

**“A STUDY ON IMPACT OF SOCIAL MEDIA IN THE SUCCESS OF WOMEN
ENTREPRENEURSHIP IN ERNAKULAM DISTRICT”**

*Dissertation Submitted to Mahatma Gandhi University, Kottayam in Partial Fulfilment of
the Requirement for the Degree of*

MASTER OF COMMERCE

Submitted by

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UNDER THE GUIDANCE OF

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POST GRADUATE DEPARTMENT OF COMMERCE AND RESEARCH CENTRE

BHARATA MATA COLLEGE

THRIKKAKARA

DECLARATION

I hereby declare that the project work titled **“A STUDY ON IMPACT OF SOCIAL MEDIA IN THE SUCCESS OF WOMEN ENTREPRENEURSHIP IN ERNAKULAM DISTRICT”** is a Bonafide record of the project work done by me under the supervision of Ms. Ponny Joseph Head of the department of commerce, Bharata Mata College Thrikkakara for the partial fulfilment of the requirement for the award of master of Commerce. This project report has not been submitted previously by me for the award of any degree, diploma, fellowship or other similar titles of any other University or Board.

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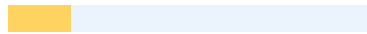
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This is to certify that the dissertation titled “A STUDY ON IMPACT OF SOCIAL MEDIA IN THE SUCCESS OF WOMEN ENTREPRENEURSHIP IN ERNAKULAM DISTRICT” submitted by DEENA AUGUSTINE in partial fulfilment of Master of Commerce to Mahatma Gandhi University, Kottayam is a Bonafide record of the work carried out under my guidance and supervision at Bharata Mata College, Thrikkakara, Cochin

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Deena Augustine

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“A STUDY ON IMPACT OF SOCIAL MEDIA IN THE SUCCESS OF WOMEN ENTREPRENEURSHIP IN ERNAKULAM DISTRICT”

ABSTRACT

People began using more online sources and various technology and communication channels today. The most important tools are social media. In the past few years, the Ernakulam district has seen a notable increase in the number of female entrepreneurs using social media platforms. Given that women make up half of the population, this is unquestionably seen as having a substantial impact on the nation's economy. Therefore, the purpose of this study is to find out what causes have led women to start their enterprises on social media and how doing so has provided them with new business opportunities. Five criteria, including entrepreneurial opportunity, work-life balance, network building, access to information, and promotions, were ultimately extracted after analysis using SPSS on the data gathered from 104 respondents. The study further tested the correlation between the variables identified, followed by a regression analysis to find the relationship between social media and entrepreneurial opportunity for women entrepreneurs in Ernakulam district. It is important to note from the findings that the benefits of running a business on social media have definitely contributed to women entrepreneurship. From the analysis work life balance have the most significant relationship with entrepreneurial opportunity.

Key words: Entrepreneurial opportunity, Women entrepreneurship, Social media

CHAPTER 1

INTRODUCTION

CHAPTER 1

1.1 INTRODUCTION

At the fundamental level of academia and research, entrepreneurship is one of the most important topics. The new business models are building blocks for changing the market, creating jobs, resolving social problems, and producing cash from the standpoint of the nation's economic development. Every business model has undergone a transformation due to digitalization, improving society's standard of living. Reaching an organization's goals is a task that is doable with the aid of a digital platform. This platform has inspired women to start their own businesses. It has aided in attaining equality of opportunity, allowing individuals to progress past societal issues and become the driving force behind the nation's economic expansion. The biggest barrier to entry for female business owners is their gender. To safeguard themselves, women set boundaries.

Entrepreneurship acts as a platform to showcase the creativity, passion and leadership abilities of a woman and leads her to a fruitful and successful career. Women are no longer confined to any one profession. Being a woman, she needs to juggle many things to balance the personal and professional life. Women struggle with fixed timelines at work. To strike the right balance, she chooses to be an entrepreneur, to hit the right cord. The internet has profoundly changed the way business transactions take place, creating efficiencies and productivity growth for existing businesses and opening unprecedented opportunities for entrepreneurs. Social media networks on the internet have enabled immediate connections to new markets, suppliers, and customers in ways that were not possible before. The use of social media has been found to provide numerous benefits for businesses

Social media has paved the beginning of a new era where a segment of online female entrepreneurs are not only coming forward with new start up ideas, but also utilizing the social platforms to augment their old businesses and build new channels like they have never done before. Like other countries in India also, there are extensive ranges of e-commerce pages on Facebook and other social media portals, the majority of their owners are women. Though there are no proper authentic data as of how much digital women entrepreneurs have registered their business on social platforms per year and overall how they are performing, but online researchers and online news agencies are curiously investigating with primary as well as secondary data on women entrepreneurship, and it does reveal that today social media platforms have successfully paved better opportunities of carrying out

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businesses and socializing more convenient for women. This project therefore aims to identify the influence of social media on women entrepreneurship in the Ernakulam district and also studies how social media helps in the success of women entrepreneurship.

1.2 RESEARCH GAP AND STATEMENT OF THE PROBLEM

There hasn't been enough investigation into the role social media platforms play in helping women entrepreneurs achieve financial success. The new generation of gender-based businesses that are technologically and digitally driven rely heavily on social media. By transforming the female society from a technologically challenged to a technologically smart one, this type of development—through which women adapt and utilize Social Media platforms—promotes the establishment of a new revolution of modern digital entrepreneurial culture.

The following research inquiries were generated by the previous statement:

- Which social media elements support female entrepreneurs' employment opportunities?
- Whether the cited elements are associated with the success of female entrepreneurs?
- How extent to which female entrepreneurs use social media?

Based on the above research questions, the study aims to investigate the influence of certain identified factors in the success of women entrepreneurship

1.3 SIGNIFICANCE AND NEED OF THE STUDY

Findings of the study might be useful for and important among students and academicians being input for doing similar nature of research in future. The research will give various factors related with social media that helps in the success of women entrepreneurship. Furthermore, the result of the study will provide guidance to government and policy makers to adapt suitable policies

1.4 SCOPE OF THE STUDY

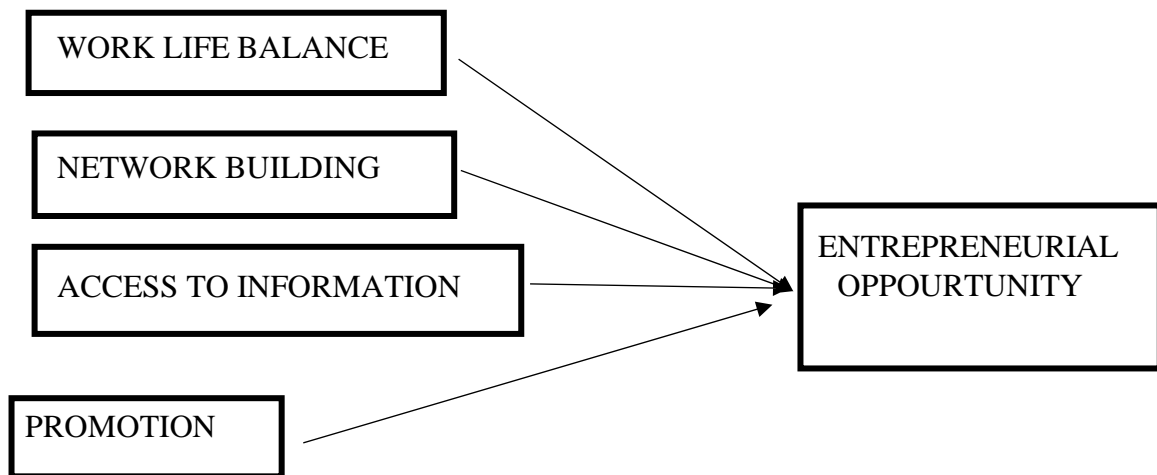
The purpose of the study is to determine how social media affects the success of female entrepreneurs. Only 104 replies from the Ernakulam district are included in the study's purview. The study was carried out over a three-month period.

1.5 OBJECTIVES OF THE STUDY

The study “A STUDY ON IMPACT OF SOCIAL MEDIA IN THE SUCCESS OF WOMEN ENTREPRENEURSHIP IN ERNAKULAM DISTRICT” is carried out with the following objectives

- To study the factors of social media influencing women entrepreneurship
- To analyze these factors leads to the success of entrepreneurship
- To measure the effects of factors influencing the success of women entrepreneurship

1.6 HYPOTHESIS OF THE STUDY



1.7 METHODOLOGY OF THE STUDY

Project “A STUDY ON IMPACT OF SOCIAL MEDIA IN THE SUCCESS OF WOMEN ENTREPRENEURSHIP IN ERNAKULAM DISTRICT” is a study based on the information collected from both primary and secondary data. Google form questionnaires were sent to respondents for the collection of data.

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1.7.1 DATA

For the investigation, secondary and primary data sources were both employed. The secondary data came from governmental reports, books, journals, and websites. The main information was acquired from female business owners utilizing a structured Google form inquiry. The responses to the various study measures were scored as follows: strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree on a five-point scale (1).

1.7.2 SAMPLING DESIGN

Data was collected from women entrepreneurs who responded and sample appropriately was selected by convenient sampling method. 150 Google form questionnaires were sent to respondents, out of these only 120 responded back and after sorting the incomplete and incorrect questionnaire 104 forms were selected for conducting research

1.7.3 TOOLS FOR ANALYSIS

Statistical and mathematical methods and procedures were used to process, categorize, tabulate and evaluate the acquired primary data. Statistical Package for Social Sciences software (SPSS) was typically used to create tables, figures, and statistical results.

1.8 LIMITATIONS OF THE STUDY

1. The small number of sample size selected which consisted of only -104 respondents from Ernakulam district.
2. This small size of sample enhances the chances of sampling error thus hindering the effectiveness of the results.
3. The findings of the study are based on the responses of the respondents, which might have their own limitations.
4. The study has also focused on selected number of factors that could explain the reason behind women entrepreneurs using social media in their online business, however, there are other independent variables that could be considered including for instance indicators on the extent to which these women are digitally enabled.

1.9 CHAPTERISATION

The study is presented in four chapters.

They are:

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Analysis of data

Chapter 4: Findings, Recommendations and Conclusion, Appendix

CHAPTER II

REVIEW OF LITERATURE

CHAPTER 2

2.1 THEORETICAL REVIEW

2.1.1 MEANING OF SOCIAL MEDIA

Social media is a word used to describe a computer-based technology that makes it easier for people to share information, ideas, and thoughts through online groups and networks. Internet-based social media platforms enable users to quickly share content including films, images, documents, and personal details electronically. Internet-based software or applications are used by users to interact with social media on a computer, tablet, or smartphone. Social media began as a tool to communicate with friends and family, but businesses gradually adopted it as a way to connect with customers. The ability to connect and share information with anyone on Earth, or with many people at once, is what gives social media its power. Globally, there are around 4.5 billion users of social media. Facebook, Instagram, Twitter, YouTube, and Tik Tok are among the biggest social media platforms. User-generated material and customized profiles are commonplace on social media.

2.1.2 TOP 5 SOCIAL MEDIAS IN INDIA

FACEBOOK

The American business Meta Platforms is the owner of the social networking and social media website Facebook. The name of the social networking site, which was established in 2004 by Mark Zuckerberg and fellow Harvard College students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes, is derived from the Face Book directories that are frequently distributed to students at American universities. Initially open only to Harvard students, membership has now grown to include students from other North American universities and, as of 2006, anybody over the age of 13. Facebook claimed to have 2.8 billion active users per month as of 2020, placing it fourth in terms of global internet usage. The 2010s' most popular mobile app was that one.

YOUTUBE

YouTube is a social media platform with American roots that is used for video sharing. YouTube's headquarters are in San Bruno, California. On February 14, 2005, Steve Chen, Chad

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Hurley, and Jawed Karim founded it. The second-most popular website is there. More than 2.5 billion people use YouTube each month. Since being acquired by Google, YouTube has grown to include mobile apps, network television, and the ability to connect with other platforms in addition to its main website.

WHATSAPP

The American business Meta Platforms is the owner of WhatsApp Messenger, also known as WhatsApp, which is a freeware, cross-platform, centralized instant messaging (IM) and voice-over-IP (VoIP) service that is accessible worldwide. Users can exchange photographs, documents, user locations, and other content in addition to sending text messages, voice messages, and making audio and video chats. Mobile devices and desktop computers both support WhatsApp's client application. In order to sign up for the service, you need a mobile phone number. WhatsApp developed WhatsApp Business, a stand-alone business app geared toward small business owners, in January 2018 to let organizations communicate with clients who use the default WhatsApp client.

INTAGRAM

Instagram is a social networking site. Users may share photos and videos. It was founded by Kevin Systrom and Mike Krieger in the year 2010. Instagram is a free online photo-sharing website and social media platform. It was acquired by Facebook in 2012. Both pre-approved and public followers may see posts in that platform.

TWITTER

Twitter is launched in March 21, 2006; 16 years ago by Jack Dorsey, Noah Glass, Biz Stone and Evan Williams. Twitter is a social media platform whose main goal is to bring people together and give them a platform to express themselves to a large audience. Users can follow people or businesses who post content they enjoy reading, learn about the greatest news and events happening right now, or just use Twitter to connect with peoples.

2.1.3 ADVANTAGES OF SOCIAL MEDIA

- Helps to reach large audience
- Helps to get a direct connection with target audience
- Helps to build brand
- It is useful for evaluating performance of business

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- It creates awareness among people
- It is best platform for sharing ideas
- It helps in building communities
- Social media act as a stress buster or mental health reliever
- Customer interaction in social media is comparatively high

2.1.4 DISADVANTAGES OF SOCIAL MEDIA

- Decreases face-to-face communication skills
- Cause distractions
- Illegal crime, virus attacks
- Information overloaded
- Social skills are destroyed
- It can be dangerous if it is misused
- Post maintenance is required to sustain
- Chances of cyberbullying

2.2 PREVIOUS STUDY REVIEW

AFSANA S (2021) attempted to study Impact of motivation and digitalization on women entrepreneurship in Bengaluru. The study was supported by primary data. The findings of this research reflect on the combination of three categories i.e., univariate, bivariate and multivariate analysis. The primary objective of this research was to demonstrate and develop a hypothetical relationship between motivation, digitalization and firm performance of women entrepreneurs in Bengaluru. The Structural Equation Model (SEM) was used to analyse the firm performance of women entrepreneurs which resulted in effective outcomes with the support system of digitalization. In this research, these findings indicate that higher the education level, stronger is the women motivated towards digitalization and the effective utilization of digital infrastructure, which leads to the development of firm performance.

Gehan Ahmed Aboutaleb (2020) study is conducted about the topic Social media potentials in supporting women entrepreneurship in case of Egypt. The purpose of this study is to determine how much these methods might contribute to the development of business prospects for Egyptian women entrepreneurs. The study employed a quantitative methodology and analysed data obtained from a sample of 96 female internet entrepreneurs

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using exploratory factor analysis (EFA), reliability, and regression tests. The major conclusions of this study show how social media has been a crucial tool for fostering an atmosphere that supports female entrepreneurs and allows them to manage their businesses while striking a work-life balance. It was also acknowledged as an economical and technically feasible tool for the development, enhancement, and promotion of services and goods offered by women-owned businesses.

Eugenia Roscaa, Nivedita Agarwalb, Alexander Bremc (2020) It is a study regarding the topic Women entrepreneurs as agents of change: A comparative analysis of social entrepreneurship processes in emerging markets. They investigate how female entrepreneurs engage in social entrepreneurship activities in unstable situations using a multiple case study technique and four enterprises from Colombia and India, two emerging markets. The effectuation lens is used in our examination of the entrepreneurial journey and the decision-making procedures used at various stages of the venture development. The findings of the study show that women social entrepreneurs have a significant social motive. Women entrepreneurs also show a slight deviation from the two theories of causation and effectuation while starting new enterprises. This study focuses on the particular challenges faced by female entrepreneurs in the context of emerging economies, as well as the inclusive strategies they employ to foster socioeconomic success. These are some of the other findings.

Made Setini , Ni Nyoman Kerti Yasa, Wayan Gede Supartha, Gusti Ayu Ketut Giantari, Ismi Rajiani (2020) It is an article regarding the topic The pass way of women entrepreneurship: starting from social capital with open Innovation, through to knowledge sharing and innovative Performance. By studying the role of information sharing and inventions, this study investigates the role of social capital and determines if it becomes a supporting or hindering element in the development of the creative industry of women entrepreneurs. 200 female business owners were given questionnaires using a purposive sampling technique, and data were analysed using PLS-SEM software and SmartPLS Version 3.0. Social capital has a beneficial effect on how well women business owners do in Bali, Indonesia. Due to a lack of assurances to obtain financing, a lack of entrepreneurship skills in the technological era, market access, bureaucracy, and legalisation, chances for women entrepreneurs are severely constrained. Additionally, the economic opportunities for women entrepreneurs are limited due to managerial abilities, access to information technology, and the belief that men must be better in Balinese culture and customs.

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Kumaran Kanapathipillai, S. M. Ferdous Azam (2019) This study conducted for the topic women entrepreneurs path to success and the factors influencing success. This study aims to shed light on the factors that contribute to female entrepreneurs' success in Malaysia. The importance of five specific factors—financial capital, human capital, social capital, innovation, and work-life balance—in affecting the success of women entrepreneurs in Malaysia was the subject of this study as a result. In order to accomplish the study's objective, a survey technique is used to compile a thorough profile from 313 female respondents to 400 formal, standardised questionnaires. To generate empirical findings and substantiations that address the research issues, this study employed quantitative approaches. First off, the data demonstrates that women entrepreneurs have better access to financial capital and can be more innovative the more educated they are. Second, although married women entrepreneurs have less work-life balance, they have better access to social capital. Finally, all of the elements are important for the success of women entrepreneurs, according to the theory put out.

Jyotsna Rai ,Rakesh Kumar Yadav (2019) it is a article regarding the topic “Social Media Successfully Paving Ways Towards Entrepreneurial Opportunities for Indian Women”. This is an exploratory study based on various secondary data sources and tries to understand the growing bonding and dependency between social media and women entrepreneurs. This paper is all about such budding women entrepreneurs who are doing extremely well in different areas with the help of social media as a platform. This study investigate different challenges and opportunities of women entrepreneurship and also examine the role of social media and social marketing in the success of budding women entrepreneurs. In the course of this study, they attempt to bring forward some of the reasons stated as a model that have been extracted from the literatures reviewed on online women entrepreneurship and social media in the different countries. The interpretation of literatures, personal interactions and the self developed model, helped us identify that women are vital milestones in the progress of any nation's economic system and have much larger prospective to achieve success.

Sharon Gogar (2019) this study is the impact of social media on the successes of female entrepreneurs in Trinidad and Tobago. The aim of this research was to get insights in the various factors influencing the success of home-based businesses, and the usage of social media for business purposes by female entrepreneurs in Trinidad and Tobago. The conceptual model is based on the research of Jamali (2009) who emphasizes the importance of a multi-level analysis to provide a comprehensive understanding of female

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entrepreneurship. She argues that individual orientations are enmeshed and moulded by economic, legal, normative and societal environments that are also country specific. And by including a micro-, meso-, and macro-level perspectives, this research is able to explore the different factors affecting the success of small businesses of women entrepreneurs in Trinidad and Tobago. This research is conducted through fieldwork over a period from February till May 2019. The primary research methods used to answer the research questions are interviews, surveys, social media analyses (Facebook and Instagram), as well as the use of secondary data. In overall the impact of social media on home-based businesses of female entrepreneurs depends on what they want to achieve with their business, therefore what they perceive as success.

Madhobi Hossain, Mayeesha Fairuz Rahman (2018) It is the article related with the topic Socialmedia and the creation of entrepreneurial opportunity for women. The purpose of this study is to examine the variables that led women to start using social media for their companies and how this has provided them with new opportunities to start their own businesses. The data gathered from 108 respondents were subjected to factor analysis using SPSS, which led to the extraction of 8 factors, including entrepreneurial opportunity, technical adaptability, work-life balance, product improvement and development, network building, access to information, cost effectiveness, and promotions. Following a regression analysis to determine the connection between social media and business opportunities for women entrepreneurs in Bangladesh's urban areas, the study then examined the association between the variables discovered. The findings highlight the fact that social media marketing advantages have undoubtedly encouraged female entrepreneurship. However, there is no real connection between two factors—product development and improvement and promotion—and business opportunities.

Nimco Salah Guled (2018) Study conducted in Somalia regarding Factors Influencing Women Entrepreneurs Business Success. The goal of this study is to describe the influences of government, market, and network elements as well as socioeconomic, financial, fund-supporting, and fund-related factors on the performance of women entrepreneurs' businesses in Somalia. However, the researcher decided to conduct a quantitative analysis using primary data to determine the impact of these characteristics. As the target sample, 100 female entrepreneurs working for SME (Small & Medium Enterprises) in Somalia were chosen. As a tool for gathering data, a questionnaire was employed. In order to choose the target respondents and get the data, convenience sampling was also used. Additionally, SPSS

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(Statistical Package for Social Sciences) was used for data analysis in order to do bivariate and reliability analyses. The main conclusions show that market and network, fund support, government support, and market and network elements have a substantial impact on women entrepreneurs in Somalia. The socioeconomic determinants' effects on the success of women entrepreneurs' businesses were also determined to be insignificant.

Victoria L. Crittendena, William F. Crittendenb, Haya Ajjan (2018) In this study, the understudied context of female microentrepreneurs was used to evaluate how information and communication technology (ICT) affects self-efficacy, social capital, and empowerment. In addition to analysing the usefulness and perceived ease of use factors, this study expanded the original TAM to include ICT use outcomes. The data from 199 female micro-entrepreneurs in South Africa who took part in an online survey were examined using structural equation modelling. The findings revealed that women's perceptions of the usefulness and usability of ICT had an impact on their decisions regarding its use. Additionally, ICT use had a large direct influence on self-efficacy and social capital bonding, while its influence on social capital bridging was mitigated by self-efficacy. Self-efficacy, social capital bonding, and bridging had diverse effects on women's empowerment as evaluated by goal internalisation, perceived control, competence, and impact. Even after adjusting for possibly confounding factors noted in the literature, these results held up well. Discussion is had regarding the findings' theoretical and practical ramifications.

Francesca Maria Cesaroni, Paola Demartini, Paola Paoloni (2017) It is a Full length research paper conducted on the topic “Women in business and social media: Implications for female entrepreneurship in emerging countries”. This study's objective is to perform a literature analysis on women in business and social media to ascertain the current state of the field and determine whether and how much previous research has addressed these topics. How and why do female business owners and managers use social media? Do they utilise social media for personal, professional, or marketing purposes? The paper draws on a literature analysis on female business owners and managers and social media. Secondary data used for conducting research. In order to do this, a list of carefully chosen keywords were used to conduct a literature search on Scopus. In an effort to identify major themes and conclusions as a result of prior study and analysis, a few works have been analysed and

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categorised. This study adds to the growing body of work on women in business studies and presents a fresh viewpoint on a hot-button issue like social media.

Stefanie Beninger, Haya Ajjan, Rania B. Mostafa, Victoria L.Crittenden (2016) Study is about social media use by women entrepreneurs in Egypt. research domain was limited to one country and the choice of data collection was semi-structured interviews so as to capture depth of information. They independently coded the English-language transcriptions using a qualitative data analysis software (NVivo) and open coding process. The scope of this research was broad in nature since the literature is sparse with regards to women entrepreneurs in the MENA region, yet the use of social media in the area is growing rapidly as a means of self-expression among women. The results demonstrate that social media generally has a beneficial impact on the lives of women entrepreneurs, both professionally and personally, using an approach of data analysis known as grounded theory.

D. T. Kingsley Bernard, Low Lock Teng Kevin, Aye Aye Khin (2016) In the microfinance industry, figuring out which microfinance services help women entrepreneurs achieve entrepreneurial success (ES) is still a big problem. This study was created to take use of the ES of women entrepreneurs as well as the constructions of microfinance services inside the conceptual model in order to fill this gap. Microfinance services in Sri Lanka were used to test the questionnaire among 40 women. The literature and expert opinion were used to establish the hypotheses that underlie the measures, which include microcredit, microsavings, microinsurance, business support, skills development, and the dependent variable of the ES among women through micro financing. To choose the metrics and items to be preserved to reflect microfinance services and ES in Sri Lanka's microfinance sector, reliability and validity tests were conducted on these constructs. The study's conclusions will give researchers an excellent place to start when looking for the right metrics. A thorough investigation that can create a diamond specification model for Sri Lanka's financial system would be made possible by the study.

Vanita Yadav, Jeemol Unni (2016) This study has a dual goal in mind. First, count the number of publications on women's entrepreneurship that were published in 12 renowned entrepreneurial journals between 1900 and 2016. The second step is to evaluate the field's development by specifically looking at literature reviews that were published between 1980 and 2016 and identifying potential future research areas. In order to establish a solid theoretical foundation for research on women entrepreneurs, our review's findings indicate

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that much work remains. To improve the area, the entrepreneurship ideas that already exist can be combined with a feminist perspective. The positivist paradigm has dominated earlier research in terms of methodology, so it is necessary to adopt cutting-edge techniques to generate explanations utilising a constructionist approach. Additionally, research is mainly constrained to national borders and is only really done in advanced economies. Building international networks and fostering professional communities are necessary to support the development of the field.

Ezmieralda Melissa, Anis Hamidati, Muninggar Sri Saraswati, Alexander Flor (2015)

The study examining the impact of social media on women empowerment at Indonesia. The main objective of this study is to contribute to the body of knowledge on the role of social media in empowering women through entrepreneurship. Additionally, the study aims to generate insights on the potentials of social media in empowering women and to determine how social media entrepreneurship can provide a balance between career and family life. Five focus group discussions with women entrepreneurs in the five largest Indonesian cities (Jakarta, Surabaya, Bandung, Medan and Makassar) were conducted. Fifty-two women participated in these FGDs. The participants were snowball sampled using the selection criteria. Questionnaire is used for data collection. The findings confirm that online businesses have great potential in empowering women by assisting them to become entrepreneurs. In addition, social media entrepreneurship can be seen as a solution to the dilemma faced by women in managing and balancing between their career and family life.

Celestine Lugaye Ukpere , Andre D. Slabbert , Wilfred I. Ukper (2014) Study regarding the topic Rising trend in social media usage by women entrepreneurs across the globe to unlock their potentials for business success. For the new generation of gender-based ventures that are digitally driven through the use of technology, the study of Social Media Platforms and their impact on enabling the financial success of women entrepreneurs globally has been extensively recognised and extremely important. By transforming the female society from one that is technologically challenged to one that is technologically savvy, this type of development encourages the development of a new revolution of modern digital entrepreneurial culture. Women are using social media platforms to take advantage of opportunities that are made available by the use of the internet and social media platforms, changing their mindset from one of job seeking to one of job creation. Both formal and informal women owned ventures have been observed to adopt social media platforms to grow

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their communities as a medium for keeping in touch and getting current and ground feedback on products or services from existing and prospective clients.

Dr. Ajay Sharma, Ms. Sapna Dua, Mr Vinod Hatwal (2012) Study conducted regarding the topic Micro enterprise development and rural women entrepreneurship: way for economic empowerment. It is a literature review conducted with the help of self help groups in the rural areas. Self Help Groups (SHGs) have opened up the opportunity for rural women in developing countries like India to become financially independent. In many countries, women's economic circumstances are quite awful, particularly in remote areas, and their possibilities for employment are very limited. This study focuses on the opportunities and challenges faced by women business owners in rural areas and provides a concise overview of the literature in this field. It examined how SHGs and microbusinesses affect women's autonomy.

Syed Shah Alam, Mohd Fauzi Mohd Jani, Nor Asiah Omar (2010) Its An empirical study of success factors of women entrepreneurs. This study looks into the major elements that contribute to the success of female entrepreneurs in Malaysia's southern area. A mail survey with a self-administered questionnaire was used to obtain the data. To better pinpoint the key factors influencing the success of female entrepreneurs, multiple regression analysis was employed. The sample frame consisted of 500 women entrepreneurs and we received responses from 199, representing a 39.8% response rate. Due to missing values for at least two sections of the responses 5 samples were discarded from this research and finally 194 samples were then processed and analysed. All variables were measured with multi-item scales, several of which were adapted from previous research. According to the findings, internal drive, social connections, and family support all have a favourable and significant impact on how successful women entrepreneurs are in small businesses. Additionally, the survey's findings indicate that women entrepreneurs encounter challenges while starting their businesses. The implications of this study are discussed along with some recommendations.

Alison Hampton, Sarah Cooper and Pauric McGowan (2009) It is an Exploratory Study based on Female Entrepreneurial Networks and Networking Activity in Technology-based Ventures. This article presents findings from exploratory, quantitative research conducted in northern Ireland, which focused on the nature and dynamics of female entrepreneurial networks in traditionally male dominated science, engineering and technology based ventures. Drawing upon information rich evidence from 18 in depth interviews with the lead

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entrepreneurs of technology based ventures, insights are presented into the nature and dynamics of female entrepreneurial networks and networking at different stages of the business cycle.

Samani, Veena S (2008) It is a study conducted on Women Entrepreneurs Engaged in Food Processing. It deals with studying and understanding a sample of women entrepreneurs from Rajkot city who are engaged in food processing. The researcher had selected a sample of 300 women of Rajkot city, who were engaged in food processing activities for the study. Dependent variable is Success of Entrepreneurs. Education, Training, Religion, Age, Type of Family, Marital status are the independent variables selected for this study. Primary and secondary data are used for conducting research. Primary data collected with the help of questionnaire. Methodology used here is percentage distribution and ANOVA. As a conclusion the find that independent variables had a significant influence on the success of entrepreneurship. Around 65% of women belonged to nuclear families. Only small number of women had obtained formal training. Women faced highest problems in the area of co-operation.

2.3 MODEL DEVELOPMENT

From the previous studies following variables are obtained

2.3.1 Work life balance

H01: Work life balance has no significant relation over entrepreneurial opportunity

Table 2.3

Measures of work life balance

Measures/Items	Reference
Operating business on SM allows a better balance between personal and professional life.	Madhobi Hossain, Mayeesha Fairuz Rahman (2018)
Business on SM enables me to manage more time for my family. Family members encourage and support more when running a home-based business	
There is more involvement from family members when operating business on social media.	
Flexible work arrangements on social media give me personal satisfaction	

2.3.2 Network building

H02: Network building has no significant relation over entrepreneurial opportunity

Table 2.3.2

Measures of network building

[Type here]

Measures	Reference
It helps women entrepreneurs to build a community of followers online	Madhobi Hossain, Mayeesha Fairuz Rahman (2018)
It helps women entrepreneurs to increase their visibility and that of their businesses in the society.	
SM gives me the advantage of creating a greater loyalty amongst my existing customers.	
SM gives me the advantage of greater customer involvement and engagement.	

2.3.3 Access to information

H03: Network building has no significant relation over entrepreneurial opportunity

Table 2.3.3

Access to information

Measures	Reference
I could understand the business prospects better due to the information on social media.	Stefanie Beninger, Haya Ajjan, Rania B. Mostafa, Victoria L.Crittenden (2016)
I am happy being able to gather information in a cost effective manner	Madhobi Hossain, Mayeesha Fairuz Rahman (2018)
I gathered information about the prospects of online businesses through social media.	
It is easier to spread information through the community of customers	

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2.3.4 Promotion

H04: promotion has no significant relation over entrepreneurial opportunity

Table 2.3.4

Measures of promotion

Measures	Reference
It is easier to build influencers on SM, who would spread a positive word-of-mouth.	Gehan Ahmed Aboutaleb (2020)
It is easier to carry out the publicity activities on SM.	
It is easier and convenient to promote the products and brands on SM rather than traditional media.	

2.3.5 Entrepreneurial opportunity

The following measures were used to identify the influence of above factors over entrepreneurial opportunity

Table 2.3.5

Measures of Entrepreneurial opportunity

Measures	Reference
I was motivated to have my own start-up after noticing the opportunities available on social media	Gehan Ahmed Aboutaleb (2020)
I was motivated to start my own business after realizing the benefits other entrepreneurs were experiencing online.	

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I was encouraged to have a start-up online when I realized the current trend of home-based online businesses	
I was encouraged to start my own venture because of the availability of social media platform.	

CHAPTER III
DATA ANALYSIS AND
INTERPRETATION

CHAPTER 3

RESULTS AND DISCUSSION

This chapter deals with the analysis of the data collected. The data was analysed in different stages. The first section is the profile analysis which includes a brief analysis of the demographic profile of the sample respondents. In the second section the analysis of the measure are done

3.1 Demographic Profile of the respondents

3.1.1 Age

Table 3.1.1 presents the age wise composition of respondents

Table 3.1.1

Age

Age	Frequency	Percentage
Below 25	56	53.8
25 – 35	39	37.5
Above 35	9	8.7
Total	104	100.0

Source: Primary Data

The table shows the age classification of 104 respondents. Majority of the respondents are under the category of below 25 (53.8%) followed by 25-35(37.5%) and above 35 (8.7%).

3.1.2 Marital Status

Table 3.1.2 presents the status of respondents

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Table 3.1.2

Marital Status

Marital Status	Frequency	Percentage
Married	48	46.2
Unmarried	56	53.8
Total	104	100

Source: Primary data

Out of the 104 respondents 56 were unmarried and 48 were married.

3.1.3. Type of business

Table 3.1.3 presents the type of business carried by the respondents

Table 3.1.3

Type of business

Type of business	Frequency	Percentage
Fashion/clothing store	29	27.9
Food/bakeries	26	25.0
Fashion accessories	5	4.8
Bookstores	3	2.9
Handcrafts	14	13.5
Others	27	26.0
Total	104	100.0

Source: Primary data

The table shows about category of business carried by the respondents. Out of 104 respondents, majority of them doing the business of fashion/clothing store (27.9%). 25% run food/bakery business and 26% run businesses other than specified categories. Fashion accessories (4.8%), Bookstores (2.9%), Handcrafts (13.5%) contribute only a small portion.

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3.1.4 Social media platform

Table 3.1.4 presents the type of social media used by respondents.

Table 3.1.4

Social media platform

Social media platform	Frequency	Percentage
Face book	4	3.8
Instagram	68	65.4
WhatsApp	25	24.0
You tube	4	3.8
Others	3	2.9
Total	104	100.0

Source: Primary data

This table shows the type of social media used by the respondents. Out of 104 respondents, most of the people use Instagram (65.4%) to carry their business activities on internet followed by WhatsApp (24%). Facebook and You Tube used by 3.8% of the respondents. 2.9% use other social media platforms.

3.2 Descriptive statistics

3.2.1 Reliability Analysis

A Reliability test was carried out using Cronbach's Alpha, which measures the internal consistency of research construct and the result is exhibited in Table 3.2.1. The Alpha values for all the nine factors are above 0.70, the threshold suggested by Nunnally (1978). Thus it can be concluded that the scale has internal consistency and reliability. In other words, the items that are used in it measures what are intended to measure

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Table 3.2.1

Cronbach's Co-efficient Alpha EO, WL, NB, AI, PM

SL NO	Factors (Constructs)	Item Acronym	Number of items	Cronbach's alpha
1	Entrepreneurial opportunity	EO	4	.820
2	Work life balance	WL	4	.800
3	Network building	NB	4	.799
4	Access to information	AI	4	.778
5	Promotion	PM	3	.842

Source: Author's calculation

3.2.2 Entrepreneurial opportunity

Entrepreneurial opportunity is the point at which identifiable consumer demand meets the feasibility of satisfying the requested product/service. Social media is the significant factor for creating entrepreneurial opportunity. Different elements of social media affects the entrepreneurship.

Table 3.2.2 Measures of Entrepreneurial opportunity

Measures	Item Acronym	Mean	Mode	SD
I was motivated to have my own start-up after noticing the opportunities available on social media	EO1	4.41	5	.677
I was motivated to start my own business after realizing the benefits other entrepreneurs were experiencing online.	EO2	4.22	4	.710
I was encouraged to have a start-up online when I realized the current trend of home-based online businesses	EO3	4.23	5	.791

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I was encouraged to start my own venture because of the availability of social media platform.	EO4	4.25	4	.760
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Source: Primary data

The mean, mode, and SD for EO1, EO2, EO3, EO4 are given in table 3.2.2. Mean for EO1 is the highest (4.41) and EO2 has the lowest mean and EO3 and EO4 has the mean 4.23, 4.25 respectively. Mode for EO2 and EO4 is 5 and mode of EO1 and EO3 is 4. From the mean scores we can conclude that social media influence is highly significant in the creation of entrepreneurial opportunity.

3.2.3. Work Life Balance

Work life balance is the state of equilibrium where a person equally prioritizes the demands of one's career and the demands of one's personal life. Some of the reason leads to poor work life balance. Social media helps to manage their career with family life

Table 3.2.3 Measures of Work Life Balance

Measure	Item Acronym	Mean	Mode	SD
Operating business on SM allows a better balance between personal and professional life.	WL1	4.16	4	.698
Business on SM enables me to manage more time for my family. Family members encourage and support more when running a home-based business	WL2	4.11	4	.762
There is more involvement from family members when operating business on social media.	WL3	3.93	4	.884
Flexible work arrangements on social media give me personal satisfaction	WL4	4.23	4	.740

Source: Primary data

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The mean, mode, and SD for WL1, WL2, WL3, WL4 are given in table 3.2.3. Mean for WL4 is the highest (4.23) and WL3 has the lowest (3.93) mean and WL1 and WL2 has the mean 4.16, 4.11 respectively. Mode for WL1, WL2, WL3, and WL4 is 4. From the scores we can conclude that social media helps to manage work life balance.

3.2.4 Network building

Network building means working together within a group, between groups, between communities, between people. Forming groups is one way of building network. Social media provides a platform for building a community so that it greatly promotes businesses at their every stages. Marketing activities also can be easily done with the help of social media.

Table3.2.4 Measures of Network Building

Measures	Item Acronym	Mean	Mode	SD
It helps women entrepreneurs to build a community of followers online	NB1	4.49	5	.591
It helps women entrepreneurs to increase their visibility and that of their businesses in the society.	NB2	4.28	4	.689
SM gives me the advantage of creating a greater loyalty amongst my existing customers.	NB3	4.13	4	.764
SM gives me the advantage of greater customer involvement and engagement.	NB4	4.27	4	.727

Source: Primary data

The mean, mode, and SD for NB1, NB2, NB3, NB4 are given in table 3.2.4. Mean for NB1 is the highest (4.49) and NB3 has the lowest mean (4.13) and NB2 and NB4 has the mean 4.28, 4.27 respectively. Mode for NB1 is 5 and mode of NB2, NB3 and NB4 is 4. From the scores we can identify that social media helps in the creation of network for business. It is much useful for business to promote and sell their business products.

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3.2.5 Access to Information

Information access is the freedom or ability to identify, obtain and make use of data or information more effectively. People around the world use social media to share information and make connections. Business information is easily access from the social media. So that customers get more access to information. Business can easily spread their information to customers

Table 3.2.5 Measures of Access to Information

Measures	Item Acronym	Mean	Mode	SD
I could understand the business prospects better due to the information on social media.	AI1	4.19	4	.789
I am happy being able to gather information in a cost effective manner	AI2	4.12	4	.701
I gathered information about the prospects of online businesses through social media.	AI3	4.19	4	.684
It is easier to spread information through the community of customers	AI4	4.23	5	.766

Source: Primary data

The mean, mode, and SD for AI1, AI2, AI3, AI4 are given in table 3.2.5. Mean for AI4 is the highest (4.23) and AI2 has the lowest mean (4.12) and AI1 and AI3 has the mean 4.19. Mode for AI4 is 5 and mode of AI1, AI2 and AI3 is 4. From the mean scores we can conclude that social media provides access to information to customers. It helps the business to increase their growth through social media.

3.2.6 Promotion

Promotions are designed to increase the sales of a product or service. It is an essential element and effective tool used by business to increase their entrepreneurial opportunity. Social media provides various ways of promoting businesses. Influence of social media increases with promotional techniques available in the social media platforms

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Table 3.2.6 Measures of Promotion

Measures	Item Acronym	Mean	Mode	SD
It is easier to build influencers on SM, who would spread a positive word-of-mouth.	PM1	4.18	4	.773
It is easier to carry out the publicity activities on SM.	PM2	4.24	5	.782
It is easier and convenient to promote the products and brands on SM rather than traditional media.	PM3	4.29	5	.784

Source: Primary data

The mean, mode, and SD for PM1, PM2, PM3 are given in table 3.2.6. Mean for PM3 is the highest (4.29) and PM1 has the lowest mean(4.18) and PM2 has the mean 4.24. Mode for PM2 and PM3 is 5 and mode of PM1 is 4. From the above data it is clear that social helps the business to promote their business more easily. It positively influence in the creation of entrepreneurial opportunity.

3.2.7 Measures of variables

Table 3.2.7 shows the construct used to measure entrepreneurial opportunity of women entrepreneurship.

Measures	Item Acronym	Mean	SD
Entrepreneurial opportunity	EO	4.2788	.56313
Work life balance	WL	4.1082	.58268
Network building	NB	4.2933	.53793
Access to information	AI	4.1827	.58317
Promotion	PM	4.2373	.67897

Source: Primary data

3.3 Regression analysis and model validation

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3.3.1 Correlation analysis

Correlation analysis is carried out before conducting regression analysis in order to quantify the strength of relationship between the variables. It tests the linear relationship between the variables. Each correlation appears twice: above and below the main diagonal. The correlations on the main diagonal are the correlations between each variable and itself.

Table 3.3.1

Correlation between independent and dependent variables

	EO	WL	NB	AI	PM
EO	1	.464**	.567**	.568**	.340
WL		1	.548**	.564**	.481**
NB			1	.599**	.441**
AI				1	.525**
PM					1

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

This table shows the correlation between independent variables like Work life balance, network building, access to information, promotion and the dependent variable entrepreneurial opportunity .The correlation coefficient should always be in the range of -1 to 1. A correlation is statistically significant if it is “Sig. (2-tailed)” < 0.05. Based on the coefficient of correlation in the above table it is inferred that there exists a high positive correlation between all the variables.

3.3.2 Model summary

Table 3.3.2

Model summary

Model	R	R square	Adjusted R Square	Std Error of the estimate
1	.653a	.427	.404	.43481

A Predictors (constant) work life balance, network building, access to information, promotion

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R square is the percent of the variance in the dependent explained uniquely or jointly by the independents. The R square and adjusted R square will be same when used for the case of few independents. The R square and adjusted R square shown in Table 3.3.2 is almost the same. .It is a good practice to find the adjusted R square value because it explicitly takes into account the number of variables included in the model. Hence adjusted R square value is used for interpreting the results

3.3.3 Anova of Regression model

Table 3.3.3

ANOVA of regression model

Model	Sum of squares	Df	Mean square	F	Sig.
Regression	13.947	4	3.487	18.443	.000b
Residual	18.716	99	.189		
Total	32.663	103			

** Denotes significance at 1% level

ANOVA table showing the regression model fit, presented in Table 3.3.3 shows that the model is statistically significant at 1 percent significance level

3.3.4 Coefficients of regression analysis

Table 3.3.4

Coefficients of regression analysis

Variables	Item acronym	Standardized beta coefficient	Sig value
Work life balance	WL	.061	.567
Network building	NB	.390	.000
Access to information	AI	.306	.008
Promotion	PM	.118	.809

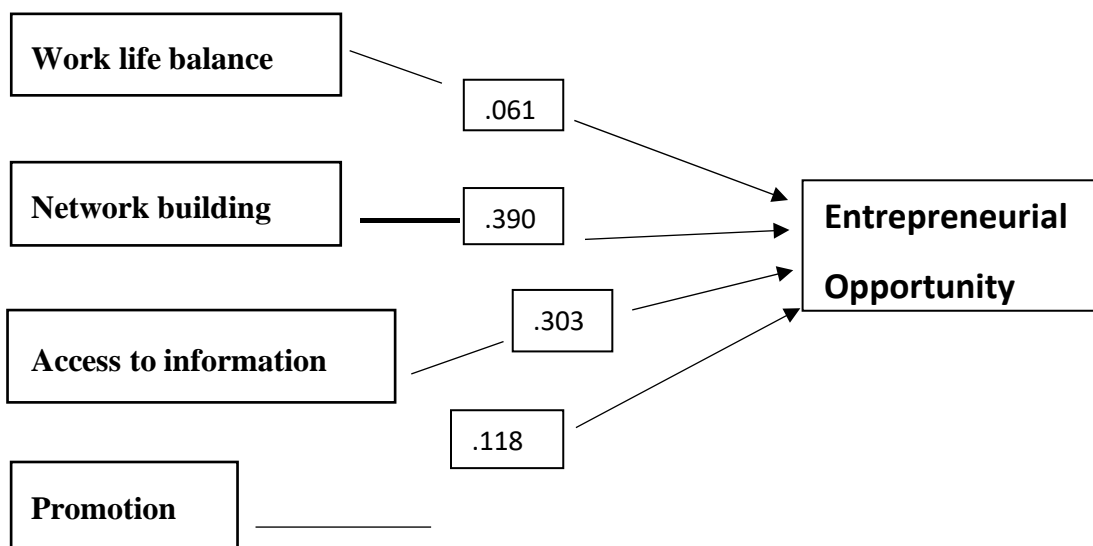
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1% significance level

The above table states that there is a significant relation between the variables and all these variables are directly or indirectly influence entrepreneurial opportunity. It also presents the Standardized Beta coefficient values and significant values of independent variables work life balance, network building, access to information, promotion are statistically significant at 1 percent significance level. It means that these 4 independent variables have significant positive effect on entrepreneurial opportunity. The beta coefficients give a measure of the contribution of each variable to the model. Higher the beta value, the greater is the effect of independent variable on the dependent variable.

3.3.5 Validated model

Figure 3



Source: Compiled by the researcher based on extensive review

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The above model states that there is a significant relation between the variables. The entire null hypothesis (H01, H02, H03, H04,) are rejected and it is proved that there exist a strong significant relationship between these variables.

Based on the Standardised beta co-efficient given in the above table following interpretations can be made:

H01: Work life balance – Entrepreneurial opportunity: since the p value is .567, the beta coefficient of the variable is significant and the coefficient (.061) being positive proves there exist a positive effect of work life balance over Entrepreneurial opportunity. In short work life balance has relationship of 61 percent over entrepreneurial opportunity.

H02: Network building–: Entrepreneurial opportunity: since the p value is .000, the beta coefficient of the variable is significant and the coefficient (.390) proves that there is no effect for network building over entrepreneurial opportunity. In short network building has impact of only 39 percent over entrepreneurial opportunity.

H03: Access to information– Entrepreneurial opportunity: since the p value is .008, the beta coefficient of the variable is significant and the coefficient (.306) being positive proves there exist a strong positive effect of Access to information over entrepreneurial opportunity. In short Ease of Use has strong relationship of 30.6 percent over entrepreneurial opportunity.

H04: Promotion– Entrepreneurial opportunity: since the p value is .809, the beta coefficient of the variable is significant and the coefficient (.118) being positive proves there exist a positive effect of promotion over entrepreneurial opportunity. In short promotion has relationship of 11.8 percent over entrepreneurial opportunity

CHAPTER IV
FINDINGS, SUGGESTIONS AND
CONCLUSIONS

CHAPTER 4

FINDINGS, SUGGESTIONS AND CONCLUSIONS

4.1 INTRODUCTION

It's interesting to note that in contemporary society, female entrepreneurs are increasingly using social media platforms to do business. It seems to be a practical online resource that encourages fresh business concepts and is a major driver of innovation, poverty alleviation, employment, and economic progress in many developing nations, as well as a way of life for low-income families. Additionally, it creates the conditions for the empowerment of women. One of the most important factors for promoting national development is entrepreneurship. A collaborative space for community-based input, material distribution, and designated methods for cooperation, social media online interactions. Social media is become a requirement for all ages. The term "women entrepreneur" refers to a woman who starts and runs her own business.

India's female entrepreneurs exhibit a variety of traits. The entire enterprise is managed by a woman or group of women. As an example, In their efforts to grow their businesses, women entrepreneurs encounter numerous challenges. One of the biggest issues facing female businesses is marketing. In these days of intense rivalry, a large amount of money is required for advertising. They consistently run into difficulties marketing their goods. Social media can be used to promote a product and raise sales in order to make it more well-known. The study analyses the role of social media for establishment of women entrepreneurs. Various elements of social media creates entrepreneurial opportunity for women entrepreneurs. This study focus on how the factors of social media creates entrepreneurial opportunity.

4.2 OBJECTIVES OF THE STUDY

The study “A STUDY ON IMPACT OF SOCIAL MEDIA IN THE SUCCESS OF WOMEN ENTREPRENEURSHIP IN ERNAKULAM DISTRICT” is carried out with the following objectives

- To study the factors of social media influencing women entrepreneurship
- To analyze these factors leads to the success of entrepreneurship

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- To measure the effects of factors influencing the success of women entrepreneurship

4.3 METHODOLOGY OF THE STUDY

Project “A STUDY ON IMPACT OF SOCIAL MEDIA IN THE SUCCESS OF WOMEN ENTREPRENEURSHIP IN ERNAKULAM DISTRICT” is a study based on the information collected from both primary and secondary data. Google form questionnaires were sent to respondents for the collection of data. 150 Google form questionnaires were sent to respondents, out of this only 120 responded back and after sorting the incomplete and incorrect questionnaire forms 104 were selected for conducting the research.

4.4 SUMMARIZED FINDINGS

- Social media positively influence women entrepreneurs in the creation of entrepreneurial opportunity.
- Many factors/elements of social media attract women entrepreneurs to start a business
- Work life balance, network building, access to information, promotion are identified elements of social media which influence the entrepreneurial opportunity
- Work life balance is the main reason which attract women entrepreneurs.
- Network building and access to information both are easily implemented with the social media
- Women entrepreneurs can easily promote their product/service through social media. It positively influence entrepreneurial opportunity.

DEMOGRAPHIC FINDINGS

In this section, the findings regarding Demographic profile of respondents which was analyzed is being stated:

- Majority of the respondents are under the category of below 25.
- Most of the respondents were unmarried.
- Out of 104 respondents, majority of them doing the business of fashion/clothing store
- most of the people use Instagram to carry their business activities on internet

DESCRIPTIVE FINDINGS

This section deals with the findings regarding Descriptive statistics.

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- Factors of social media directly or indirectly affects the entrepreneurial opportunity of women.
- Social media become the reason for women to select entrepreneurship as a career.
- Social media allows women to create a balance between career and personal life. It boosts women entrepreneurship.
- Women can easily build network with the help of social media.
- Easily spread their business information with customers. It helps women entrepreneurs to run their in a most cost effective manner.
- Promotional activities through social is very effective. So it is become a factor for a women to grow their business easily.

REGRESSION AND MODEL FINDINGS

In this section, the Regression and Model findings are being stated:

1. There exists a positive relation between work life balance and Entrepreneurial opportunity. Based on the Beta coefficient, it is evident that there is 60 percent impact over Entrepreneurial opportunity.
2. Network building is found to be a strong factor which leads to Entrepreneurial opportunity. It is evident from the Beta Coefficient of 39 percent. Thus Network building establishes strong positive relation over Entrepreneurial opportunity.
3. Access to information establishes positive relation over Intention to use with the Beta coefficient of 30.6 percent.
4. Promotion establishes least positive relationship with Entrepreneurial opportunity which is shown by Beta Coefficient of 11.8 percentage.

Based on the above findings, Work life balance has a very strong positive influence on the entrepreneurial opportunity of women entrepreneurs .All the factors identified in the study has a positive effect over entrepreneurial opportunity. From the study, it is also evident that social media highly helps women to manage their career with personal life. So it is highly create influence on entrepreneurial opportunity of women entrepreneurs.

4.5 SUGGESTIONS

Here are a few recommendations so as to consider for encouraging mobile wallet usage:

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- To increase the number of women entrepreneurs, it is required to educate women about the benefits of a social media in creating career opportunity without much effort
- Government provide awareness classes for women to teach the techniques of social media. Government must frame policies which support women entrepreneurship.
- The creation of entrepreneurial opportunity through social media can be increased by getting more idea about the social media platforms like promotional techniques, brand creation, influencer marketing etc..

4.6 THEORETICAL CONTRIBUTION

This study examines the relationship of various factors towards Entrepreneurial opportunity of women entrepreneurs through the validation of a theoretical model. For further research, there is a need to search for additional measures and constructs to improve the validity of the model. Finding of the study might be useful for among students and academicians as an input for doing similar nature of research in academic field in future. Future research can also examine whether there is any mediating variables that affect the relationship between the identified variables and Entrepreneurial opportunity of women entrepreneurs

4.7 CONCLUSION

The position of the two genders in global business has undergone a significant transformation as a result of globalization. Worldwide, the number of women entrepreneurs is rapidly rising nowadays. However, it is commonly acknowledged that women's entrepreneurship is crucial to raising societies' standards of life as well as their economies. Despite these facts, women contribute less to entrepreneurship than men do in almost every society, and a number of factors affect their success. Influence of social media is very much high in creating entrepreneurial opportunity for women. The identified factors create positive impact on the dependent variable.

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APPENDIX

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APPENDIX

MATERIALS UESD FOR STUDY

“ A STUDY ON IMPACT OF SOCIAL MEDIA IN THE SUCCESS OF WOMEN ENTREPRENEURSHIP IN ERNAKULAM DISTRICT ”

1. Age

- Below 25
- 25 – 35
- Above 35

2. Marital status

- Married
- Unmarried

3. What type of business do you have?

- Fashion/clothing store
- Food/bakery
- Fashion accessories
- Bookstores
- Handicrafts
- Others

4. Which of the social media platforms do you mostly use to run your business?

- Facebook
- Instagram
- Whatsapp
- You tube
- Others

5. Indicate influence of social media on entrepreneurial opportunity

Statements	SA	A	N	DA	SDA
I was motivated to have my own start-up after noticing the					

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opportunities available on social media					
I was motivated to start my own business after realizing the benefits other entrepreneurs were experiencing online.					
I was encouraged to have a start-up online when I realized the current trend of home-based online businesses					
I was encouraged to start my own venture because of the availability of social media platform.					

6. State the opinion towards the elements of social media helps in entrepreneurial opportunity

WORK LIFE BALANCE

Statements	SA	A	N	DA	SDA
Operating business on SM allows a better balance between personal and professional life.					
Business on SM enables me to manage more time for my family. Family members encourage and support more when running a home-based business					
There is more involvement from family members when operating business on social media.					
Flexible work arrangements on social media give me personal satisfaction					

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NETWORK BUILDING

Statements	SA	A	N	DA	SDA
It helps women entrepreneurs to build a community of followers online					
It helps women entrepreneurs to increase their visibility and that of their businesses in the society.					
SM gives me the advantage of creating a greater loyalty amongst my existing customers.					
SM gives me the advantage of greater customer involvement and engagement.					

ACCESS TO INFORMATION

Statements	SA	A	N	DA	SDA
I could understand the business prospects better due to the information on social media.					
I am happy being able to gather information in a cost effective manner					
I gathered information about the prospects of online businesses through social media.					
It is easier to spread information through the community of customers					

PROMOTION

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Statements	SA	A	N	DA	SDA
It is easier to build influencers on SM, who would spread a positive word-of-mouth.					
It is easier to carry out the publicity activities on SM.					
It is easier and convenient to promote the products and brands on SM rather than traditional media.					

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