty and Wellness | 17 | 23.9 |
| | Food processing, Baking and organic | 11 | 15.5 |
| | IT/Digital Service | 9 | 12.7 |
| | Total | 71 | 100 |
| Aware of AI tools in ecommerce business | Yes | 59 | 83.1 |
| | No | 12 | 16.9 |
| | Total | 71 | 100 |
| | To increase the customer reach | 16 | 22.5 |
| | To increase sales and revenue | 21 | 29.6 |

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| | | | |
|---|---|---|---|
| Purpose of using AI tool for ecommerce business | To reduce operational/business cost | 12 | 16.9 |
| | To improve decision making through data analysis | 12 | 16.9 |
| | To improve brand visibility | 10 | 14.1 |
| | Total | 71 | 100 |
| AI Tool is been used | Customer engagement and content creation (chatgpt,gemini, claude) | 24 | 33.8 |
| | Visual branding and design (Canva magic edit,Runway,Pencil) | 14 | 19.7 |
| | Messaging and chatbot(Tidio,Manychat) | 14 | 19.7 |
| | Product recommendations and personalization (Rebuy,limespot) | 4 | 5.6 |
| | Inventory (Zoho inventory, perform parcel) | 6 | 8.5 |
| | Marketing and AD automation(Adcreative, warmly ) | 6 | 8.5 |
| | Email(klaviyo) | 2 | 2.8 |
| | Analytic and insights tools(Microsoft | 1 | 1.4 |

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| | | | |
|---|---|---|---|
| | clarity,google cloud) | | |
| | Total | 71 | 100 |
| On which platform do you sell the products | Amazon | 5 | 7 |
| | Flipkart | 4 | 5.6 |
| | Meesho | 8 | 11.3 |
| | Instagram | 24 | 33.8 |
| | WhatsApp business | 14 | 19.7 |
| | Own website | 16 | 22.5 |
| | Total | 71 | 100 |

**Source: Primary data**

**INTERPRETATION**

From the above table, it is inferred that,

The majority of respondents belong to small-scale businesses, with 47.9%, followed by medium-scale businesses with 36.6% and large-scale businesses with 15.5%.

The majority of respondents were sole proprietors with 53.5%, followed by partnerships with 28.2% and Hindu undivided families with 18.3%.

The majority of respondents sell apparel, textiles, and fashion with 28.2%, followed by handicrafts with 19.7%, cosmetics, beauty and wellness with 23.9%, food processing, baking and organic with 15.5%, and IT/Digital services with 12.7%.

The majority of the respondents are aware of AI tools in ecommerce business with 83.1% and not aware with 16.9%.

The majority of the respondents use AI tools to increase sales and revenue with 29.6%, followed by increase in reaching customers with 22.5%, reducing operational costs and improving decision-making through data analysis with 16.9%, and improving brand visibility with 14.1%.

Majority of the respondent uses customer engagement and content creation (Chatgpt,Gemini, Claude) with 33.8%, followed by Visual branding and design (Canva magic edit,Runway,Pencil) and Visual branding and design (Canva magic edit,Runway,Pencil) with19.7%,Inventory (Zoho inventory, perform parcel)and Marketing and AD automation(Adcreative, warmly ) with 8.5%,Product recommendations and personalization (Rebuy,limespot) with 5.6%,Email(klaviyo) with 2.8% and Analytic and insights tools(Microsoft clarity,google cloud) with 1.4%

*RCHUB PUBLISHER*
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The majority of respondents sell their products on Instagram with 33.8%, followed by their own website with 22.5%, WhatsApp Business with 19.7%, Meesho with 11.3%, Amazon with 7% and Flipkart with 5.6%.

## 4.3 DESCRIPTIVE STATISTICS

Descriptive statistics (Elaine Lawrence et al., 2004) are brief descriptive coefficients that summarise a given data set, which can be the representation of the entire population. Descriptive statistics is used to determine the satisfaction level using ai tools in e-commerce business by women entrepreneurs

**TABLE 4.3 MEAN AND STANDARD DEVIATION OF SATISFACTION LEVEL OF USING AI TOOLS IN ECOMMERCE BUSINESS BY WOMEN ENTREPRENEURS**

| SATISFACTION LEVEL | MEAN | STD DEV | RANK |
|---|---|---|---|
| Improve customer experience and engagement | 4.42 | .690 | 1 |
| Efficient inventory management | 4.01 | .784 | 5 |
| Faster content creation | 4.21 | .695 | 3 |
| Using without subscription | 4.18 | .762 | 4 |
| Personalization | 4.27 | 0.654 | 2 |

**Source: Computed Data**

**INFERENCE**

From the above table it is observed that helps to improve customer experience and satisfaction ranked first followed by personalization and fastest content creation and least ranked is given to efficient inventory management.

Thus the above table clearly states that women entrepreneurs are satisfied in improving customer experience and engagement. They are not satisfied with efficient inventory management

## 4.4 INFERENTIAL STATISTICS

## 4.4 FRIEDMAN TEST

Friedman test was applied to analyse the difference among mean rank of impact of artificial intelligences adopting on the sales and profitability of business

**IMPACT OF AI ADOPTING ON THE SALES AND PROFITABILITY OF ECOMMERCE BUSINESS**

**$H_0$:** There is no significant difference among the mean rank of impact of artificial intelligences adopting on the sales and profitability of business

*RCHUB PUBLISHER*
*ISSN: 3108-3501*
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**$H_1$:** There is a significant difference among the mean rank of impact of artificial intelligences adopting on the sales and profitability of business

**TABLE 4.4 FRIEDMAN TEST FOR IMPACT OF AI ADOPTING ON THE SALES AND PROFITABILITY OF BUSINESS**

| IMPACT | MEAN RANK | RANK | DF | CHI SQ | SIG |
|---|---|---|---|---|---|
| AI tools have helped in reach large no of customer | 4.00 | 1 | 5 | 25.940 | .000 |
| AI based product recommendation have increased my sales | 3.11 | 6 | | | |
| AI tools have improved customer satisfaction and encouraged repeat purchase | 3.48 | 4 | | | |
| Automated pricing tool have helped me earn better | 3.53 | 3 | | | |
| Have reduced time and man power | 3.33 | 5 | | | |
| AI analytics have helped to make business decision | 3.55 | 2 | | | |

**Source:Computed data**

**INFERENCE**

There is a significant difference within impact af ai adoption on the sales and profitability,since P value is less than 0.05,

AI tools have helped in reaching large no of customers is ranked first followed by AI analytics have helped to make business decisions is ranked second and automated pricing tools have helped me earn better has ranked third,AI tools have improved customer satisfaction and encouraged repeat purchase has ranked fourth,Have reduced time and man power has ranked fifth and AI based product recommendation have increased my sales has ranked sixth.

Hence it is concluded that AI tools have helped in reaching large no of customers have impacted artificial intelligences adopting on the sales and profitability of ecommerce business

**4.5 ANOVA**

An anova test has been applied to test the significance between demographic factor (age) with respect to challenges faced by women entrepreneurs in adopting AI tools in your e-commerce business

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*ISSN: 3108-3501*
*DOI: https://doi.org/10.65725/JCMCE/2S1/014*

**Null Hypothesis (Ho):** There is no significant difference between demographic factor (age) with respect to challenges faced by women entrepreneurs in adopting AI tools in your e-commerce business

**Alternative Hypothesis($H_1$):** There is a significant difference between demographic factor (age) with respect to challenges faced by women entrepreneurs in adopting AI tools in your e-commerce business.

**TABLE 4.5 ANOVA SHOWING DIFFERENCE BETWEEN AGE WITH RESPECT CHALLENGES FACED BY WOMEN ENTREPRENEURS IN ADOPTING AI TOOLS IN YOUR E-COMMERCE BUSINESS**

| **Challenges faced by women entrepreneurs in adopting AI tools in your e-commerce business** | | **Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** |
|---|---|---|---|---|---|---|
| Cost of AI Tools subscription | Between Groups | 5.864 | 3 | 1.955 | 2.954 | .039 |
| | Within Groups | 44.333 | 67 | .662 | | |
| | Total | 50.197 | 70 | | | |
| Lack of Technical knowledge | Between Groups | 6.191 | 3 | 2.064 | 2.500 | .067 |
| | Within Groups | 55.302 | 67 | .825 | | |
| | Total | 61.493 | 70 | | | |
| Difficult in identify which AI tools suits for my business | Between Groups | 4.441 | 3 | 1.480 | 2.011 | .121 |
| | Within Groups | 49.333 | 67 | .736 | | |
| | Total | 53.775 | 70 | | | |
| Data privacy | Between Groups | 4.354 | 3 | 1.451 | 2.378 | .078 |
| | Within Groups | 40.885 | 67 | .610 | | |
| | Total | 45.239 | 70 | | | |
| Lack of Technical infrastructure | Between Groups | 5.217 | 3 | 1.739 | 3.134 | .031 |
| | Within Groups | 37.177 | 67 | .555 | | |
| | Total | 42.394 | 70 | | | |

**Source:Computed Data**

**INFERENCE**

From the above table it is observed that p value is less than 0.05, the null hypothesis is rejected and alternative hypothesis is accepted.

There is significant difference between demographic factor (age) with respect to challenges faced by women entrepreneurs in adopting AI tools in your e-commerce business

**FINDINGS**

*RCHUB PUBLISHER*
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*DOI: https://doi.org/10.65725/JCMCE/2S1/014*

It is found that the majority of the respondents belong to the age group of 25-35 yrs with 45.1% followed by below 25yrs with 33.8%,36-45yrs with 16.9%, and above 45yrs with 4.2%.

From the study it is observed that the majority of the respondents graduated with 36.6% followed by post graduate with 28.2%,professional with 12.7%,diploma with 8.5%.

It is found from the study that the majority of the respondents are from urban areas with 52.1% followed by semi urban with 31% and rural with 16.9%.

It is observed that the majority of the respondents are unmarried with 50.7% and married with 49.3%.

It is analysed from the study that most of the respondents Rs.25,001-Rs.50,000 with 38% followed by below Rs.25,000 with 33.8% and above Rs.50,000 with 28.2%.

The study indicates that the majority of respondents were sole proprietors with 53.5% followed by partnership with 28.2% and hindu undivided family with 18.3%.

It is observed from the study that the majority of respondents sell apparels,textile and fashion with 28.2% followed by handicrafts with 19.7%,cosmetic,beauty and wellness with 23.9%,food processing,baking and organic with 15.5% and IT/Digital services with 12.7%.

The study indicates that the majority of the respondents are aware of AI tools in ecommerce business with 83.1% and not aware with 16.9%.

It is observed from the study that the majority of the respondents use AI tools to increase sales and revenue with 29.6%, followed by increasing the customer reach with 22.5%, reducing operational costs and improving decision-making through data analysis with 16.9%, and improving brand visibility with 14.1%.

It is found that Majority of the respondent uses customer engagement and content creation (chatgpt,gemini, claude) with 33.8%, followed by Visual branding and design (Canva magic edit,Runway,Pencil) and Visual branding and design (Canva magic edit,Runway,Pencil) with19.7%,Inventory (Zoho inventory, perform parcel)and Marketing and AD automation(Adcreative, warmly ) with 8.5%,Product recommendations and personalization (Rebuy,limespot) with 5.6%,Email(klaviyo) with 2.8% and Analytic and insights tools(Microsoft clarity,google cloud) with 1.4%

From the study it is found that the majority of respondents sell their products on instagram with 33.8% followed by their own website with 22.5%,whatsapp business with 19.7%,meesho with 11.3%,Amazon with 7% and flipkart with 5.6%.

It is observed from the study that improving customer experience and satisfaction ranked first followed by personalization and fastest content creation and least ranked is given to efficient inventory management.

Mean and standard deviations says that women entrepreneurs are satisfied with improve customer experience and engagement .They are not satisfied with efficient inventory management

From friedman test it is observed that there is an significant difference within impact af ai adoption on the sales and profitability,since P value is less than 0.05,

AI tools have helped in to reach large no of customers is ranked first followed by AI analytics have helped to make business decisions is ranked second and automated pricing tools have helped me earn better has ranked third,AI tools have improved customer satisfaction and encouraged repeat purchase has ranked fourth,Have reduced time and man power has ranked fifth and AI based product recommendation have increased my sales has ranked sixth.

Hence it is concluded that AI tools have helped me to reach large no of customers have impacted artificial intelligences adopting on the sales and profitability of ecommerce business

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It is observed from ANOVA test, that p value is less than 0.05, the null hypothesis is rejected and alternative hypothesis is accepted.There is significant difference between demographic factors (age) with respect to challenges faced by women entrepreneurs in adopting AI tools in your e-commerce business.

## SUGGESTION

- Cost of subscription can be reduced or yearly subscription with discount.
- AI developing companies should provide clear and simplified privacy disclosures and data storage
- AI companies should improve personalization/recommendation algorithms and provide entrepreneurs with better analytics dashboards to track and validate return on investment.
- Government/industry bodies should offer subsidies, or low-cost AI tool bundles for small-scale e-commerce businesses.
- Improve digital infrastructure access (affordable internet, devices, cloud services) through public-private partnerships or incubator support.
- AI tools to be demonstrated and need hands-on training.

## CONCLUSION

The use of AI tools in ecommerce business has helped women entrepreneurs effectively in strengthening consumers relationship and simplify the task.The aim of the study is to bring out AI adoption among women entrepreneurs awareness, purpose, satisfaction, obstacles, and how AI impacts on sales and profitability. The findings of the study show that although women entrepreneurs are becoming more conscious and involved in using AI tools in their businesses with the adoption which are customer oriented like personalization, content creation, and customer engagement, and comparatively weaker adoption in operational areas like inventory management. Majority of the women entrepreneurs are satisfied in using AI tools in ecommerce business. However, women entrepreneurs still have significant obstacles, such as a lack of technical expertise, budgetary limitations, and data privacy.

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