



Impact Evaluation of Digital Literacy Workshops on Female Entrepreneurs in South African Informal Markets: Business Growth and Financial Stability Outcomes,

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Abstract

Digital literacy has become increasingly important for female entrepreneurs in South African informal markets due to the rise of e-commerce and digital payment systems. Qualitative data were collected through semi-structured interviews with 30 female entrepreneurs who participated in digital literacy workshops over a year. Interviews covered themes such as access to technology, e-commerce practices, and financial outcomes. During the study period, 75% of participants reported increased sales due to improved online marketing strategies, while 60% noted better cash flow management through digital payment systems. The workshops significantly enhanced female entrepreneurs' business capabilities in both e-commerce and financial management, contributing positively to their market presence and profitability. Organizations should continue supporting digital literacy initiatives tailored for informal sector women entrepreneurs to sustain economic growth and social inclusion.

Keywords: *African geography, qualitative research, digital divide, entrepreneurship studies, microfinance, participatory methods, feminist economics*

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