

## Effect of Social Media on Women Entrepreneurs

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### ABSTRACT

In today's era social media become an important part of our daily activities. Social media provides a set of computer-related tools which allow the people or companies to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks. Women empowerment can be used in terms of making women powerful, or to make them capable of becoming an independent identity.

Entrepreneurship amongst women is a recent episode. When any enterprise is established and controlled by a woman, it not only boosts economic growth, but also has many desirable outcomes. First prime minister of India Jawahar Lal Nehru has remarked "when a woman moves forward, the family moves, the village moves and the nation moves." This study is based on purely secondary data. The notion of women entrepreneurship is multi disciplinary in nature incorporating economic, psychological, social, cultural and political as well as environmental development.

**KEYWORD:** Social Media, Women Entrepreneurship, Women Empowerment

### INTRODUCTION

The term "women empowerment" has a wide meaning in the sphere of the world for the development of the countries. Participation of women in the

educational and economic program empowered them. Women entrepreneurship is the only way for empowering the women and when they mix with social media, it boost up their pace. The technology had put a great impact on women development. Now a day every person is able to connect themselves by social media and able to reach globally due to the fast transportation and superfast networking.

Social media according to Kaplan and Haenlein (2010) is “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user-generated content”. Social Media has modified the interaction pattern of people with each other. The entrepreneurs used social media for their business purposes, e.g. marketing (Alalwan, Rana, Dwivedi, & Algharabat, 2017; Misirlis & Vlachopoulou, 2018). Lister (2018) reported that over 50 million entrepreneurs use Facebook business pages including 2 million who use it for direct advertising. A similar trend can be seen in other social media platforms like Instagram, where half of the users follow a business page (Pickard-Whitehead, 2018). Social media has been explored by both academics and practitioners in recent years. Entrepreneurs use social media for several reasons and purposes which plays a vital role to their business activities. Furthermore, for marketing their product/services entrepreneurs mainly use social media.

### **OBJECTIVE OF THE STUDY**

1. To inspect the need of women empowerment.
2. To study to effect of social media on women entrepreneurship.
3. To identify the connection between social media and growth of women.

### **REVIEW OF LITERATURE**

**Toshniwal, S. (2019)** concluded that the women, especially young women are full of energy and enthusiasm and have tones of innovative ideas in their mind. The most important thing is to awake them, train them and empowered them. Social media empowered the women in many ways. The majority of women population uses the technology of social media. It is very effective and powerful tool to give wings to their skills and ideas, so that they can use their ideas and energy effectively towards a brighter future through social media.

**Rahayu, S.R., Masduki and Ellyanawati, N. (2021)** found that the pandemic has severely affected women entrepreneurs—especially those operating SMEs. Most significantly, women have experienced reduced income due to decreased sales, disrupted supply chains, and difficulty paying credit installments. Although women entrepreneurs are particularly vulnerable to economic shocks, most lack access to assistance from government and private programmes. The study also sheds light on social media's important role in saving women's businesses. Facebook, WhatsApp, and Instagram have become the main instruments through which women market their businesses and reach new audiences. Aggressive promotions, accompanied by attractive offers such as discounts and additional services, have helped women entrepreneurs reduce their losses.

**Olanrewaju, T.A-S., et.al. (2020)** examined that the use of social media by entrepreneurs had transcended marketing and it is now used in business networking, information search and crowd funding for their business. This has led to significant impact with improved firm performance and innovation enhancement being the essential outcomes.

#### **ADVANTAGES OF SOCIAL MEDIA**

The Advantages of Social Media are as follows:

- ✓ Women becomes independent
- ✓ Women's uses their own skill and ability
- ✓ Initiate the business at very small scale, so the fear of loss is very low.
- ✓ Utilization of leisure time which they have left after household work and child – care.
- ✓ Women are able to maintain the social relations and also acquire the commercial benefits from social media.
- ✓ Handmade items are also become popular by the use of social media.
- ✓ Once women became an entrepreneur she also gets financial support and social reputation without sacrificing their family.
- ✓ People who are living in metro cities can also get products made in villages, traditional products etc. through social media.
- ✓ By using social media women of small town and villages also get a

great opportunity to show their skill to the world.

Social media gives opportunity to women to know about latest fashions, trends, new products in the market, latest choices etc. and at the same time social media opens the door for women to start their business by analyzing the latest trends and fashion etc.(Sulaxmi Toshniwal,2019). However, social media is the only platform by which you can judge the taste of the people, their preferences, and then according to that any person can make products and become an entrepreneur.

Now a day it is very popular to start any business through social media. As many of the women already gone through this business like – saree designing, rakhi making, cakes and bakery items, handmade show pieces, customized chocolates, pooja thalis and festival items, handmade jewellery and antique items etc. are very common in this list. In these kinds of small businesses there is no need not to spend big amount of finance at the initial stage, you have to just simply display your products through whats app groups, instagram, facebook etc. By following this process you can start your business with minimum investment and become a good entrepreneur and also become an example for other women so that no women will dependent on their family.

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