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## *A Study on Women Empowerment through Social Media Marketing*

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**Abstract:** *Pandemic has posed a challenge to sustainable living of individuals. Unemployment and financial crunch has forced people to innovate. Viewing this as an opportunity to be self-employed, women have moved to social media to commence their journey towards being financially independent. The research aims at studying the role of social media in self-employment during pandemic and how women have adopted it as a tool to promote their business. The findings observed after surveying of 107 respondents was that women have found social media helpful in promoting their start-up through better communication with intermediaries and customer and have secured customer satisfaction and loyalty. Social media has been crucial in expanding the target market as well.*

**Keywords:** *social media marketing, women empowerment, self-employment, customer satisfaction.*

### I. INTRODUCTION

With the growing usage of internet, smart phones and social media application like Facebook, Telegram, Instagram, etc. small entrepreneurs are now trying to connect to the market virtually, rather than having a physical infrastructure in place. This has led to invention of a new market opportunity for the small women entrepreneurs in the form of social media marketing. Social media marketing refers to the term where products and services can be marketed by a seller through social media platforms. Process involves sharing the details of the products and services through the social media platforms through activities like posting images, videos, description of the products and services virtually. Social media statistical tools further help entrepreneurs to get in depth information about performance of their business with the help of information like views and reactions received for the post, number of times post being shared, number of likes and dislikes and people engagement tools. The recent time has witnessed a rise in the usage of social media marketing specifically by the women entrepreneurs as it offers a lot of flexibility, almost Rs.0 investment and easy availability of smart phones and internet connection.

### II. RESEARCH QUESTION

How social media marketing has assisted women entrepreneurs in empowering themselves?

### III. RESEARCH OBJECTIVES

- To understand how social media has eased the process of reaching the target customers.
- To understand how social media has helped in expanding the customer base of the women entrepreneurs.
- To understand the helpfulness of social media statistical tools in tracking and enhancing the performance of the business.
- To understand how social media has assisted the women entrepreneurs in promotion of their business.
- To understand how social media has assisted in creating customer loyalty.

### IV. REVIEW OF LITERATURE

**Madhu Kumari in her research “Social media and women empowerment,”** has discussed how social media has proven useful in empowering women and encouraged the women entrepreneurs all over India. The qualitative research undertaken by the author has shown how digital literacy has empowered them in making them independent entrepreneurs and focused on how social media has given a platform to discuss issues and challenges faced by women in the path of their entrepreneurship.

**Abu Bashar in his study “Effectiveness of Social media as a marketing tool,”** has carried out an empirical research to understand the effectiveness of social media as a marketing tool and has analyzed the extent to which social media has changed the buying patterns of the consumers. He has also suggested various strategies for aspiring entrepreneurs for maximizing the effectiveness of social media marketing.

### V. SIGNIFICANCE OF THE STUDY

The research is undertaken with an aim to understand how social media platforms have assisted women in being financially independent through self-employment during the pandemic. The findings of the study will further assist sections of society to exploit social media marketing as a tool to promote and expand the business.

### VI. SCOPE OF THE STUDY

The study is conducted by collecting data from Mumbai and Thane.

### VII. LIMITATION OF THE STUDY

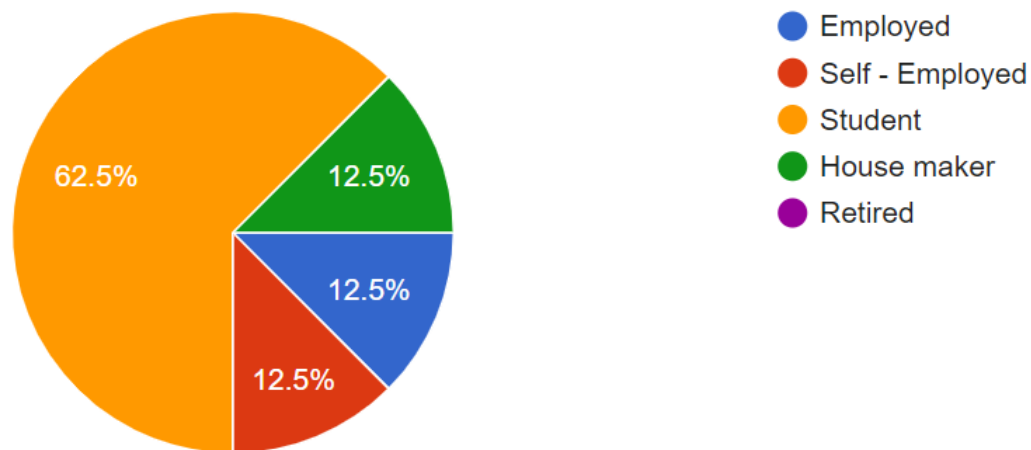
As the research is undertaken only in Mumbai and Thane the findings of the study may not be applicable elsewhere.

### VIII. RESEARCH METHODOLOGY

Primary data was collected by surveying women who have started their business over various social media platforms and use the same actively to promote their business. The questionnaire was prepared to conduct the survey focused on collecting demographic details of the women entrepreneurs, details of business model and perception towards the role of social media in developing and promoting their start-up. In total, 136 women were surveyed out of which 107 responses were found complete and suitable for further analysis.

## IX. FREQUENCY ANALYSIS

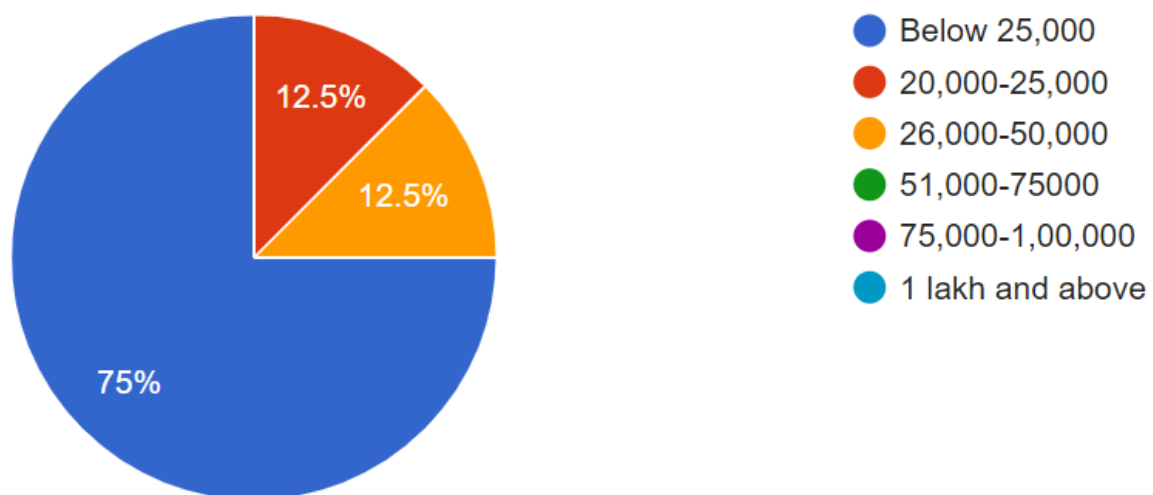
## Occupation



## Findings and interpretation

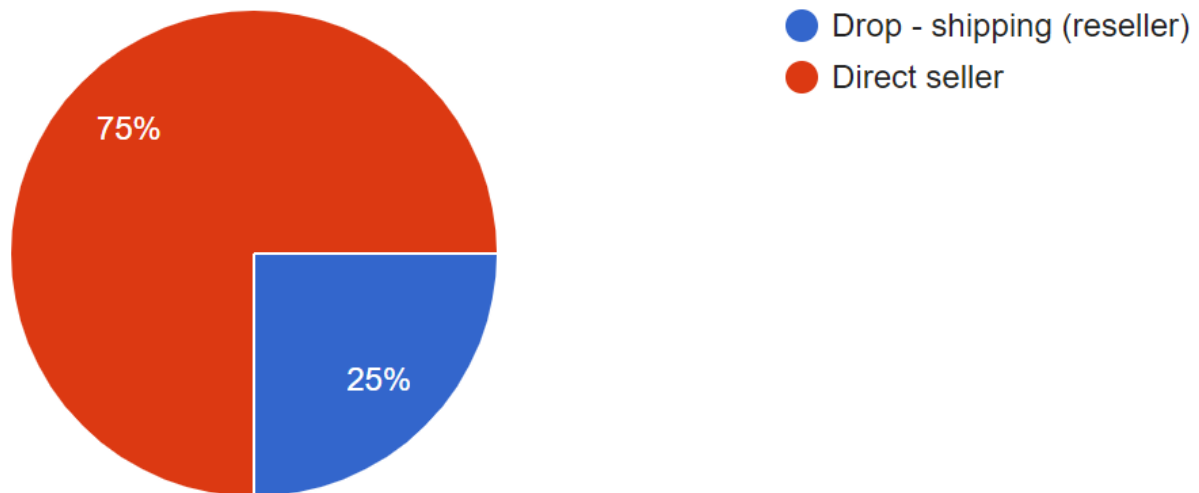
It can be observed from the above graph that 62.5% respondents belong to student category and 12.5% belong to self employed, employed and home home-makers category respectively.

## Monthly income

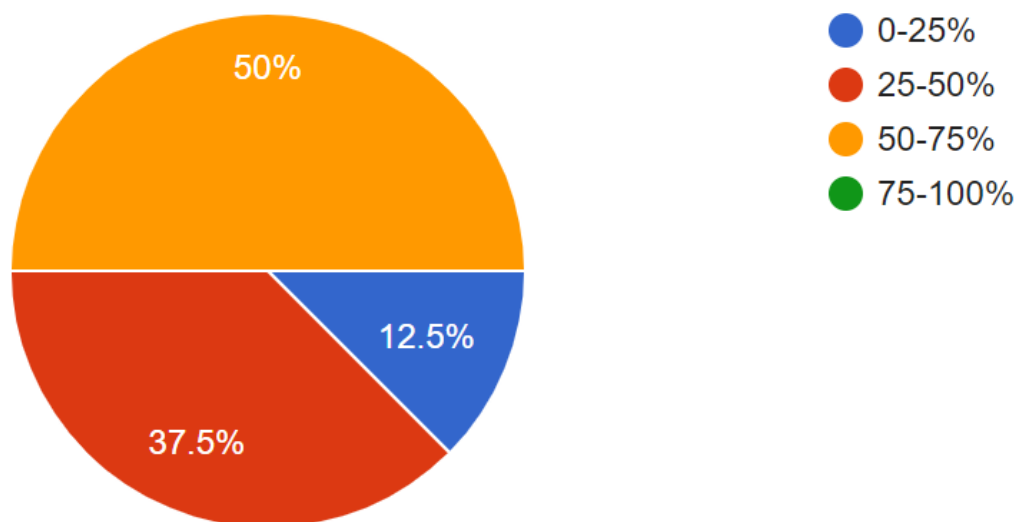


## Findings and interpretation

The above graphically represents the monthly income categorization. It can be observed that 75% of the respondents belong to the income category of below rupees 25,000. Well 12.5% belong to the monthly income category of Rupees 20,000 to 25,000 and rupees 26,000 to 50,000 respectively.

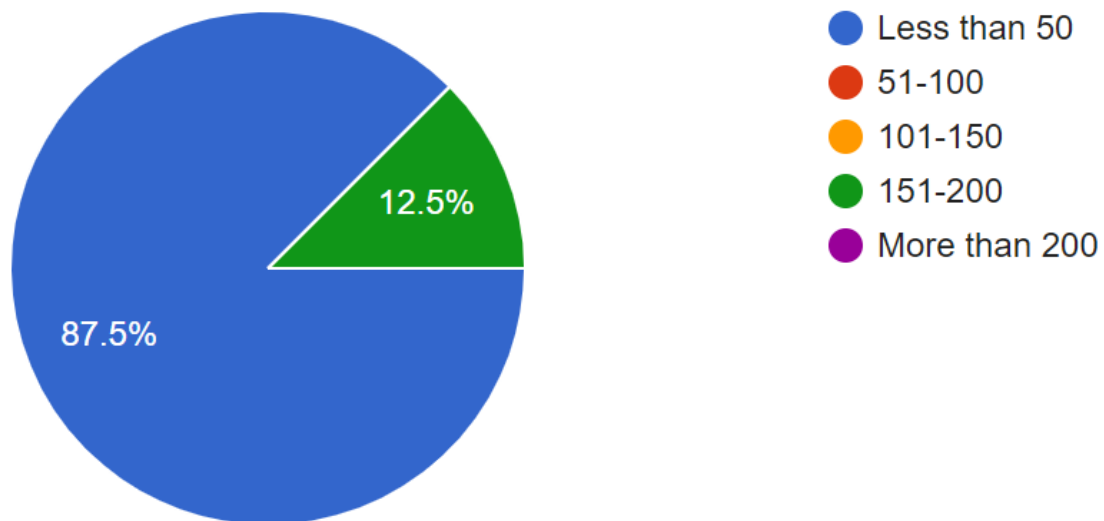
**Business Model****Findings and interpretation**

It can be observed from the above graph that 75% of the respondents were engaged in the business of direct selling while 25% are involved in drop shipping.

**Percentage of customers targeted through social media platform****Findings and interpretation**

The above graph represents the percentage of customers targeted by women entrepreneurs through social media platforms. It can be observed that 50% of the respondents have targeted 50 to 75% of their customers through social media platforms while 37.5% have successfully targeted 25% to 50% of their customers through social media platforms and 12.5% have targeted below 25% of their customers through social media platforms.

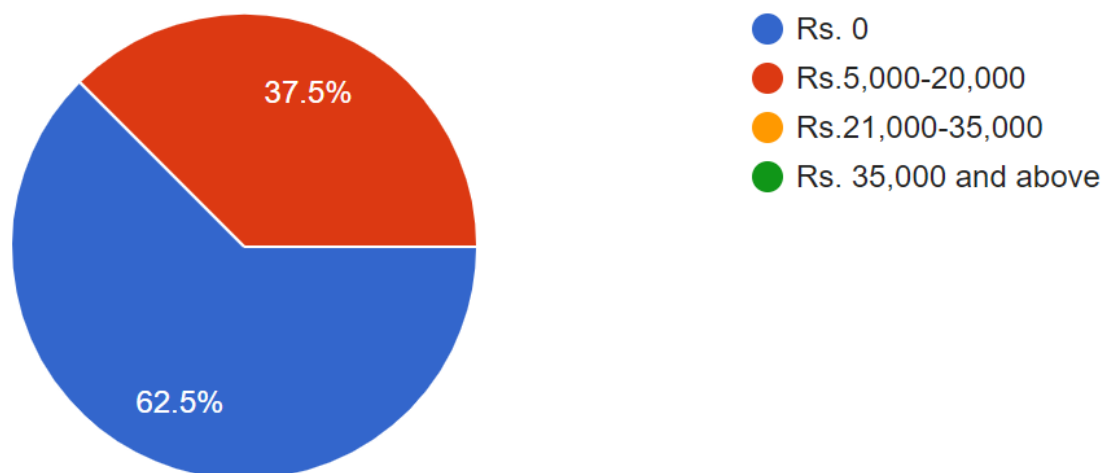
## Average number of units sold per month



## Findings and interpretation

The above graph we present the average number of units sold per month. It can be observed from the above graph that 87.5% have sold less than 15 units per month through social media platform while 12.5% have sold 151 to 200 units per month to social media platforms.

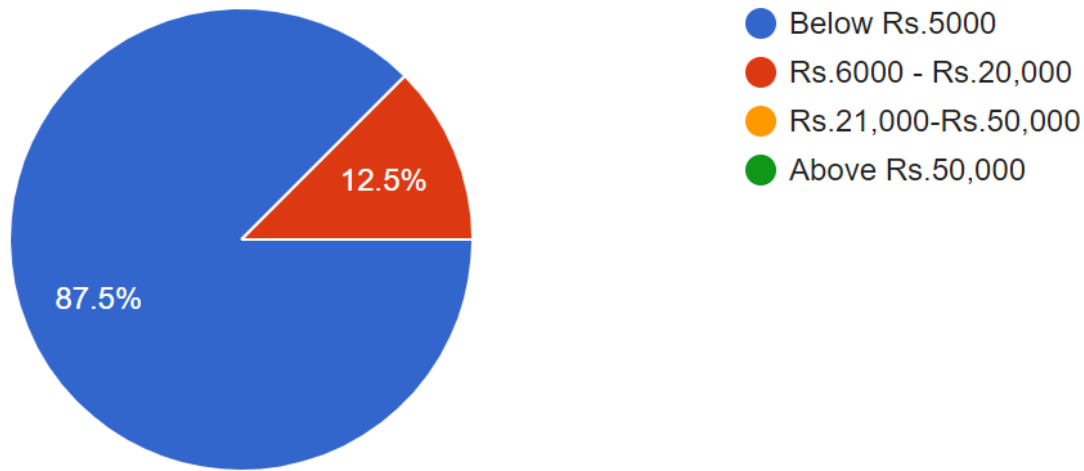
## Initial investment in business



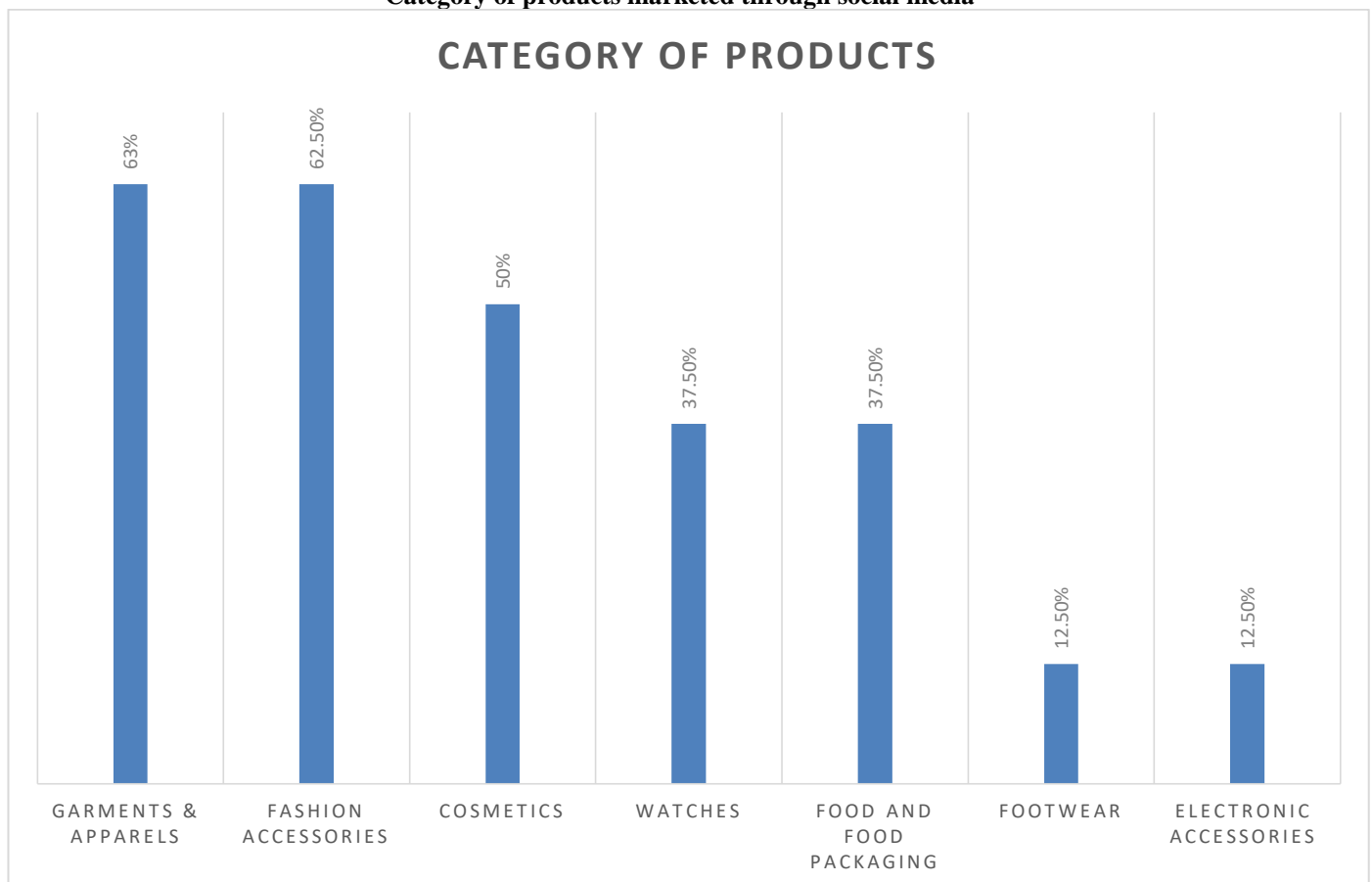
## Findings and interpretations

The above graph represents initial investment made by women in the business operated to social media platform. It can be observed that 62.5% stated that they made zero initial investment in their business of digital social media platforms while 37.5% made an initial investment of rupees 5,000 to 20,000 to start their business on social media.

## Monthly returns

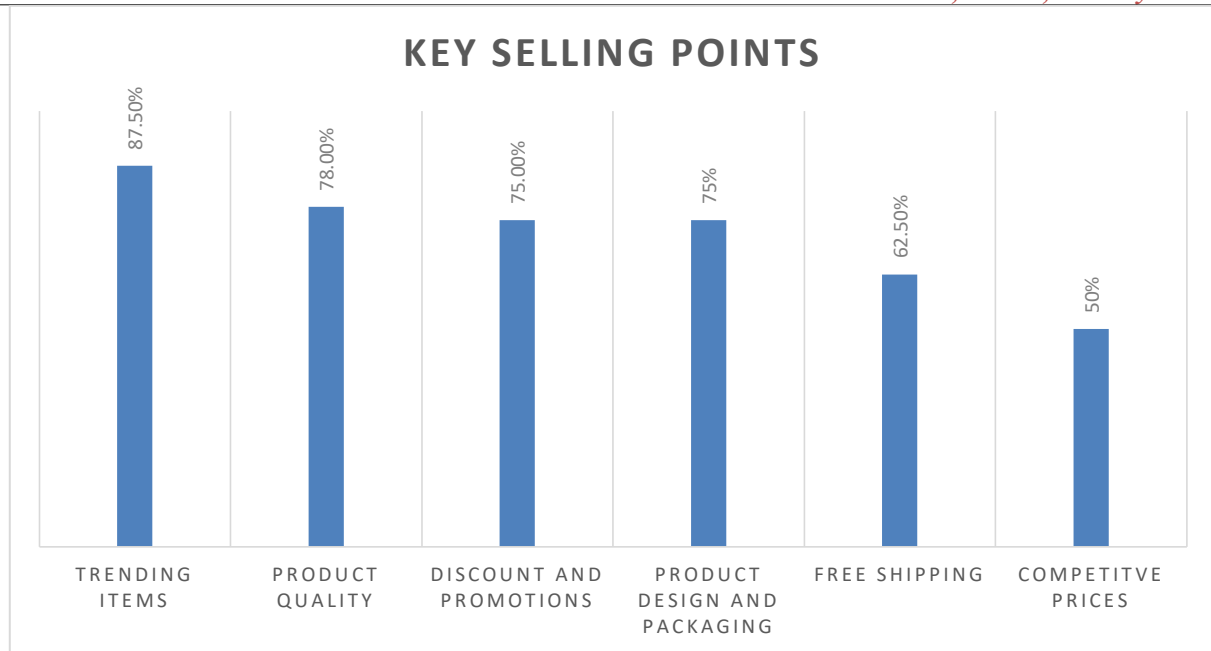


## Category of products marketed through social media



## Findings and interpretations

The above graph represents the percentage of various category of products sold through social media platforms. It can be observed that the highest percentage is 63% of garments and apparels followed by 62.5% of fashion accessories, 50% cosmetics, 37.5% watches and food and food packaging respectively, and 12.5% of footwear and electronic accessories are sold through social media platforms.



### X. ONE SAMPLE T-TEST

**Objective:** To identify positive (favorable) or negative (unfavorable) perception towards various factors influencing business promotion on social media platforms

**H0:** There is no significant difference in the average perception towards various factors influencing business promotion on social media platforms. ( $\mu = 3$ )

**H1:** There is a significant difference between the average perceptions towards various factors influencing business promotion on social media platforms. ( $\mu \neq 3$ )

The significance level ( $\alpha$ ) is assumed at 0.05. As the hypothesis is analysed with two-tail test,  $\alpha$  is divided 2, thus  $\alpha/2 = 0.05/2 = 0.025$ .

Table: One-sample statistic

Factors	p-value	Decision ( $\alpha=0.025$ )	Mean Score	Rank
Expansion	0.000	p-value < $\alpha$ , Reject H0	4.87	1
Connect with customers	0.000	p-value < $\alpha$ , Reject H0	4.78	2
Promotion	0.000	p-value < $\alpha$ , Reject H0	4.75	3
Customer feedback	0.000	p-value < $\alpha$ , Reject H0	4.72	4
Customer satisfaction	0.000	p-value < $\alpha$ , Reject H0	4.69	5
Contributed to women empowerment through financial independence	0.000	p-value > $\alpha$ , Accept H0	4.66	6
Start own business	0.000	p-value < $\alpha$ , Reject H0	4.62	7
Statistical tools have helped to track and enhance performance	0.000	p-value < $\alpha$ , Reject H0	4.25	8
Increase customer loyalty	0.000	p-value < $\alpha$ , Reject H0	4.25	9

It can be observed from the table of One-sample statistic that the p-value for all the factors is less than  $\alpha/2$ , thus rejecting H0 and thereby indicating a significant difference in the perception of respondents with respect to these factors.

To determine whether respondents had a favorable or unfavorable perception, the column of mean score will be referred to. The mean scores for all the variables with a p-value less than  $\alpha/2$  is more than 3, which indicates that the respondents had an above average perception indicating a favorable perception for these factors.

## XI. FINDINGS

The findings of the study suggests that majorly students have turned to social media platforms for starting and promoting their business. Further, social media platforms have allowed women entrepreneurs to better communicate with their customers and expand the target customer base.

The findings of the study suggested that most of the women entrepreneurs earned a monthly income of below 25,000.

Women entrepreneurs who responded to the survey mainly engage in the business of directly selling to the customers and most of them were able to target 50 to 75% of their target customers through social media platform

However, the average number of units sold per month is less than 50 and for most of the women entrepreneurs the monthly returns from the business were below rupees 5000 .

The category of products which were sold the most through social media platforms were garments and the key selling point which gained customer attention were the trending items.

The findings of the one sample T test which was conducted to study the perception of women entrepreneurs with respect to the role of social media platforms in the growth of their business suggested that the entrepreneurs had a favorable perception with respect to all the factors.

The entrepreneurs were of the opinion that social media has helped them to expand their business and connect with customers in a better way. The social media platforms have facilitated promotion of the business. Social media platforms have enabled them to collect customer feedback and measure customer satisfaction. The respondent strongly believed that social media platform has contributed to women empowerment through entrepreneurship and financial independence and has allowed them to start their own business with zero investment. The findings further prove that that statistical tools offered by social media platforms to track and enhance the performance have helped the entrepreneurs to even increase and measure their customer retention and loyalty.

## XII. CONCLUSION

Technology has revolutionized the way of doing business and is also touching all the aspects of human life. It has been often stated that technology has been the biggest fear to employment as it is replacing labor, however exploiting the technology can allow the growth of entrepreneurs. Technology may replace employment but it simultaneously aids entrepreneurship. Social media platform is held out to connect the world. It is easy to communicate and promote your business through such platforms and women entrepreneurs are making the most of this opportunity.

## XIII. RECOMMENDATIONS

Entrepreneurship has been a boon for many women during this COVID pandemic. For many it may be a way to sustain while for others it may be a way to gain financial independence. Increasing the awareness of use of technology for the benefit of the community can further enhance many women to take up entrepreneurship and social media platforms can assist them for reaching their goals.



**XIV. FUTURE SCOPE OF THE STUDY**

Researchers in the future can focus on the obstacles faced by entrepreneurs in the use of social media platforms and also the various security issues which are faced by the entrepreneurs. Research can be undertaken to understand customer perception towards the products they buy through social media platforms and on sections of society other than the women who have taken the entrepreneurship and have used social media as a platform for starting their business.

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