Empowering Digital Women: Overcoming Challenges in Bangladesh's E-Commerce Landscape

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ABSTRACT

This study examines the types of support that women entrepreneurs require to overcome business challenges, particularly in Facebook commerce (e-commerce), focusing on respondents from Rangpur and Dinajpur districts in Bangladesh. Using both open- and closed-ended questions, data were collected from 300 women entrepreneurs. The findings highlight nine key supports identified by respondents: stopping online harassment (87%), government-arranged training (85%), family support (81%), recognition of hard work (78%), support from NGOs and private sectors (70%), improved network speed (67%), removal of patriarchal attitudes (60%), simplified trading license procedures (52%), and government-provided loans (47%).

Reliability testing, using Cronbach's Alpha ($\alpha = 0.739$), confirmed adequate internal consistency across the nine-item scale. Exploratory Factor Analysis (EFA) and Principal Component Analysis (PCA) were conducted, yielding a Kaiser-Meyer-Olkin (KMO) value of 0.650 and a significant Bartlett's Test of Sphericity ($p < .001$), verifying the dataset's suitability for factor analysis. PCA identified three principal components, cumulatively explaining 68.7% of the variance. These results suggest that the support needed by women entrepreneurs clusters around structural, institutional, and socio-cultural factors.

Despite strengths such as a large sample size and inclusion of diverse socio-demographic groups, the study faced limitations in terms of time, funding, and geographic coverage. Some women entrepreneurs could not be reached due to logistical and relational constraints.

The study recommends actions such as government and private sector training initiatives, stricter regulation against online harassment, simplification of licensing procedures, and greater family and societal support. Facebook and other digital platforms are also encouraged to take proactive steps to curb online abuse. Empowering women in e-commerce requires collaborative efforts across individual, community, and policy levels to address systemic barriers and promote digital entrepreneurship.

INTRODUCTION

Despite the increasing participation of women in entrepreneurship and digital commerce, particularly through platforms like Facebook (commonly referred to as e-commerce), many continue to face persistent structural, social, and technological barriers. This chapter aims to explore the types of support women entrepreneurs perceive as essential to overcome the challenges they encounter in the business landscape, particularly in the context of online and social media-based commerce.

To investigate these supportive factors, the researcher employed both closed-ended and open-ended survey questions, allowing participants to share their insights and experiences freely. The responses were collected from 300 women entrepreneurs primarily based in Rangpur and Dinajpur, capturing a diverse range of socio-demographic perspectives. As a result of the analysis, nine core areas of support emerged that women believe are critical to their success in business and e-commerce.

These areas include stopping online harassment, providing government-led training, ensuring strong family support, recognizing the value of women's hard work, involving NGOs and private sectors, improving network speed, dismantling patriarchal attitudes, simplifying trade license procedures, and offering accessible government loans. Each of these support areas is further analyzed in the following sections with statistical insights, reliability testing, and exploratory factor analysis to validate the strength and consistency of the findings.

Through this chapter, the research not only outlines the types of support women need but also provides evidence-based direction for policymakers, development organizations, and society at large to foster a more enabling and inclusive environment for women entrepreneurs in the digital age.

LITERATURE REVIEW

The emergence of e-commerce (Facebook-based commerce) has offered a promising avenue for women entrepreneurs in Bangladesh, particularly those facing mobility, financial, and socio-cultural constraints (Parvin, 2021). However, the pathway is often riddled with gender-specific barriers, ranging from online harassment to inadequate institutional support. This literature review explores existing scholarship in light of empirical findings to determine what types of support are essential to help women overcome these obstacles and thrive in the digital marketplace.

A majority of respondents (87%) in the study identified the need to stop online harassment as a precondition for success in e-commerce. Literature confirms that digital violence, including cyberbullying and harassment, disproportionately targets women and deters them from participating fully in online spaces (Gurumurthy & Chami, 2014). Measures such as robust reporting mechanisms, digital literacy training, and platform accountability are cited as necessary interventions (UN Women, 2020).

Approximately 85% of participants stressed the importance of government-organized training programs. Previous research underscores that capacity-building initiatives significantly enhance women's entrepreneurial skills and digital literacy (Roomi & Parrott, 2008). Tailored training programs improve not only technical proficiency but also strategic decision-making, confidence, and market orientation (Mahmood et al., 2012).

Family support, cited by 81% of respondents, is recognized as a crucial enabler for women entrepreneurs, especially in patriarchal societies. According to Jamali (2009), familial encouragement can mitigate societal pressures and enable women to allocate time and resources toward business development. Emotional backing and shared domestic responsibilities often determine whether a woman can successfully balance household and business obligations (Welsh et al., 2014).

The study reports that 78% of women attribute success to their own hard work. While intrinsic motivation is a widely recognized factor in entrepreneurship (McClelland, 1961), structural barriers must still be addressed to create an enabling environment. Hard work alone may not suffice if not supported by access to markets, capital, and networks (Brush et al., 2006).

Around 70% of women emphasized the role of NGOs and private sector organizations in addressing gender-specific challenges. NGOs often provide microfinance, mentorship, and market access support, which collectively enhance women's entrepreneurial performance (Mayoux, 2001). Public-private partnerships can extend the reach of support services beyond government limitations (Hisrich & Brush, 1984).

Two-thirds of respondents (67%) highlighted that improved internet connectivity would enhance customer relations and operational efficiency. Studies confirm that reliable digital infrastructure is a prerequisite for engaging in online businesses (Donner et al., 2008). Network instability can disrupt communication, delay services, and damage customer trust, particularly in real-time commerce environments like e-commerce.

Sixty percent of respondents argued that dismantling patriarchal mindsets is key to female entrepreneurial success. Literature supports this claim: entrenched gender norms restrict women's economic agency and reduce their access to education, capital, and decision-making spaces (Kabeer, 1999). Gender sensitization and public

campaigns are recommended strategies to shift societal attitudes (Cornwall & Rivas, 2015). More than half of respondents (52%) noted that simplifying business licensing procedures would reduce barriers to market entry. Research by the World Bank (2019) affirms that complex regulatory environments disproportionately affect women, who often lack the bureaucratic literacy or informal networks needed to navigate licensing systems.

Forty-seven percent of respondents cited access to government loans as crucial. Financial exclusion remains one of the most significant barriers for women entrepreneurs (Demirgüç-Kunt et al., 2013). Gender-responsive lending, microfinance schemes, and interest-free startup capital have been shown to increase women's participation in business activities (Goetz & Gupta, 1996).

The research findings were statistically validated using reliability analysis (Cronbach's $\alpha = 0.739$), ANOVA, and principal component analysis, suggesting a strong internal consistency among the proposed support factors. This aligns with Nunnally's (1978) threshold of reliability and reinforces the empirical robustness of the support mechanisms identified.

The review highlights that women in e-commerce need multi-layered support—spanning policy reform, social change, technical training, and infrastructure development—to overcome systemic challenges. A combined approach involving government, private sector, NGOs, and families is critical to ensure that entrepreneurial aspirations among women translate into sustainable ventures.

Statement of the Problem

Despite the rapid growth of Facebook-based commerce (e-commerce) in Bangladesh, women entrepreneurs continue to face persistent challenges that limit their effective participation and sustainability in digital business. These challenges include online harassment, lack of institutional training, inadequate family and societal support, poor digital infrastructure, complex licensing procedures, limited access to finance, and deep-rooted patriarchal attitudes. While e-commerce has the potential to empower women economically—especially in regions like Rangpur and Dinajpur—there is limited empirical research identifying the specific types of support women entrepreneurs perceive as necessary to overcome these barriers. The absence of evidence-based insights hinders policymakers, development organizations, and digital platforms from designing targeted interventions to support women's digital entrepreneurship effectively.

Objectives of the Study

The main objectives of this study are:

➢ To identify the key types of support women entrepreneurs need to overcome challenges in business and e-commerce.

➢ To examine the relative importance of institutional, socio-cultural, and structural support factors for women engaged in e-commerce.

➢ To assess the reliability and validity of identified support factors using statistical techniques such as reliability analysis and exploratory factor analysis.

➢ To provide evidence-based recommendations for government, NGOs, private sector actors, and digital platforms to promote women's empowerment in e-commerce.

METHODOLOGY OF THE STUDY

This study adopted a quantitative research approach using a survey method and also a qualitative method by collecting case studies. Data were collected from 300 women entrepreneurs engaged in e-commerce in Rangpur and Dinajpur districts through both closed-ended and open-ended questionnaires. Multiple responses were allowed to capture diverse support needs. The collected data were analyzed using SPSS, applying descriptive statistics, reliability analysis (Cronbach's Alpha), ANOVA, and Exploratory Factor Analysis (EFA) with

Principal Component Analysis (PCA). The suitability of the data for factor analysis was confirmed using the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity.

RESULT AND DISCUSSION

In this chapter researcher tries to find out the solution or find out which support the women need to overcome the challenges in business and e-commerce. Here, the questions were closed-ended and open-ended. Respondents were also given some statements which can help to overcome the challenges. And finally, nine statements come out from this segment which support can help a woman to overcome the challenges that she faced in business and e-commerce. Here, multiple answers were accepted.

Stop Online Harassment (SOH)

87% respondents said that online harassment should be stopped strictly. If this problem is solved than many women will be entered into e-commerce. Online harassment is a big issue to stop women from doing business through Facebook.

Govt. should arrange Training (GAT)

85% respondents said that the government should arrange various training for women to develop their skills in business and e-commerce. If they do that woman can easily do well in business.

Family Support Needed to be Succeed (FSNS)

Family support is very important to be succeed in business. 81% respondents said that with family support, women can succeed in business.

Success can come through Hard Work (SCCTHW)

Women can achieve success in business through their hard work. 78% respondents said this statement.

Besides Govt. NGO Private Sectors Help Needed (GNPCN)

70% respondents said that besides the government, the NGO and Private organizations will be needed to overcome the challenges.

Network speed should be Increased (NSI)

Network speed is important for e-commerce. 67% respondents said if the network speed increased, the relationship between client and businessman will be established easily and it will help to be succeed in business.

Success can be come through removing Patriarchal attitude (SCTRPA)

60% respondents said that women can become successful in business by removing the patriarchal attitude of society.
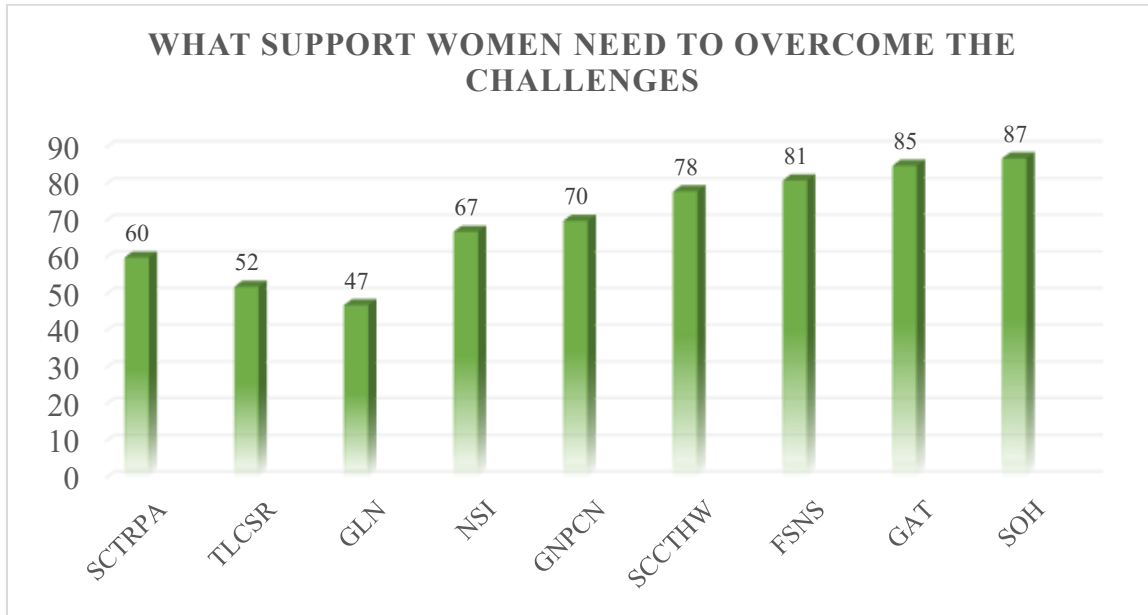
Trading License Complexity should be Removed (TLCSR)

52% respondents said that trading license complexity should be removed to support women in business.

Govt loan Needed (GLN)

A loan can help to start a business. And 47% respondents said that if the government give loan to start a business, women can easily enter the business world. It is very helpful for starting a business.

Chart-1: What Support Women Need to Overcome the Challenges

And this chart is the overview of what support women need to overcome the challenges in business and E-commerce. Here, Stop Online Harassment (SOH), Govt. should arrange Training (GAT), Family Support Needed to be Succeed (FSNS), Success can come through Hard Work (SCCTHW), Besides Govt. NGO Private Sectors Help Needed (GNPCN), Network speed should be Increased (NSI), Success can be achieved through removing Patriarchal attitude (SCTRPA), Trading License Complexity should be removed (TLCSR), Govt loan Needed (GLN)are shown in the chart.

Reliability Test of What Support Women Need to Overcome the Challenges

Reliability Statistics

Table-1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.739	.748	9

The Internal consistency reliability of the 9-item Internet Addiction Scale was investigated using Cronbach's alpha (Nunnally,1978). Results indicated that the alpha for the total scale was equal to .739. Examination of individual item statistics suggested that the elimination of several items would increase the reliability of the scale. Most psychometricians agreed with the notion that a Cronbach alpha value of .70 is acceptable. So, the alpha value proves the adequate internal consistency for the 9-item Internal Addiction Scale and are consistence with the Bangla adaptation (Islam & Siddique, 2016).

Item Statistics

Table-2: Item Statistics

Variable	Mean	Std. Deviation	N
GNPCN	3.04	1.128	300
TLCSR	2.25	1.089	300
SOH	2.43	1.121	300

NSI	3.38	1.228	300
GLN	2.18	.844	300
SCTRPA	3.04	1.089	300
GAT	3.28	1.044	300
SCCTHW	1.97	.788	300
FSNS	2.22	.969	300

Item statistics from the reliability test show that a total of 300 respondents' response totally, and no respondent is missing from this table. So, the total number of respondents is 300, and their mean and std. deviation are shown in this table.

Item-Total Statistics

Table-3: Item-Total Statistics

Variable	**Scale Mean if Item Deleted**	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Squared Multiple Correlation**	**Cronbach's Alpha if Item Deleted**
GNPCN	20.74	21.375	.560	.639	.688
TLCSR	21.53	28.270	-.084	.549	.796
SOH	21.35	22.268	.469	.534	.706
NSI	20.40	22.776	.359	.389	.728
GLN	21.60	24.034	.452	.264	.712
SCTRPA	20.74	21.369	.589	.408	.684
GAT	20.50	21.843	.569	.574	.689
SCCTHW	21.81	24.514	.430	.453	.716
FSNS	21.56	22.728	.521	.551	.699

The Item Total Statistics shows that this research is adequate and reliable, as there is no negative value in the Corrected Item-Total Correlations column.

Anova

Table-4: ANOVA

		Sum of Squares	**df**	**Mean Square**	**F**	**Sig**
Between People		946.387	299	3.165		
	Between Items	690.700	8	86.338	104.551	.000

Within People	Residual	1975.300	2392	.826		
	Total	2666.000	2400	1.111		
Total		3612.387	2699	1.338		
Grand Mean = 2.64						

Here, the ANOVA's significant value is .000 and it is less than the required maximum value of .05. So, it can be said that this table is valuable, and its grand mean is 2.64.

Exploratory Factor Analysis and Principal Components Analysis of What Support Women Need to Overcome the Challenges

Exploratory factor analysis (EFA) and Principal Components Analysis (PCA) are two methods for representing a large number of correlations among regularly distributed or scale variables in a simpler (more parsimonious) fashion for researchers. Both of these methods are used to determine which items, out of a vast number, "hang together" as groups or are responded to in the same way by the participants. Austin and Calderón (1996) define exploratory factor analysis (EFA) as a "mainstream organized technique" for analyzing identified and endogenous components at the interval or ratio level. PCA is a population data reduction approach that shows each variable's potential and significance level in a large sample size. The findings of the PCA were used to determine how many components would be required.

The PCA results were utilized to determine how many components should be kept, as well as how many items should be kept in each of those components. We evaluated all of the latent determinants in terms of the framework's factor loadings, as indicated in Table 4.

Before conducting the PCA, Kaiser-Mayer-Olkin (KMO) (1970) and Bartlett's sphericity tests (1954) were applied to confirm the necessity of this analysis. The results of the KMO >0.5 (the KMO value was 0.650 in this research) and the significance of Bartlett's sphericity test at $p < 0.01$ verified our datasets to be fitted for the PCA (Islam et al., 2020). The number of factors chosen was based on the Kaiser's normalization principle, where the only factors with eigenvalues>1.0 were regarded.

KMO and Bartlett's Test

Table-5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.650
Bartlett's Test of Sphericity	Approx. Chi-Square	1000.901
	df	36
	Sig.	.000

Table 5, Factor analysis exploratory. The indicators' Kaiser-Meyer Olkin (KMO) measure has been discovered to be 0.650, which is higher than the specified minimum values of 0.6. (Lindell and Whitney, 2001; Torabizadeh et al., 2020). According to Lindell & Whitney, Bartlett's test of sphericity of significance (P=0.00) indicates that the research may have been perceived by a valid measurement model with statistical significance of p0.05 (2001). According to the preliminary report (Table 5), the indicators have a Bartlett's sphericity (x2) score of 1000.901, with 36 degrees of freedom and a significance level of 0.000.

Total Variance Explained
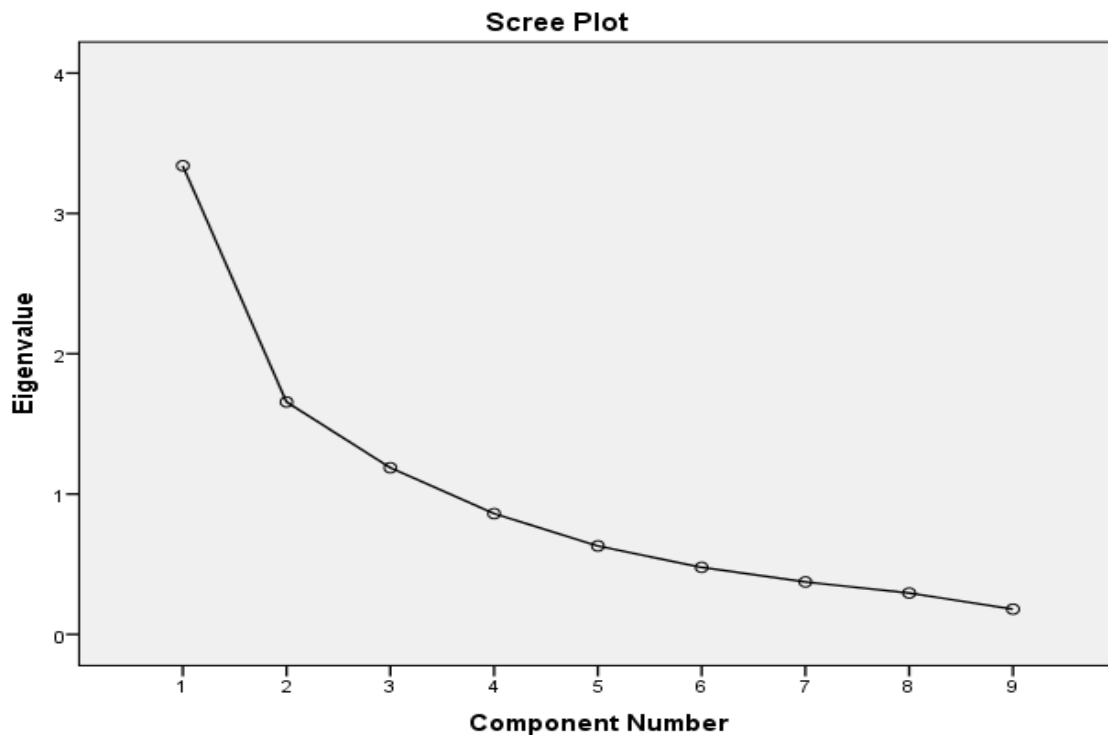
Table-6: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.340	37.109	37.109	3.340	37.109	37.109
2	1.656	18.402	55.511	1.656	18.402	55.511
3	1.187	13.193	68.704	1.187	13.193	68.704
Extraction Method: Principal Component Analysis.						

The variance is split among the three probable components, as shown in Table 6. The eigenvalues (a measure of explained variance) of all three factors are larger than 1.0, which is a standard requirement for a factor's usefulness. When the eigenvalue of a component is less than 1.0, it conveys less information than a single item would. Here the highest initial Eigenvalues are 68.704% and lowest is 37.109%.

Scree Plot

Chart-2: Scree Plot of What Support Women Need to Overcome the Challenges

Scree plots of the eigenvalues of PCA.

A total of nine components can be kept, according to the scree plot (chart 2). (determined by components with eigenvalues greater than 1). The Scree Plot shows an obvious break after the nine variables, indicating that the General Identity Scale might be reduced to four elements (GIS). Items having factor loadings (items loading on a component) less than 0.5 were removed from the study, and the process was repeated with the remaining items until a perfect scale was created (Hair et al., 2014). The initial Eigenvalues are 68.704 in this case.

What Support Women Need to Overcome the Challenges

✓ Stop Online Harassment (SOH)

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✓ Family Support Needed to be Succeed (FSNS)

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✓ Success can come through Hard Work (SCCTHW)

Women can achieve success in business through their hard work. 78% respondents said this statement.

✓ Besides Govt. NGO Private Sectors Help Needed (GNPCN)

70% respondents said that besides the government, the NGO and Private organizations will be needed to overcome the challenges.

✓ Network speed should be increased (NSI)

Network speed is important for e-commerce. 67% respondents said that if the network speed increased, the relationship between the client and businessman would be established easily, and it would help to succeed in business.

Reliability Test of Challenges of What Support Women Need to Overcome the Challenges

The Internal consistency reliability of the 9-item Internet Addiction Scale was investigated using Cronbach's alpha (Nunnally,1978). Results indicated that the alpha for the total scale was equal to .739. Examination of individual item statistics suggested that the elimination of several items would increase the reliability of the scale. Most psychometricians agreed with the notion that a Cronbach alpha value of .70 is acceptable. So, the alpha value proves the adequate internal consistency for the 9-item Internal Addiction Scale and are consistence with the Bangla adaptation (Islam & Siddique, 2016)

Exploratory Factor Analysis and Principal Components Analysis of What Support Women Need to Overcome the Challenges

✓ KMO and Bartlett's Test

Exploratory factor analysis The Kaiser-Meyer Olkin (KMO) measure of the indicators has been found as 0.650, which denotes more than the required minimum values of 0.6 (Lindell and Whitney, 2001; Torabizadeh et al., 2020). Bartlett's test of sphericity of signicance (P=0.00) implies that the research could have been perceived by a credible measurement model with statistical importance of p<0.05, as suggested by Lindell & Whitney (2001). The preliminary report (table 5) also implies that the indicators have Bartlett's sphericity (χ^2) score (1000.901), with a 36% degree of freedom and signicance level of 0.000.

✓ **Total Variance Explained**

All of 3 factors have eigenvalues (a measure of explained variance) greater than 1.0, which is a common criterion for a factor to be useful. When the eigenvalue is less than 1.0 the factor explains less information than a single item would have explained. Here the highest initial Eigenvalues are 68.704% and lowest is 37.109%.

✓ **The Scree Plot**

A total of nine components can be retained (determined by components with eigenvalues greater than 1). The Scree Plot suggests a clear break after the nine factors, suggesting a potential four-factor solution for the General Identity Scale (GIS). Items with factor loadings (items loading on a component) less than 0.5 were omitted from the analysis and analysis repeated on the remaining items until a perfect scale was developed (Hair et al., 2014). Here the Initial Eigenvalues are 68.704.

Case Story 1

My name is Jarina (pseudonym). I have two sons, both of whom are grown up and employed. At home, it is my husband and I, along with a domestic helper whom we are raising like our own daughter.

I started thinking about beginning a boutique business when my sons went abroad for their studies. Staying alone at home did not feel good. Initially, I started the business using my own savings, but I could not progress much due to the lack of a trade license, capital, and a permanent showroom. In the beginning, my husband discouraged me, and I also lacked confidence.

At first, I worked alone—doing block printing on three-piece outfits, sewing, and adding embellishments like sequins and stones by hand. Gradually, I began working with a few women from a nearby village who were skilled in hand embroidery. When my sons saw that I was serious about the work, they convinced their father. After that, my husband and I took a loan from an organization, which also helped arrange my trade license.

Now, my husband fully supports my business. Most of the time, he brings raw materials from the warehouse, while I manage the work from home. We conduct business meetings together. He even helps with household chores so that I can spend more time on the business.

I did not understand online platforms at first, but my sons taught me. I also completed several online training courses from different organizations and attended sessions on how to run a business. Now, I receive many orders through online platforms, and I sell my products mainly on a wholesale basis.

In the future, I plan to expand my business further. However, I believe I could achieve much more if I received greater support from the government.

Case Story 2

My name is Meherun (pseudonym). I have one son and two daughters. My husband works as a school teacher. I create decorative showpieces using clay in various designs. My daughters support me fully in this work.

One day, while visiting a shop in Rangpur, I realized that I used to make beautiful items with clay when I was young. I wondered how it would be if I started making things with clay again. I discussed the idea with my daughter, who encouraged me greatly. She showed me ideas from YouTube, and with that motivation, I enthusiastically began working.

Although I could make the products, I initially struggled to sell them. Since I was using my personal savings, the financial pressure was very difficult. My husband also scolded me, saying that I had wasted money. However, my daughter never lost hope. She visited different shops in Rangpur to discuss selling the products and opened an online page for the business.

It took us nearly three years to reach a stable position. Later, I received training support from an organization, where I learned how to run a business, obtain a trade license, increase capital, and manage an online page. They also arranged a loan for us.

Managing both household responsibilities and the business became challenging, so I invited a few women from my area to work with me. Many members of my in-laws' family did not view this positively. Later, I received the Joyita Award, after which my husband's attitude changed. He began supporting me actively and personally delivered products to different shops.

Currently, I participate in various fairs for small entrepreneurs, including the BSCIC Industrial Fair. During these events, my husband takes care of the household. Inspired by my journey, people from the village have also joined me in this work.

I aspire to expand this business further in the future. However, this will require government initiatives alongside private support. Due to the lack of training, I struggled greatly in the beginning. If I had started with proper business knowledge, I could have progressed much further by now.

Research Strength, Problem and Limitations

The study has different types of strengths to explain its results.

- ✓ The strength of this study is collecting data from large samples using a probability sampling technique.

- ✓ The women from different demographic backgrounds in Rangpur and Dinajpur had a chance to be included as the study participants.

- ✓ Besides, our operationalization of the challenges of women entrepreneurship in e-commerce has been explored by different elements of socio-economic issues, including frequency, timing, business type, content, accuracy, etc., which was its unique strength.

No study is without limitations and problems. Such long research as this cannot be carried out without some limitations or constraints. In this study researcher will have some problems and limitations also. The problems and limitations will be faced by the researcher will face are-

- ➢ Though the primary data was collected through survey interview so, there is a main problem, which is the limitation of the data collector. Only one person collected the primary data. So, she could not cover the district of the Rangpur region.

- ➢ Many women who have a business on Facebook were not familiar with the researcher. For this reason, they could not participate in this research. It's also a limitation of this study.

- ➢ Time is another main limitation of this study. The researcher has one semester to work, but staying in the study location is difficult due to ongoing academic obligations (class, term test). Due to a lack of time, it will be extremely difficult for the researcher to establish rapport with the study population, which will be made much more difficult due to their language barrier. The researcher did not spend as much time with the respondents as he should have in order to collect more information. Due to a lack of time, the researcher was unable to adequately interview all of the respondents.

- ➢ Money is another big issue. Despite the fact that research is extremely costly, the university does not provide any financial assistance to the researcher. The central library of BRUR and the public library of Rangpur lacked sufficient books and journals on related topics. Every study required a suitable number of books. As a result, the researcher would have gathered books from the internet as well as from abroad, which would have been quite pricey.

- ➢ Research work in this area was not sufficient, so secondary data was not easily available.

> ➢ Another significant limitation of social science research is that human beings show different attitudes in terms of time, situation, and many other social factors. Which respondents interviewed for this study may have a different attitude and speech based on these factors, and these was created a barrier to completing this study.

RECOMMENDATION

In the part of what support need to overcome the challenges, the recommendation is given. From this segment, it can be easily understood what kind of steps should be taken to remove or overcome the situation. Besides those there also give some recommendations to take to overcome the challenges.

✓ Women should be aware of their self-empowerment.

✓ Society should understand that business is not a bad work for women. It's just a work like any other occupation.

✓ Facebook authority can take a crucial step to stop the harassment.

✓ Family should play a vital role in helping women in business.

CONCLUSION

This study explored the multifaceted support required by women to overcome challenges in the field of business and Facebook commerce (E-commerce) in the northern districts of Bangladesh, particularly Rangpur and Dinajpur. Findings revealed that women's participation in E-commerce is significantly hindered by social, technical, and structural barriers. Key among them is online harassment, which 87% of respondents identified as a major deterrent. The need for government-led capacity-building initiatives also emerged as a priority, with 85% of participants emphasizing the importance of training programs to develop digital and entrepreneurial skills.

Family support was another critical factor, with 81% of respondents agreeing that emotional and practical backing from family can help women succeed in business. Additional support is required from NGOs and private sector actors to create an inclusive and supportive entrepreneurial ecosystem. Improved internet infrastructure, the removal of licensing barriers, and access to government loans were also highlighted as essential interventions.

The reliability analysis using Cronbach's alpha (.739) confirmed the internal consistency of the identified factors, and exploratory factor analysis (KMO = .650; Bartlett's test sig. = .000) validated the structural model of support systems. These statistical results reinforce the credibility of the study's findings and suggest that a well-designed, multi-pronged strategy is necessary to address the existing gaps.

Ultimately, empowering women in E-commerce requires both institutional interventions and societal transformation. Reducing patriarchal attitudes, enhancing digital infrastructure, and building a culture of trust and respect are all critical steps forward. If these forms of support are implemented effectively, E-commerce can become a powerful vehicle for women's economic empowerment in Bangladesh.

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