



A Study On The Impact Of Social Media On Women Entrepreneurship And Empowerment

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ABSTRACT

Social media plays a huge role in today's digital era. It had changed the way we connect ,communicate, share, learn, empower, market etc. A lot of social media platforms with immense number of features and opportunities are evolving now a days. These platforms plays a huge role in economic activities of individuals in a society too. Social media and digital gadgets are like part of our life in this modern digital era. Women of our society are much benefited with these digital connectivity by participating in any economic activities to raise an income it can be through digital marketing jobs,part time work from home jobs,or through social media enterprise establishing etc, with the advanced and immense use of social media platforms and women empowerment activities ,women owned and women led business enterprises are increasing in a large scale, distinctive business ideas and creative concepts are getting established and it is becoming fruitful for entrepreneurs and employees. Under this study we investigates about the impact of social media platforms on women entrepreneurship and and empowerment. This study is focused to find how social media platforms makes an impression on women entrepreneurship and women empowerment.

Keywords: Social media, Women entrepreneurship, Women Empowerment.

INTRODUCTION

Social media is a significant factor in the way that business and empowerment are evolving in today's world of entrepreneurship and social change, especially for women. A sophisticated knowledge of the opportunities and problems inherent in this digital era emerges as we delve into the complex interplay between social media, women entrepreneurship, and empowerment. This research undertakes a thorough investigation with the goal of analysing the complex effects of social media on female entrepreneurs and the larger story of women's empowerment. Social media's ascent in recent years has changed business as well as our ability to interact and communicate. These internet platforms provide women especially with previously unheard-of chances to promote their business endeavours and raise awareness of their voices. But social media brings special difficulties and complexities in addition to the empowering promise. With an eye toward both its benefits and drawbacks, this study attempts to investigate how social

media affects women's empowerment and entrepreneurship. Knowing these factors will help us to fully use social media to empower women in the business world. Social media has become a powerful force in the always changing world of entrepreneurship, greatly influencing the lives and paths of women entrepreneurs everywhere. These online channels have completely changed the way companies are started, promoted, and maintained by providing previously unheard-of chances for interaction, networking, and visibility. Social media in particular offers women a potent instrument for getting over conventional obstacles to admission, amplifying their voices, and creating areas of empowerment in traditionally male-dominated fields. Fundamental to this phenomena is the democratization of business. Social networking sites give women a level playing field where the size of one's network and the caliber of one's material frequently trump conventional success indicators like money or industry ties. Using Facebook, LinkedIn, Instagram, and Twitter strategically allows women entrepreneurs to build their personal brands, present their knowledge, and reach audiences all

over the world for very little money. Social media also encourages a cooperative and community-building mentality that is especially supportive of women's business pursuits. Women in business can find priceless tools, support, and mentorship in the virtual ecosystems that are created by online networks and associations. These groups offer encouragement and validation in a world where women's voices have historically been marginalized in addition to practical help. But social media has special difficulties and dangers for female entrepreneurs in addition to its revolutionary promise. The need to maintain an idealistic online persona can make self-doubt and imposter syndrome worse, so sustaining irrational expectations of beauty and achievement.

Moreover, even if social media has surely increased the visibility and reach of women entrepreneurs, it has not always eliminated the institutionalized obstacles and systematic injustices that they encounter in the real world. Women-owned firms are still limited in their potential to expand and scale by gender inequalities in funding, mentorship opportunities, and industry visibility. Social media, then, cannot alone solve the ingrained injustices that still influence the entrepreneurial ecosystem, even if it may somewhat level the playing field.

Social media also gives women the ability to write their own stories and define achievement anyway they see fit. Online sharing of their experiences, knowledge, and stories by women entrepreneurs can dispel myths, upend gender norms, and encourage others to follow their own

business aspirations. Being able to relate to audiences personally can be a very effective strategy for fostering loyalty and trust in a time when genuineness and relatability are prized commodities.

Analysing social media's effects on women empowerment and entrepreneurship critically is essential. Understanding the potential and difficulties present in the current digital environment will help us to build a more welcoming and encouraging atmosphere for the success of female entrepreneurs. Through focused interventions, legislative measures, and community-based projects, we may use social media's transforming potential to empower women, promote economic growth, and promote social change.

OBJECTIVES

- To study the role of social media in encouraging women entrepreneurship.
- To look into the impression of social media on women empowerment.

HYPOTHESIS

- There is significant positive relationship between social media and women entrepreneurship.
- There is significant positive relationship between social media and women empowerment.

REVIEW OF LITERATURE

- **E.Melissa, A Hamidari, M S Saraswathi (2015).** "The internet and the Indonesian women entrepreneurs: Examining the impact of social media on women empowerment". This study confirms that online trade or businesses are having great opportunities to empower and encourage women by assisting them to be good enterprise owners or entrepreneurs, beyond this, social media entrepreneurship is a solution to overcome the difficulties faced by women in balancing family life and their career.
- **S.Waheed, S.Sattar, Z.I. Bhatti (2022).** "Social media encourages women entrepreneurship: A study of challenges and empowerment", This study states that women have got freedom to do businesses and trade from their household premises through social media also it is providing more opportunities to get empowered and secured, women got a platform to showcase their business ideas, creativity, talents etc. The final outcome of this study states that even though social media makes positive changes in life of a woman, also there are difficulties and challenges faced by them in their entrepreneurial career.
- **F. M .Cesaroni, P. Demartini, (2017).** "Women in business and social media: Implications for female entrepreneurship in emerging countries". This study provides a literature review on women entrepreneurs and social media businesses. Its analysis has stated that using of social media platforms by women can make the network and connectivity improved and it will be positively benefitting women led businesses.
- **Jaflah Al Ammary (2022).** "The impact of social media on women's empowerment in the kingdom of Bahrain". This study confirmed that majority of social media use is having a positive effect on empowerment and encouragement of women in Bahrain.
- **A. BP, B.Vijayalakshmi (2023).** "The role of social media in empowering women entrepreneurs of small industries", This research paper focused to study the contributing role of social media business in encouraging women in small scale industries. This study stated that women who are supported by family and social media influencers keep on a track to promote women entrepreneurs.

LIMITATIONS OF STUDY

- The time span of the study is less, it is one of the major limitations of this study.

- The sample size collected here is very small, it is a main factor which effects the accuracy of the study.
- The study is conducted within social media women entrepreneurs residing in Kochi city. So, it cannot be relevant for all the women entrepreneurs in social media.
- Some women entrepreneurs were not incorporating to disclose any informations for conducting the study.
- Here only two factors ,ie, impact of social media on women entrepreneurship and women empowerment is studied. The outcome will differ if other factors affecting women entrepreneurship and women empowerment is considered.

RESEARCH METHODOLOGY

RESEARCH DESIGN

For obtaining better results and outcome of the study exploratory research design is selected. This particular study is conducted within 50 social media women entrepreneurs residing in Kochi city. For selecting a sample size of 50 social media women entrepreneurs, convenience sampling method technique, which comes under non probability sampling technique is used here.

DATA COLLECTION

Data for conducting this study was collected from both primary and secondary sources. The primary data or first hand data has been collected by using questionnaires created using likert's five point scale and circulated among the selected 50 social media women entrepreneurs. Secondary data has been collected from various websites, text books etc, which had provided a strong theoretical background for conducting this study.

DATA ANALYSIS AND INTERPRETATION

For the purpose of analysis of collected data an IBM statistical tool named SPSS (Statistical Package For Social Science) is used. It is one of the prominent tool used for analysing data for social science studies. Descriptive data analysis is conducted here using SPSS. In order to study the impact of social media in women entrepreneurship and women empowerment Karl Pearson's co-efficient of correlation is applied here. It is one of the important quantitative techniques to analyse the correlation between two or more number of variables. Coefficient of correlation will always be a numerical value between -1 and +1.

CORRELATION ANALYSIS

Correlations

		SOCIAL MEDIA USAGE	WOMEN ENTREPREN EURSHIP
SOCIAL MEDIA USAGE	Pearson Correlation	1	.971**
	Sig. (2-tailed)		<.001
	N	50	50
WOMEN ENTREPRENEURSHIP	Pearson Correlation	.971**	1
	Sig. (2-tailed)	<.001	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

The above shown analysis shows that there is a statistically significant, strong and positive relationship exists between social media usage and women entrepreneurship. The correlation value of .971 in Karl Pearson's coefficient of correlation indicates that there is a strong and significant positive relationship between the usage of social media and women entrepreneurship.

Correlations

		SOCIAL MEDIA USAGE	WOMEN EMPOWERMENT
SOCIAL MEDIA USAGE	Pearson Correlation	1	.957**
	Sig. (2-tailed)		<.001
	N	50	50
WOMEN EMPOWERMENT	Pearson Correlation	.957**	1
	Sig. (2-tailed)	<.001	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

The above shown correlation analysis reveals that there is a strong and significant positive correlation between social media usage and women empowerment. The correlation value of .957 indicates the strong positive relationship between the variables; social media usage and women empowerment.

FINDINGS

- Social media platforms provide a vibrant environment for female entrepreneurs to inexpensively present their goods and services to a large audience. Through careful use of features such as hashtags, focused advertising, and captivating content, women may raise the visibility of their brands and draw in potential clients who might not have been reached through more conventional marketing routes. Over time, this enhanced visibility fosters brand familiarity and loyalty in addition to increasing revenue.
- Social media helps female entrepreneurs network with like-minded people, industry insiders, possible partners, and investors worldwide by removing geographical restrictions. Women can increase their professional networks and gain access to invaluable resources, mentorship, and growth opportunities by joining relevant communities, participating in discussions, and attending virtual events using platforms such as LinkedIn, Twitter, and Facebook groups.
- Social media platforms are effective instruments for expanding markets, providing women entrepreneurs with access to international markets without requiring substantial physical infrastructure or distribution networks. Women can promote their products to a wide range of consumers, adjust their marketing tactics to suit various cultural preferences, and enable direct sales through integrated e-commerce features by utilizing social media platforms such as Instagram, Pinterest, and Etsy. This helps to drive business expansion and internationalization initiatives.
- Social media platforms offer a virtual environment for female entrepreneurs to engage, cooperate, and offer mutual support, thereby cultivating a feeling of inclusion and unity among the entrepreneurial community. Women can collaborate, exchange expertise, celebrate victories, and overcome shared obstacles by means of specialized groups, forums, and online events. This fosters a friendly environment that promotes cooperation, knowledge sharing, and group empowerment.
- With the use of social media, female entrepreneurs may create their online persona and become respected authorities, influencers, and thought leaders in their respective fields. Through the consistent sharing of valuable content, active engagement with their audience, and demonstration of their expertise, women can develop a powerful personal brand that connects with, trusts, and sets them apart from competitors, ultimately resulting in increased business growth and customer loyalty.

- Through social media, female entrepreneurs may establish their online identity and grow into reputable experts, thought leaders, and influencers in their industries. Women can create a strong personal brand that connects with, trusts, and differentiates them from competitors through the regular sharing of insightful content, active engagement with their audience, and demonstration of their expertise. This will ultimately lead to increased business growth and customer loyalty.

CONCLUSION

To sum up, our research has shown the complex effects of social media on female business and female empowerment. Social media undoubtedly shapes the experiences and opportunities of women entrepreneurs in the digital age. This is clear from an analysis of a number of factors, such as enhanced visibility, networking opportunities, access to markets.

Women can succeed as entrepreneurs and change agents thanks to social media, but there are also obstacles and difficulties that they may encounter, such as online harassment, a lack of resources, and a lack of technical skills. These must be recognized and addressed. To guarantee that all women have equal access to the advantages of social media for entrepreneurship, strategies to lessen these obstacles should be given top priority.

The results of this study also highlight how crucial it is to create supportive networks and inclusive online communities that are specifically designed with women entrepreneurs in mind. We can empower more women entrepreneurs, elevate their voices, and make significant strides toward gender equality in entrepreneurship and beyond by establishing safe venues for cooperation.

In the future, studies should investigate new social media trends and technology and how they affect women's empowerment and entrepreneurship. To guarantee fair chances in the digital economy, it is also essential to work toward improving digital literacy, women entrepreneurs' access to resources, and policy support for them. In conclusion, we can foster an environment that is more inclusive and enabling for women entrepreneurs to flourish, develop, and have a long-lasting impact on society by utilizing social media and addressing the issues it raises.

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