

Social Media Platforms Encourage Female Entrepreneurs

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ABSTRACT

Rising use of electronic devices like mobiles and tablets leading to the growth in the social media platforms. After COVID 19 pandemic most of the businesses were disturbed because of the lockdown and here the social media platforms took the advantage. This platform is rapidly growing and its working is changing the competitive world leading to structural changes in businesses, its strategies and process particularly for women. For communication information social media platform is playing an important role. This research paper uses the qualitative analysis gathered from secondary sources like from various books, research articles etc. The research concluded that the WhatsApp is playing an important role in developing customer relationships and other platforms of communal broadcasting like Instagram and Snapchat are helping in accomplishing the goals of advertising. The study reveals that female entrepreneurs are appreciably using the societal media platforms for the expansion of business like promoting the product, its brand awareness, creation of leads, customer loyalty etc.

Keywords: Social Media, Digital Media, Innovation, Entrepreneur.

Introduction

Rising use of electronic devices like mobiles and tablets leading to the growth in the social media platforms. After the COVID-19 pandemic, many businesses experienced significant disruptions due to prolonged lockdowns, and social media platforms quickly emerged as an alternative space that helped sustain business activities. The rapid expansion of these platforms has altered the competitive landscape, resulting in noticeable structural changes in business processes and strategies, particularly for women entrepreneurs. Entrepreneurs are described as individuals engaged in business activities who introduce new initiatives and make independent decisions that foster innovation. Oladipo et al. (2020) further emphasize the crucial role entrepreneurs play in job creation and economic development. 'As per the India Brand Equity Foundation (2025), women own between 135 and 157 million businesses, and nearly 432 million women are involved in managing start-ups.

Despite this progress, substantial potential remains. McKinsey Report 2022, proposes that proceeding gender parity possibly will increase India's GDP by approximately \$770 billion. Nawi et al. (2019) note that e-commerce has become an increasingly popular mode of conducting business, while Kraus et al. (2018) link this shift to digital entrepreneurship, describing digital entrepreneurs as those who recognise the value of technology-based business models. This shift reflects a broader transition from offline to online operations to reach consumers and remain competitive. Constantinides and Fountain (2008) highlight the significance of social media in promoting entrepreneurial activities, with platforms such as LinkedIn, Facebook, YouTube, and Instagram enabling both entrepreneurs and customers to

exchange information, promote products, and engage in online transactions. According to the Global Digital Report (2025), there were 6.04 billion internet users worldwide—representing 73.2% of the global population—and 5.66 billion active social media users. Individuals reportedly spend an average of 6 hours and 38 minutes online each day, including 2 hours and 21 minutes on social media, amounting to more than 18 hours per week. The widespread utilization of the communal broadcasting platforms has made it an influential communication tool with substantial implications for business growth. This increased usage, especially among women, has supported the expansion of their entrepreneurial activities. Few authors found that small-scale industries and micro-enterprise operations were not significantly influenced by social media, Olanrewaju et al. (2018) argue that these platforms can substantially enhance revenue generation and overall business value.

Few authors discussed that still there were such people and especially entrepreneurs exists who are not fully utilizing the platforms of social media potential because they are coming across with problems related to management of different channels of social media. However Olanrewaju et al., 2018, Styvén & Wallström (2019) mentioned that there are different advantages in utilizing the social media platforms for commercial purpose.

In this paper, researcher tries to understand and taken an overall attempt to discuss the various elements which affect the business and its growth by social media platforms. Two questions of research are investigated by the researcher in the study.

- What are the some important elements of social media affecting the business?
- How the elements are affecting the business growth?

Review of Literature

John and George (2025) note that platforms such as Instagram and Facebook have strengthened business networks and increased market visibility. They emphasize that entrepreneurs can assist meaningfully from utilizing these platforms to enhance networking and achieve strategic objectives.

Hisar et al. (2025) report that applications like TikTok and the incorporation of AI can improve students' entrepreneurial knowledge, practical experience, and overall business performance. Their findings propose that the utilization of such digital tools influences students' business outcomes both directly and indirectly.

Chidiogo et al. (2024) highlight the role of social media platforms in promoting gender equality and supporting the empowerment of women entrepreneurs. According to their study, women are able to broaden their networks, showcase products and services, and offer mentorship and support to customers and individuals in need through these platforms.

Uttam and Santosh Kumar (2023) observe that an increasing number of female entrepreneurs are turning to social media as a business medium. They argue that social media has become a vital tool for marketing products and contributes to enhancing the psychological empowerment of women engaged in entrepreneurial activities.

Sana and Fareesa (2022) discussed the role and importance of social media as a digital platforms for female entrepreneurship in Pakistan. The author discussed how disabled and well abled females are utilizing this platform for entrepreneurship by exploring the social and cultural factors.

According to Ninik et.al (2023) at the time COVID 19 all small and medium sized enterprises around the world are coming across with numerous problems due to pandemic. The author discussed the challenges especially the challenges faced by women entrepreneurs in the country Indonesia and its solution through digital platform.

Research Methodology

Research Type

For the study researcher used the qualitative analysis comprising of information gathered from different secondary sources like research articles, research papers, journals etc.

Purpose of Social Media: For Entrepreneurs

According to Ertem 2015 it was quite difficult and time taking to do business but thanks to the technology invention of social media platforms as before its invention the things were not same for businessman. Earlier, it was difficult for consumers to locate products and equally challenging for

business owners to reach potential clients. These difficulties have largely diminished with the introduction of digital business platforms. Ojo (2021) observes that digital technologies have reshaped lifestyles and socio-economic conditions, noting that the workplace and business activities shifted into the digital domain during the COVID-19 pandemic. These platforms now enable smoother interaction between businesses and customers. According to Jambulingam et al. (2021), these platforms function as communication intermediaries, allowing consumers and business owners to share experiences and promote goods as well as amenities. They also provide a cost-effective means of engagement, helping entrepreneurs reach their target audiences more easily. Oladipo et.al (2020), Baig et.al (2020) in their work discussed that various social media platforms like Facebook, Whatsapp, Instagram, LinkedIn, Zoom, Skype etc. made it very comfortable for users to interact with each other. As a result the companies are more visible.

According to Jagongo& Kinyua (2013), Anamaria (2020) these social media podium provide the business with lot of resources which otherwise the companies would not be able to avail them. With this podium businesses are able to interact more easily with their suppliers, make use of innovation, boost sales, lowering marketing expenses and make the strategic alliances. Now a days all around the world many companies and businesses are using this platform for excel in future.

In short, social media has become an effective tool for promotion and communication. Baig et al. (2022) explain that these platforms support the creation of online communities for various businesses, providing a space where both current and potential customers can interact, share expectations, express interests, and exchange experiences. These communities also offer valuable suggestions and recommendations that contribute to product improvement and help businesses better respond to customer needs. Entrepreneurs can use social media for multiple purposes, including conducting searches, gathering information, and expanding their market understanding.

Growth of Entrepreneurs through Social Media

As per the World Economic Forum's Global Gender Gap Report (2022), the participation of women in entrepreneurship increased substantially, rising 268 times between 2016 and 2021, compared with a 179-fold increase among men during the same period. This upward trend became even more pronounced during the pandemic years of 2020 and 2021, when the number of women entering entrepreneurial activities grew at an accelerated pace.

Talking in regards with the initial 2000s, there were different business houses who were spending most of their budget related to marketing on traditional advertisement along with public relations when communal mass media platforms such as YouTube and Facebook have started gaining popularity, there were number of companies who have chosen these strategies for increasing their brand recognition along with revenues. In the current period, most of the firms have initiated utilizing social media marketing initiatives as one of the preferred tools for promoting their businesses and its products and services in place of electronic mails and outdared direct mail campaigns. Additionally, companies are continuously interacting with the public through using third part endorsements, paid marketing, live stream shopping for earing higher number of profits and sales. Further, it has been reported by the social media that around 67 percent of people have purchased the product only after over viewing them from the social media, therefore enhancing the role of the social media in the business growth and prosperity.

According to the reports being given by Forbes (2021), 97% of the five hundred largest companies makes utilization of minimum of single social media platform for the promotion of their products and services along with form enhancing engagement with the stakeholders as of 2018. Other than this, there are around 3.78 billion active social media operators around the world as of 2021, which is 5 percent higher than the year 2020.

Given these developments, small organisations have significant potential to grow and succeed in 2021 and beyond by leveraging the expanding influence of social media. According to Business Standard (2021), as of April 2019, an estimated 15 million small and medium-sized enterprises in India were using Facebook to engage with customers. Similarly, in July 2020, WhatsApp reported to news agencies that it had over 50 million users all across the world, including more than 15 million in India alone. Park (2017) highlights that within the entrepreneurial context, communal broadcasting platforms are widely regarded as essential tools. They enable emerging entrepreneurs to identify business

opportunities and market trends more easily through continuous communication and interaction within digital networks.

Platforms and Innovation as Potentiates of Entrepreneurship

According to Zaheer et al. (2019), establishments today have a strong capabilities for expansion and growth, and social media technology has the features of making it easier for new entrepreneurs to start small businesses. Wagner (2020), in the context of e-commerce, a digital channel is an entrepreneur's use of online purchasing as a teaching tool. Customer relationship management and marketing initiatives have been transformed by the digital medium, particularly for solopreneurs and smaller companies. According to Cooper (2020), 140 billion businesses use Facebook, WhatsApp, and Instagram, and over quasi of the world's population uses social media. More than fifty million entrepreneurs use Facebook profiles to communicate with clients online, according to Galov (2021).

According to Bellaaj et al. (2021), entrepreneurs who are young primarily utilize What App, Instagram, and Snapchat for marketing. According to the survey, WhatsApp is primarily used for making direct contact, sending tailored messages, and building associations with clients. Instagram and Snapchat to achieve marketing objectives as well as encouraging a purchase., Facebook is the most often used platform among entrepreneurs. As per the analysis being performed by Kumarasamy & Srinivasan's (2017), millions of individuals use YouTube to review goods and services, whereas simply like a brand on Facebook can quickly go viral through other social media. Consequently, businesspeople believed that Facebook and YouTube were the most widely used social media platforms.

Crucial Factors that Play a Major Role in the Rise of Women Entrepreneurship in India

According to a social media statistics analysis, 67 percent of businesspersons with blog networks reported that these activities had augmented their auctions, while social media entrepreneurs' efforts had raised sales by 82 percent.

Increase Awareness of the Brand

Saud and Khan (2013) note that social media platforms such as Facebook and Twitter have become highly effective tools for brand growth, often surpassing the impact of traditional promotional methods. Stackla (2020) reports that 66 percent of users feel inspired to try new products after viewing social media images. Patil (2021) adds that business owners consider social media an affordable means of building brand identity, as it allows them to share content at no cost. According to Wally and Koshy (2014), Instagram has emerged as a widely used channel for brand promotion, with more than half of major brands in developed countries actively using the platform.

- **Brand Loyalty**

When a business maintains a strong and genuine relationship with its clients, it fosters brand loyalty. Social media provides female entrepreneurs with a direct channel to engage with their customers, reducing the need for intermediaries such as retailers or wholesalers and thereby simplifying communication between brands and consumers. Additionally, these platforms facilitate word-of-mouth promotion, enabling information about products or services to spread rapidly and efficiently.

- **Creating Word of Mouth**

Social media makes it easier for information about a business to spread quickly and effectively. 72% of customers read internet reviews before making a purchase, according to data released by the company Qualtrics. As a result, companies can employ word-of-mouth advertising to increase sales and create a special connection with prospective customers.

Increase Client Retention

Entrepreneurs can create networks with customers by analyzing their thoughts on social media. According to Forbes (2021), 71 percent of consumers believe that social media provides prompt answers to their questions and complaints about goods and services.

Cutting the Cost of Marketing and Promotion

Because social media marketing employs the intensive marketing and advertising approach, it maximizes brand recognition among the target population at the lowest feasible cost. Additionally, it increases businesses' profit margins and lowers operating costs.

Lead Generation

According to Al Harrasi (2021), women entrepreneurs can produce leads—a list of potential customers for future promotions—by using social media. It is essential for the growth of businesses and for making decisions in the future based on social media data.

Results

Globally, women's use of social media and technology for business has been seen as a highly positive and progressive trend. Women entrepreneurs often manage multiple responsibilities simultaneously, balancing household duties, parenting, and business activities. Social media has enabled them to better organize their time and daily tasks, allowing them to stay engaged with ongoing developments in both personal and professional spheres. Contemporary women business owners increasingly view social media as an essential marketing tool and consider the integration of technology into their routine activities vital for business growth. The study indicates that platforms like WhatsApp support client relationships through direct communication, personalized messages, and immediate interaction. Meanwhile, Instagram and Snapchat are commonly used to influence customer behaviour and achieve promotional objectives. Overall, the research suggests that women entrepreneurs are effectively expanding their business activities through social media by enhancing brand awareness, promoting products and services, generating leads, encouraging word-of-mouth engagement, and improving customer retention.

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