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## Role of social media in the Development of Women Entrepreneur with special reference to Jalgaon city

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### Abstract

*In the recent era of technological advancement, social media in business is gradually being embraced by organizations around the world. This is because the Internet is seen as the new frontier for doing business. It provides a platform for businesses to reach a wider audience and avoid various hurdles such as time, availability, reachability and reach. This sector is growing at an astonishing rate. Facebook, YouTube, Instagram, Tweeter and other social media play an integral role in how her users online discover, research and share information about brands and new product deals. This project was conducted to examine the impact of social media on women-owned businesses by highlighting the competitive advantage gained through social media engagement. It aims to identify why they prefer social media as a marketing and communication tool over other available methods. The purpose of this study is to look at the development of women entrepreneurs through social media.*

### Introduction

Women entrepreneurs in India represent groups of women who are leaving the established path and seeking new perspectives on economic participation (Vinze, 1987). According to APJ Abdul Kalam, "Women's empowerment is a prerequisite for building a good nation when a stable society is ensured. and ultimately essential to the development of a good nation" (Gupta & Aggarwal, 2015). In today's modern world, a woman doesn't want to limit her boundaries to her four pillars of the home. Apart from doing household chores and meeting the needs of their families, they are slowly moving towards financial independence by engaging in various entrepreneurial activities according to their level of understanding. Not only can you develop yourself, but you can also help other women by providing employment opportunities.

ICT plays a key role in the growth of today's women entrepreneurs, making work easier and faster. With the help of ICT, women can now manage their homes and businesses smoothly together. The concept of social media (SM) is a key challenge for many executives. Decision makers as well as consultants are trying to show how companies can profitably use applications such as Wikipedia, YouTube, Facebook and Twitter (Kaplan & Haenle 2010). Traditionally, consumers have used the Internet to easily distribute content.

They read it, they saw it, they used it to buy products and services. Today, this is made possible by social media platforms such as Twitter and Facebook.

Creating a Virtual Customer Environment (VCE) where a community of interests is formed around a specific company, brand, or product. (Culnan et al., 2010) With the advent of Internet-based SM, anyone can communicate with literally thousands of people about specific products and the companies that offer them.

### A Brief Discussion about Social Media:

Social media is a **collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration**. People use social media to stay in touch and interact with friends, family and various communities.

Social media is online communication that allows you to interact with your customers and share information in real time. You can use social media to:

- reach your customers better
- create online networks
- sell and promote your products and services.

Social media can help business to:

- attract customers, get customer feedback and build customer loyalty

- increase your market reach, including international markets
- do market research and reduce marketing costs
- increase revenue by building customer networks and advertising
- develop your brand
- exchange ideas to improve the way you do business

## Types of social media

- Social networking sites**

Social networking sites allow you to create your own profile or page, network with others and share information (including promotions, images and video). Creating a business profile can help you to attract followers, get new customers and develop your brand. Examples of social networking sites include Facebook, Pinterest, Instagram.

- Blogs**

Blogs are online journals of thoughts, observations, promotions, links, images and videos. Blogs are typically public. They allow readers to comment on posts and interact with you. You can host them in-house or through a blogging platform that provides the software and website hosting. Some examples of free blogging tools include blogger external site and world press. Business blogging is a marketing tactic that uses blogging to get your business more online visibility.

- Video sharing sites**

Video sharing sites let you upload and share your videos. Users can then comment on and share your videos with others. Examples include YouTube and vimeo.

## Social Media and the Woman Entrepreneur:

There has also been a rise in the number of female entrepreneurs in the spotlight, especially small domestic companies, many of which have found success despite the pandemic. Much of this expansion can be credit to social media.

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For many women entrepreneurs the advantages of social media have been two-fold. Many women are returning to the workforce after having had children so the work-from-home model actually suits them perfectly well. Not having a brick-and-mortar establishment is no longer a deterrent because virtual market places have become the norm for both businesses and the consumers. An increasing number of big and small businesses now use social media platforms like Instagram or Facebook to promote and sell their goods and services almost exclusively.

As per a study by the World Conference on Technology, Innovation and Entrepreneurship, "Flexibility has been enthusiastically welcomed since it is believed that it provides a balance between work and personal life, especially in terms of women's participation. While concerning flexibility much of the literature focuses on women in terms of their family responsibilities. It is argued that flexible work arrangements help women with children by reducing their stress. Thus, they become more productive and satisfied with their jobs."

If you study the impact and financial success of women entrepreneurs globally, you will find that much of it can be linked to unlocking opportunities online. In fact, it has become vital.

As new ventures increase so has the creative use of social media to promote everything from fashion, beauty and jewellery brands to home bakers and pay-per-consult tarot readers.

In large women's communities, women are now able to connect with each other to promote, network, support and access each other's businesses from the comfort of their own homes. This is something they could never have done at this scale without social media.

The old fallacy that women are "technologically challenged" has been debunked by a new generation of tech savvy women entrepreneurs and the traditional goal of finding a job has evolved into women now in the business creating them.

According to empoweress.in, women never had an easy path to enter the land of entrepreneurship and gain economic independence. Traditionally, women have been discouraged from working or building their independent businesses. But eventually, contemporary women are beginning to find success by building microbusinesses that rely on online tools like social media. Indian women in particular rely on social media for attracting the attention of new customers: 63 per cent of these enterprises use social media platforms such as Instagram and Facebook for promotion. The role of social media in business allows female entrepreneurs to connect not only with other women who are building businesses but with

their idyllic customers. Internet and the use of social media in business has made entrepreneurship newly accessible for millions of female entrepreneurs around the world. Last year, 163 million women became entrepreneurs and commenced businesses. Women are gradually stepping into their power as the culture shifts to be more inclusive.

So there you have it, inclusivity, access, opportunity and an Internet connection is most definitely putting women in entrepreneurship on the map. Something that is having a positive impact on economies around the world.

**Impact of social media on Women Entrepreneurship**-Increasing use of social media platforms has opened up plethora of opportunities for women who are willing to work independently. It has been a blessing in disguise for all those women who have the potential to do things differently. Social media has thus played an important role in economically empowering women. Social media has been a step closer to bridging the gap between concrete floating ideas and their smooth execution. Here are a few ways in which social media has helped women entrepreneurs immensely.:-

**Building easy networks and connecting with customers has become easier:** Traditional forms of marketing relied on investing a lot of resources and managing all the expenditure by itself. Social media, on the other hand, has led to more effective ways of marketing. Marketing campaigns can be easily handled with the use of powerful social media marketing offers. This has helped women to invest significantly in social media for starting businesses. It allows easy collaboration with other entrepreneurs and building one's own social network has become easier.

**Direct interaction with customers which can lead to increased engagement:** Nothing can outweigh the importance of directly building one's market through social media channels. With increasing social media marketing, companies can directly share their offers, product updates with customers to enhance their experience. Women entrepreneurs are exploiting this form of communication to increase their visibility in the market. According to reports, women are using social media channels to promote their businesses and personal brands by leaps and bounds as compared to male counterparts.

**Increased collaborations can lead to huge profits:** Building one's loyal customers using social media platforms can be a tedious task in hand. Women entrepreneurs can connect with larger community of businesses to diversify their networks. Collaboration can be extremely helpful in this regard as it can lead to increased online visibility of one's own brand. This can particularly benefit women as they are ready to help each other as compared to male counterparts.

Here are a few statistics which will give you a peep into popular social marketing platforms and their use:

- Facebook – 98%    Instagram – 89%    Pinterest – 79%    YouTube – 73%
- Twitter – 67%    LinkedIn – 66%    Snapchat – 49%

□ **Women Entrepreneurs and The usage of social Media for Business Sustainability In the time of Covid-19**

- During the Covid 19 pandemic situation, people working from home and on these crises develop many new start-up businesses. Business sector are improved because of most of business conduct with online business with in digital ecosystem. during the covid 19 there are many uses of social media for the business purposes. Across the world people connects each other, they are able to contact and their share experiences because of use of social media. Social media help to people to do business in easy way, with the help of social media business person help to enter into global market and to do advertisement at a low cost. The government companies as well as private sector companies are increase the use social media in the crises of pandemic situation. During the pandemic situation maintaining the good online presence is one of the key aspects that determine the success of start-up companies.

**Objectives Of The Study**

The main objective of the study is to pinpoint the factors that influence women entrepreneurs to select social media for business, particularly:

1. Identify the factors that play major role in the selection of social media in business development.
2. Outline the advantages of social media in business.
3. Examine how organizations successfully integrated social media into business.

**RESEARCH METHODOLOGY**

The research has made extensive use of both primary and secondary data. This study will adopt a qualitative approach and conduct semi-structured interviews with women running their own businesses. Interviews have also been conducted to access the information about the E- Business (Business run by women through social media )and its effects on Women Empowerment.

**DATA COLLECTION**

**Primary data:**

For collecting data, survey method will be used. Primary data will be collected with the help of questionnaire as well as interviews. Questionnaire will be prepared in two parts. Part A will cover personal information whereas part B will seek to answer the research objectives.

**Secondary data-** secondary data will be collected from Newspapers, Journals, Research papers, Reports and internet sources.

**Study of Target Population-** Women entrepreneurs involved in E-business and living in Jalgaon District will select purposively as the target population of the study. The study is descriptive in nature. Using structured questionnaires for collecting data. Data collect from 26 respondents those who business women. Using 26 samples for research this sample taken from Jalgaon. There are total 16 question are in the questionnaire.

**DATA ANALYSIS & INTERPRETATION**

**Table 1 shows the age of the participants.****Interpretation:** From the results of the questionnaire, All the respondents females. From the total 26 respondents, the survey revealed that 26% of the respondents were under the age of 25, The 34% of the respondents were above the age of between 26 to 40 .34% of the females are between the age of 40 to 60 years and remaining 6 % are above 60 years of age.

Table 2 shows that women’s experience of using social media for their business.

shows that near about 54% of women’s are doing their business through social media from more than 4 years. 31% of women using social media for their business from 3-4 years and other 15 % are using social media from last 1 or 2 years.

**Table 3. Social media platforms**

**Social media platforms used**

Social media platforms	Usage (%)
WhatsApp	26%
Facebook & WhatsApp	11.50%
Facebook, WhatsApp, Instagram	42.30%
Other combination	23.1%

**Interpretation:** To overcome the economic difficulties triggered by the pandemic, women entrepreneurs used a variety of digital platforms. Most (42.30%) used WhatsApp in conjunction with Facebook and Instagram to expand their networks and make new connections with customers, suppliers, and peers. A smaller percentage combined WhatsApp with Facebook (11.50%) .(23.1%) of women’s used combination of other platforms like **YouTube, Telegram, LinkedIn, pinterest, citydeal**. At the same time, however, a significant number of women entrepreneurs (26 %) exclusively used WhatsApp to reach their customers. WhatsApps long been the dominant app for daily personal communication in India. As such, it can easily be adapted for business use; entrepreneurs can tap into their existing networks and quickly start sharing photos and information about their business activities.

**Table 4. Business sector**

Interpretation: 54% Of these were active in the fashion and 12 % in food sector; fewer were involved in the craft (11%) and beauty (9%) sectors. Remaining 14 % were engaged in other Businesses like Agro products, Packaging and all.

**Table 5. Reason for using social media for business**

User friendly	Affordable	Trend &	market demand
11.5%	23.1%		65.4%

Table no 5 shows that reasons for using social media for business. Because of its affordability, which enables women entrepreneurs to overcome their limited financial resources, social media plays a vital role in the development of women-owned businesses. Likewise, social media provides an easy, user-friendly, and very economical platform for rapidly disseminating information to diverse markets; as such,

it has paved the way for the growth of women entrepreneurs Supporting previous findings, most of the respondents in this study (65.4%) used social media for their business because to follow market demands and trends. (23.1 %) respondents chose social media due to its affordability of its user-friendliness; A smaller percentage of respondents (6.2%) chose social media due to its affordability.

**Table 6. Business growth & social media**

Criteria	Percentage
Business Increases through social media	96.2%
Corona grown your business through socialmedia	97%
business grown due to social media in comparison to your traditional business setup	80.8%
profit increases due to social media	92.3%

Above table shows that 96.2% respondents says their business increases due to the use of social media they easily sale their products to customers all over the India.97% of respondents said that During pandemic situation usage of social media for business is has increases. This indicates that the majority of respondents were relatively new social media users who likely began using the platform when the COVID-19 crisis began affecting their business. In other words, the pandemic likely encouraged women to seek alternative strategies, selling their products online when offline business activities were impossible. Rapidly embracing an online format enabled women to continue reaching customers during the lockdown, when face-to-face interactions were limited.

**Table 7 Business sustainability and social media**

Criteria	Percentage
Posting photos and videos related to the products	84.6%
Promotion through SM, offering discounts, additional services	11.5%
Other	4.9%

**Interpretation:**

To maintain their business, women entrepreneurs have used various strategies. As mobility was restricted by lockdown policies, people had more time to access social media. Female entrepreneurs thus exploited this opportunity to expand their reach. They saw increasing online sales through social media as a means of sustaining their businesses and mitigating losses. Social media offered them avenues to interact with consumers, even as social distancing policies prohibited physical contact. Majority of respondents (84.6%) stated that posting photos and videos, engaging in comments, and building networks through social media were effective ways to market their products. Some 36% of women combined various strategies—conducting promotions through social media, providing discounts, offering additional services, and to save their businesses. And 4.9 % of women used other strategies for their business.

**Summary, Conclusions, And Recommendations**

The purpose of this research was to examine the effects of social media on consumer attitudes and perceptions of a business using social media marketing. The findings in indicate that social media marketing has a positive effect on brand awareness. Social media can be used to reach customers as of participants responded to use of social media on a daily basis and 70% using more than 3 social media platforms. Also, most of the respondents believe that social media is the best way to reach a business’s targeted audience. The following sections discuss the conclusions of the study and recommendations for future research.

**Conclusions**

The observations from the responses to a questionnaire from a sample population show that businesses that have a social media presence have the potential to essentially affect business revenue. Businesses should partake in social media marketing for a number of reasons. Some of the reasons may include Affordability, Market demand & trend, User friendly. communication, valuable feedback, and the ability to see what customers, prospects, peers, and competitors are saying. The findings of this study revealed that social media not only provides direct interaction with customers, but it also rewards businesses with customer loyalty. It can be concluded that social media can help maintain the relationships built between businesses and their prospective customers and guide them

into profitable ventures. Decisions Although business can survive without social media, in the 21st century, having a social media presence has proven to improve customer loyalty, purchase decisions and business revenue significantly. This research has also found that social media, especially WhatsApp, Instagram and Facebook, have emerged as significant tools for business promotion. It is predicted that the COVID-19 crisis will continue to push women entrepreneurs into the digital realm as they seek to reach a wider customer base.

### **Recommendations**

The responses to the study and the interpretation of the data collected have led to several recommendations and suggestions. With the assistance of this study, the following recommendations and suggestions can be made:

1. A business should concentrate on the content and timing on their social media posts
2. A business should use social media to view competition
3. A business should focus on customer engagement and feedback to update business functions
4. A business should use social media marketing to update customers on sales, promotions and new products and/or services

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