

**The impact of digital marketing on women to become an
entrepreneur through opportunities**

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Abstract

Social media and mobile marketing are key areas in digital marketing utilized by businesses to achieve their objectives. With the advancement of technology, the opportunities of social media and mobile marketing are empowering women to follow an entrepreneurial path. Through surveys and semi-structured interviews, the author explores that, Sri Lankan women entrepreneurs who represent the fashion industry excel at seeing and taking advantage of social media and mobile marketing opportunities such as brand development, market awareness and low barriers to entry, by proving the technological based opportunity theory of entrepreneurship. The finding suggests that the technological opportunities of social media and mobile marketing are in fact key drivers for women entrepreneurship in the context of the fashion industry in Sri Lanka.