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SOCIAL MEDIA PLATFORMS ENHANCE THE BUSINESS OPPORTUNITY FOR THE WOMEN ENTREPRENEURS

Dr. R. Rajini

Associate Professor of Economics, Sri G.V.G Visalakshi College for Women, S.V. Mills' Post, Udumalpet, 642128.

rajinieco@gmail.com

Abstract

A remarkable growth among women entrepreneurs operating on social media platforms in India has been observed within the recent years. This is often indisputably considered an enormous contribution to the economy of the country as women comprises of half the entire population. Hence, this study aims to explore the factors that have influenced women to do their businesses through social media, and therefore the way these reciprocally have opened doors of entrepreneurial opportunity for them including, entrepreneurial opportunity, technical adaptability, work-life balance, product improvement and development, network-building, access to information, cost efficiency, and promotions. The study further finds social media and entrepreneurial opportunity for women entrepreneurs within the urban areas. It's important to note from the findings that the benefits of running a business on social media have certainly contributed to women entrepreneurship. However, product improvement and development, and promotion, have an enormous relationship with entrepreneurial opportunity.

Keywords: Women entrepreneurs, Social media, and entrepreneurial opportunity

INTRODUCTION

In modern days social media is developing as a robust tool for gender empowerment. it will bring new information resources and might open new communication channels for women entrepreneurs of marginalized communities. Women empowerment through social media need training, planning, designing, implementation, monitoring assessment, paying attention to the effect on women's lives and their conditions. Government plays a significant role in creating a positive policy environment because they take a central role within the progress and use of social media among women entrepreneur and become a innovative user of e-commerce and its function for empowering women.

Recently social media service was launched for women entrepreneurs to support their business through mobile wallets. Now, women entrepreneurs are going to be ready to use the customized social media service to purchase or sell their products through mobile financial services. On line payment rather than paying with cash, cheque, or credit cards, a consumer can use a mobile to shop for services. Online marketing sites are the primary interfaces where consumers are familiarized with new products and services. Customers can compare products and share their experiences with others, which are essential elements in creating brand images resulting in both first-time and frequent purchases. the net market exceeds geography and offers huge opportunities for expanding the customer base. it's a rapidly growing sector that influences local and international trade. Social networks are critically important to the entrepreneurial process and are central to business venture success

SOCIAL MEDIA IN BUSINESS

Social media platforms aid a good spectrum of purposes; it encompasses social communication, business, marketing, advertising, banking, acquiring information, and entertainment. Most social media applications and websites are liberal to use, aside from other costs like data downloading and subscription fees for a few social media applications. These applications facilitate freedom of communication and expression. Moreover, users are able to disseminate online content and communicate almost instantly with others thousands of miles away, with just a couple of clicks and an honest internet connection.

In the contemporary digital world, many websites and mobile phone applications are used for communication, commercial purposes, and for social connections. Online social networking sites and applications created to enhance social connections between friends and relatives weren't initially intended for business functionality (apart from the websites/applications

themselves). However, it had been soon understood that social media could serve as viable and effective platforms for business purposes. Increasingly, international and domestic corporations and entrepreneurs are using social media sites and mobile phone applications to advance their businesses. Today, Face book, Instagram, Linked In, Twitter, and YouTube are the foremost widely-known social media sites and mobile phone applications being used for commercial activity.

Social media sites and mobile phone applications like those aforementioned have completely revolutionized communication between users worldwide. Additionally, online social media applications have transformed marketing, advertising, public relations, and a wide range of other commercial purposes.

Advantages of social media for ladies entrepreneurs

The major advantages of conducting business through social media are:

- Large web-based market,
- Business with minimum investment
- No need for a personal showroom
- Easy to form and maintain a personal and professional profile
- Easy networking facility with customers
- Low-cost marketing facility
- Gaining respect from others
- Provide financial backing to the family
- Economic independences
- Avail high social status
- Encouragement from a family member

Problems Faced By Women Entrepreneurs

In developing countries like India, plenty of women enter into the workforce is extremely awesome, despite all the restrictions they face, like low level of education, unaware of technology, information, lack of capital, lack of support from family and friends and cultural and spiritual factors. The tradition, customs, socio-cultural values, ethics, motherhood, physical weakness, diligence areas, feeling of insecurity, lack of toughness are some weird problems that women are envisioning while they enter into entrepreneurship.

Besides the above basic problems the other problems faced by women entrepreneurs for starting up and expanding new business are as follows:

- Limited access to technical knowledge
- Availability of internet facility
- Inadequate capital
- Availability of training program
- Lack of managerial experience
- Lack of proper marketing facility
- Improper networking facility
- The purchasing behavior of customers
- Tough competition
- Lack of self-confidence

OBJECTIVES OF THE STUDY

- To find the socio economic conditions of the women entrepreneurs.
- To know about the type of business undertaken by the respondents through online mode.
- To identify the factors motivating for using social media for business.
- To know about the problems faced by the respondents

METHODOLOGY OF THE STUDY

The study attempts to explore what factors may influence the utilization of social media by women entrepreneurs as their primary business platform and whether these have an influence on creating entrepreneurial opportunities for them in return.

The present study had adopted purposive random sampling method. A sample of 45 respondents engaged in business through online mode such as WhatsApp, Face book, and Instagram was selected in Tirupur district to collect the data and interviewed them with a structured questioner and analyze the collected data with a simple statistical tool like the percentage method.

RESULTS & FINDINGS

Demographic Profile of the Respondents

The general information about the respondents relating to their age, qualification, family income and marital status is tabulated and interpreted in Table 1.

Table No 1. Demographic Profile of the Respondents

Variable	Category	No of Respondents	Percentage
Age	Under 25	2	4
	25-35	13	29
	35-45	18	40
	45-55	7	16
	Above 55	5	11
Qualification	HSSLC	8	18
	Undergraduate	26	58
	Post-graduate	11	24
Family Income Level	Below 20,000	3	7
	20,000-30,000	9	20
	31,000-40,000	12	27
	41,000-50,000	8	18
	51,000-1,00,000	6	13
	Above 1,00,000	7	15
Marital Status	Unmarried	9	20
	Married	36	80

Majority of 40 per cent of the respondents' average age ranges between 35-45 years and they may engaged more in online business. 58 per cent of them are qualified as undergraduates. 80 per cent of them are married women.

Table No 2. Information about Respondent's Business

Variable	Category	No of Respondents	Percentage
Type of business	Fashion/clothing store	13	29
	Food/bakery	6	13
	Fashion accessories	7	16
	Cosmetics products	5	11
	Handicrafts	3	7
	Home appliances/electronics	2	4
	Herbal products	4	9
	Skin care products	2	4
	Delivery services	17	38
Social media platforms mostly used to run business	Face book	8	18
	Instagram	13	29
	Whats App	7	15
	Others	11	24
Mode of operate of business	Online store only	11	24
	Both Online and Physical store	34	76

Majority of 29 per cent of the respondents involved in social media business are running fashion/clothing store. Face book and Whats App are the platforms mostly used by the respondents to run business. 76 per cent of them operating both Online and Physical store

Table No. 3: Reason for choosing social media as a marketing tool

Reason	No of Respondents	Percentage
Inexpensive	14	31
User friendly	10	22
Easy to reach the customers	9	20
Free of regulation	7	16
Better exposure	5	11

Table No. 4: Respondent's experience in their business

Experience in business	No of Respondents	Percentage
Less than 1 year	4	9
1-2 years	9	20
2-3 years	11	24
3-4 years	13	29
More than 4 years	8	18

Table No. 5: Respondent's income from their business (Per Month)

Income in Rupees	No of Respondents	Percentage
Less than 5000	5	11
53000 to 10000	7	16
10000 to 15000	9	20
15000 to 20000	11	24
More than 20000	13	29

Table No. 6: Factors motivating for using social media in business

Motivating Factors	No of Respondents	Percentage
Cost efficiency	45	100
Sales promotion	40	89
Access to information	36	80
Technical adaptability	39	57
Network configuration	32	71
Secured mode of transaction	42	93
Prompt delivery of products	43	96
Easy to interact with the customers	34	76

Table No. 7: problem faced by the respondents

Problem faced	No of Respondents	Percentage
Can do fulfill all enquiries	43	96
Poor network & internet	42	93
Legal protection against cracking	40	89
Online mode of transaction	34	76
Mobile hang problem	27	60
Cancelation of order	25	56
Delay in delivery of products	24	53
Other problem and work life	22	49

LIMITATIONS OF THE RESEARCH

The research is done with the small size of the sample due to time and budget limitations. The sample is collected from only at Tirupur city. This study is based on a review of key literature and primary data collected through questionnaires and face to face interviews with women entrepreneurs.

CONCLUSION

The role of a woman has changed and given a new identity in the new world and is standing shoulder to shoulder with a man in every aspect of life be it professional or personal. There is a perception that the Information Technology and Information Technology Enabled Services sectors have apparently provided a more level playing field in terms of employment opportunities without any gender bias. Social media can create new businesses or find new employment opportunities among the majority of women in the developing economy. This implies a range of actions to be taken, both by women themselves as well as policymakers, to address the gender digital divide. Women's requirements might be integrated into policies associated with infrastructure, access, training, and education.

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