

**IMPACT OF SOCIAL MEDIA ON BUSINESS
DEVELOPMENT & GROWTH; ON WOMEN
ENTREPRENEURS, WITH SPECIAL REFERENCE
TO 'PULA' (PUNE LADIES)**

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UNDERTAKING

I, Mrs. Pratibha Jagtap, is the Ph. D Scholar of the Tilak Maharashtra Vidyapeeth in Management entitled: **IMPACT OF SOCIAL MEDIA ON BUSINESS DEVELOPMENT & GROWTH; ON WOMEN ENTREPRENEURS, WITH SPECIAL REFERENCE TO 'PULA' (PUNE LADIES)** under the supervision of Dr Rashmi Hobelar, solemnly affirm that the thesis submitted by me is my own work. I have not copied it from any source. I have gone through extensive review of literature of the related published/unpublished research works and the use of such references made has been acknowledged in my thesis. The title and the content of research is original. I understand that, in case of any complaint especially plagiarism, regarding my Ph.D. research from any party, I have to go through the enquiry procedure as decided by the Vidyapeeth at any point of time. I understand that, if my Ph.D. thesis (or part of it) is found duplicate at any point of time, my research degree will be withdrawn and, in such circumstances, I will be solely responsible and liable for any consequences arises thereby. I will not hold the TMV, Pune responsible and liable in any case.

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It is certified that work entitled: **IMPACT OF SOCIAL MEDIA ON BUSINESS DEVELOPMENT & GROWTH; ON WOMEN ENTREPRENEURS, WITH SPECIAL REFERENCE TO 'PULA' (PUNE LADIES)** is an original research work done by Mrs. Pratibha Jagtap, under my supervision for the degree of Doctor of Philosophy in Management to be awarded by Tilak Maharashtra Vidyapeeth, Pune.

To best of my knowledge this thesis

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- Fulfils the requirement of the ordinance related to Ph. D. degree of the TMV.
- Up to the standard in respect of both content and language for being referred to the examiner.

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Abstract of the research

Title:

“IMPACT OF SOCIAL MEDIA ON BUSINESS DEVELOPMENT AND GROWTH; ON WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE TO PULA (PUNE LADIES)”

Aim of the Research:

Social media is such a phenomenon that has changed how the business environment operates. Businesses can gain access to resources that were otherwise not available to them. Facebook is a social networking website that allows connecting the like-minded people and carrying out activities of common interests. Facebook group is one such utility available on this social networking site where people come together and form a group to achieve certain predefined objectives. It has become an instrument for social entrepreneurship.

PULA stands for Pune Ladies, Facebook group which was started in the year 2015 with 300 female members from Pune. It is a social media interactive platform created which has reached more than 250000+ numbers of members in January 2021. The goal of PULA (Pune Ladies), a Facebook community of women from Pune, Maharashtra, India, was to offer a platform that would allow them to feel like they belonged. Female members of this group seek for various types of information, offer and receive advice, assist fellow PULA females, publish opinions, promote their particular enterprises, participate in grand meets, and so on, all while adhering to set group rules that must be followed by all.

Objectives of the research

- To understand the extent to which Women Entrepreneurs make use of social media for their business development and growth.
- To assess the potential and impact of social media on business development and growth of women entrepreneurs.

Limitations

- Limitations as to sample type and size

The study is limited to 450 women entrepreneurs in Pune associated with PULA.

- Limitations as to geographical area

The study is limited to women entrepreneurs that are associated with PULA group operating in and around Pune.

- Limitations as to time

The study is conducted during the time period 2018-2020.

The reviews of past research studies have discovered the following research gaps in context to the present study. From the study of literature of various authors, a research gap is identified. Social media use and access by women entrepreneurs has significantly increased in recent years, there are major gaps in research and evidence about their activities and the risks and benefits of their online business practices. More research is needed which looks more specifically at the commercial imperatives and technical affordances of particular social media platforms for business, in conjunction with the difficult situations faced by women entrepreneurs'. Past researchers have not made the study of use of social media by women entrepreneurs with special reference to PULA.

The Research problem

Women entrepreneurs have increased their use of social media in recent years. By and large women entrepreneurs look towards their business as the secondary source of the income of the family and therefore though they use social media the extent to which they are trained and comfortable is not researched. On this background though the PULA group is initiated for the social media marketing support for women entrepreneurs the impact of PULA Facebook group is not studied. Thus, the present study is about the usefulness, challenges, opportunities, and impact of social media used by PULA members.

Research Gap :

The reviews of past research studies have discovered the following research gaps in context to the present study:

1. Lot of studies have been carried out on women entrepreneurship and related areas throughout the world. Various dimensions and aspects of women entrepreneurship have been published in a number of books, journals, research magazines etc. by various experts in the field. But it is observed that women entrepreneurship is still an unexplored area in India. There are very few case

studies carried out and published on women entrepreneurship in the Indian context. So, there is a huge scope for research.

2. Further, the study of women entrepreneurs and the role of social media in their business development is not studied extensively. There is a huge scope to understand the social media used by Indian entrepreneurs for their business growth.

Thus, it was found essential that the present study will add value in the business development opportunities through the suggestions and recommendations.

Findings:

From the detailed analysis and interpretation of the information retrieval about the use of social media (PULA) for the business by the women entrepreneurs of Pune, the major findings summarized are:

1. Majority of the respondents are in the entrepreneurial activities related to beauty, fitness, and wellness while a smaller number of respondents belong to fashion industry.
2. Majority of the women entrepreneurs have purely home-based ventures; second largest number is that of partnership ventures and third highest is that of women entrepreneurs who have ventures where single person is handling the entire business activities.
3. Majority of respondents use the following for their business development:
 - Facebook personal profile.
 - Facebook page.
 - Facebook group.
 - WhatsApp
4. Majority of the respondents have positively agreed to have a PULA verified seller posts on Bazaar Days.
5. Majority of the respondents are stated that Use and Nature of PULA Services- Unverified seller Business on Requests through PULA page is not applicable for them.
6. There is a moderate positive response of respondents regarding Facebook marketplace for their business growth.
7. Majority of respondents agreed that Marketing using Facebook helps:
 - i. Increased brand exposure
 - ii. Helps to build brand awareness

- iii. Brand reputation management
 - iv. To increase targeted traffic of customer
 - v. Search engine optimization
 - vi. Reduce marketing cost
8. Majority of Pune customers use social media for business purposes, a gazing majority of customers have access to social media, and a vast majority of customers believe WhatsApp is the current social platform for business development.
 9. Majority of the respondents did face the challenges like fear of making mistakes while operating social media, no response on social media used for communication executed by the customer, lack of time management while using social media and competitive pricing.
 10. Majority of respondents agreed that use of social media increased confidence and majority of respondents agreed that PULA & use of social media increased confidence.
 11. In interviews with five women entrepreneurs, including the founder of PULA, it was discovered that consumers prefer to simply enquire about products or engage in bargaining discussions. It also leads to a negative review system as a result of skewed opinions, which is extremely harmful to women entrepreneurs.
 12. The use of social media platforms leads to business promotion, development, and growth.

Suggestions, recommendations and contribution Suggestions

As a result, the researcher suggests that the greater emphasis be placed on increasing clients in order to improve business income through efficient and effective use of PULA bazaar, PULA promotions and PULA customer connect.

1. Along with the platform of PULA, women entrepreneurs should use other social media platforms like Twitter and Instagram.
2. Women entrepreneurs can use PULA platform in more robust ways and enhance their skills for making creative posts to create pull for their business purposes.
3. Women entrepreneurs should undergo training for the effective use of various social media platforms for making effective promotion through effective design of their business appeal.
4. Social media platforms provide a more appealing approach for women entrepreneurs to get their products into the hands of buyers. As a result, they will be able to employ advanced marketing strategies to attract more customers and promote new products.

5. Create content that your customers will look forward.
6. When generating material for a post, find out what is doable for a business schedule and what can be maintained so that it becomes part of the customer's habit.
7. On social media, hash tags, keywords, and other trends are easy to monitor. So, use these tactics to increase your customer base.
8. Women entrepreneurs must deal with challenges such as the negative review system, and they must learn how to cope with bad feedback constructively.

Recommendations

1. Recommendations to women entrepreneurs in general

The researcher has made several recommendations based on the research findings, which are outlined below.

- Women entrepreneurs should make use of social media more to promote their product, which will help them to increase the profit.
- Prepared a social media plan to help with posting the right content to the right social channels at the right time. This calendar should incorporate a content mix strategy.
- Keep an eye on consumer reviews of your products to get a sense of what they think.
- Using competitions and branded hash tags to collect user-generated material for your social feed is a fantastic way to acquire high-quality content. Even better, sharing content from supporters on social media may aid in the development of ties with other followers.
- Women entrepreneurs should do certificate course or diploma in effective use of social media.
- Women entrepreneurs should ensure that their personal profile matches their business profile, and they are able to create a professional impression.
- Many women entrepreneurs do not have their social media business page though they personal profile on the social media platforms. Therefore, it is recommended that women entrepreneurs should prepare very professional and impactful business profile for the strong presence on social media.

- Many women entrepreneurs neglect one more social media that is websites. Therefore, it is recommended that even though their businesses are small and medium they should have their websites.

2. Recommendations to PULA group administration and decision makers

- It is recommended that PULA establish a mechanism that avoids needless discussions such as negotiating and product cost inquiries, similar to Flipkart or Amazon.
- This will also aid in the reduction of bad customer reviews and irrational behavior.

3. Recommendations to the academics

As these days many students opt for career in start-ups it is essential that they know the challenges and opportunities in the effective use of social media for business development. Therefore, it is recommended that under all the disciplines in all the courses, an awareness building and capacity building training on use of social media for business development be given.

4. Recommendations to Government and Private institutes and training centers giving entrepreneurial trainings

- Many female entrepreneurs are unaware of the benefits of using technology and social media in their businesses. Government and private institutes might establish such courses to raise knowledge of technology and its use for business growth.

Contribution

1. Contribution to academics

- The study has made material available to better understand women entrepreneurs and their social media usage patterns and challenges and opportunities.

2. Contribution to industry

- It is beneficial for understanding the influence of social media on business, which will help in the development of plans to boost corporate growth.
- It helps in comprehending the positive and negative aspects of social media when used for business.
- The findings of this study may be used by businesses to not only develop plans, but also to improve their services.

Area for further study

- The study can be conducted on the use of social media of women entrepreneurs other than PULA group and on the male entrepreneurs.
- The study can be conducted on the entrepreneurs beyond Pune city and on the entrepreneurs from rural area, semi-urban area and metropolitan cities.
- Comparative study can be conducted on the business development, opportunities with and without use of social media.
- The study can be conducted for the entrepreneurs who have developed business well without the use of social media at all. It would be interesting to know the reasons behind not using social media but still have sustained well and developed.

Conclusion

Women entrepreneurs as female members of the family by and large do the multitasking for carrying out various roles. Social media works as a support system in the context of business promotion and strategic decision making. Across the globe social media has proved to be an aid for women entrepreneurship development helping them explore their potential.

The study concludes that Facebook Groups play a very important role in women Entrepreneurship development. Entrepreneurship is facilitated by PULA; a Facebook women group is influenced by four distinct factors: firstly, it is economic development that has created opportunities for women in the group who were smart enough to tap the gap between supply and demand. Secondly it is the culture of strong familial bonding that has created a healthy environment of trust and transparency leading to motivating more and more women to believe in themselves to start a venture that functions on their terms and convenience. Third important aspect to this PULA based business development is technological development that has geared the use of technology and spread of smartphones, which has become a catalyst for women entrepreneurship development. The final factor that has been incremental to the business development and growth is education. The factor of education has impacted very positively as it has implanted a strong faith in themselves that 'they can do it'. But, in spite of being well educated, many women are unable to invest time and money for their wish of being an entrepreneur. That is the reason educated homemakers have turned into successful entrepreneurs and techpreneurs of the social media aware urban population of India.

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CHAPTER 1

INTRODUCTION

INTRODUCTION

1.1 Introduction

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1.3 Social Media and Entrepreneurship

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1.1 Introduction:

World over women empowerment is giving significant results in all the areas like art, science, management and entrepreneurship. Now a days women are contributing a lot in the growth and development of the society. The social media platforms have given the additional opportunities to the women entrepreneurs. If we look at the evolution of social media the first reference that we get is of Usenet.

Usenet was created in the year 1979 as a communication platform for user of internet. In October 1998 social media came into existence through the Open Diary. That was the early form of social media which brought together all online diary writers. Around same time the blog was also used and with colloquial effect it became weblog as a noun form. In due course internet started growing in terms of speed and spread which further made social media real social and popular. It was possibly 2003 when the concept of social media initiated with the birth and boost of networking sites like that of Myspace and Facebook. Today social media has taken an all-pervasive form and has been incremental in minimizing distances that was present due to physical locations and diverse geographical conditions.

1.2 Social Media

Social media is a computer mediated technology that facilitates creating, sharing, expressing information, ideas, career interests through virtual communities and networks¹.

The term social media encapsulates use of web based and mobile technologies that turns communication into interactive dialogue. It has aided business for engaging in timely and direct communication with customers at minimum cost and maximum efficiency than the traditional methods of communication. Social media takes various forms that includes magazines, internet forums, social blogs, podcasts, pictures, videos and social bookmarking².

1.3 Social Media and Entrepreneurship:

According to the available records, 0.4% of world population was using internet in the year 1995³. The reports published in July 2021, the world internet population has now reached to 57% and the same report suggests 9 out of 10 internet users make use of social media⁴. Social media is such a phenomenon that has changed how the business environment operates. Businesses can gain access to resources that were otherwise not available to

them. It has also helped businesses to increase their worthiness, cultivate strategic partnerships and increase their contact with customers and suppliers. It has become important for business owners and marketers to understand how social media work as a communication and marketing tool and how they can significantly grow their businesses

1.4 Entrepreneurship through Social Media Platforms:

One of the major challenges that every society at large is facing today, in the well-connected and the globalized world is to connect to the world of WWWs through different apps and through the means of networking. The challenge is how to connect to virtually connected and physically aloof from next door acquaintances! The challenge is to channelize the communication in socially glued societies and businesses. The answer is entrepreneurship through social media. One of the problems of social media marketing is that it is peer-to-peer by definition, involving interactions between friends, family, and coworkers (Dave Chaffey, 2021)

Today, Facebook is a social networking website that allows connecting the likeminded people and carrying out activities of common interests. Facebook group is one such utility available on this social networking site where people come together and form a group to achieve certain predefined objectives. It has become an instrument for social entrepreneurship.

PULA is a Facebook group of females from Pune City of Maharashtra state in India. It was started in the year 2015 with a vision to create family of fellow females in and around Pune city. The purpose was to facilitate a platform that creates a place where they feel they belong to. On this group, female group members search for information of various kind, give and take suggestions, help fellow PULA females, post opinions, promote their respective businesses participate in grand meets etc. under predefined group rules to be observed by everyone.

This group has a core team that monitors to maintain and sustain the purpose and it also has a group rule book to abide to. One of the prime advantages of this group is freedom of expression that women are normally deprived of when it comes to decide how to earn livelihood. PULA facilitates such a place for its female members where they do not have to worry what will the decision maker 'he' of the family will think or feel or react or the like if she decides to express or promote or advertise or market her skills and ideas. Along

with freedom of expression the next comes experimenting with various business ideas with ready market research and latest trends of the business that is facilitated by the group activities. The other important advantage of this Facebook group is costless promotion of the business activity that is possible through this social media interface.

1.5 Entrepreneurship Development:

Entrepreneurship as a process is a way of putting entrepreneurial thinking into practice; that could be in the form of profit business sector, the non-profit social structure, the political area or in the public service.

Entrepreneur and entrepreneurship play a very important role in the socio-economic development of a nation. Entrepreneurs set up enterprises and generate employment leading to the reduction in unemployment as well as the foreign exchange is earned through the export of the goods and thus the entrepreneur adds to national growth and prosperity.

1.6 Women Entrepreneurship in India:

Women usually have smaller networks and less geographical mobility than men apart from this, in case of young married women they must devote sizeable time for the families, particularly in the early years of upbringing of the children. Women face many constraints in managing enterprises and do take the support of others on specific areas of management.

Women entrepreneurs can be divided into three categories:

- Women with education qualifications who take initiative and manage the business at par with men.
- Women who do not have educational background or formal training but have developed practical skills required for small scale, household and handicraft industries and choose a product with which they are familiar. The skills may be hereditary or acquired through training programs organized in nearby places.
- Women with low levels of income, hardly any education or skills. They need support from government and non-government organizations in promoting ventures that suit their interests.

The present study has been undertaken to understand the role that social media especially Facebook (which is a very commonly used social media platform) plays in the development and growth of women entrepreneurs' ventures and businesses. Over the last decade, India has seen an increase in the number of startups and new enterprises, the majority of which have been started by males. While many Indian women aspire to be entrepreneurs, success is frequently more difficult for them. This short initially gathers statistics to explain the condition of women entrepreneurs in India before looking at the barriers to greater engagement of female founders in the Indian economy .

1.7 A Facebook Group:

A Facebook Group is a place for group communication and for people to share their common interests and express their opinion. They let people come together around a common cause, issue, or activity to organize, express objectives, discuss issues, post photos, and share related content.

Types of Facebook Groups

1. Closed Facebook Groups

A Closed Group is private than a Page and the creator has the option to make it closed. In Closed only the invited ones and which are part of the group such members can see the content and information shared within it. An example of a Group might be team members who are working on a project together and want to communicate with one another more efficiently. By creating a Group, the team is given a private forum to share ideas on the project and post updates, just like with a Page. Still, all information is shared only with those within the Group once it has made closed. Others will still be able to see that the Group exists and who are members, but they will not be able to see any posts or information within the closed Group unless they are invited.

2. A Secret Facebook Groups

This one is more private than that of the closed Group. This type of Group is exactly what you would expect it to be... secret. Nobody on Facebook can see a secret Group other than those in the Group. This Group will not appear anywhere on your profile, and only those within the Group can see who the members are and what is posted. These Groups could be used if you are planning an event that you do not want somebody to know about, or if you

just want a secure platform to talk with friends. Another example might be a family who wants to share pictures and news with each other on Facebook but without other friends seeing everything.

3. Public Facebook Groups

The privacy setting for a Group is public, that means everyone on Facebook can see who is in the Group and what has been posted. And the setting allows to the members of the Group can post within it.

1.8 Pune Ladies ‘PULA’

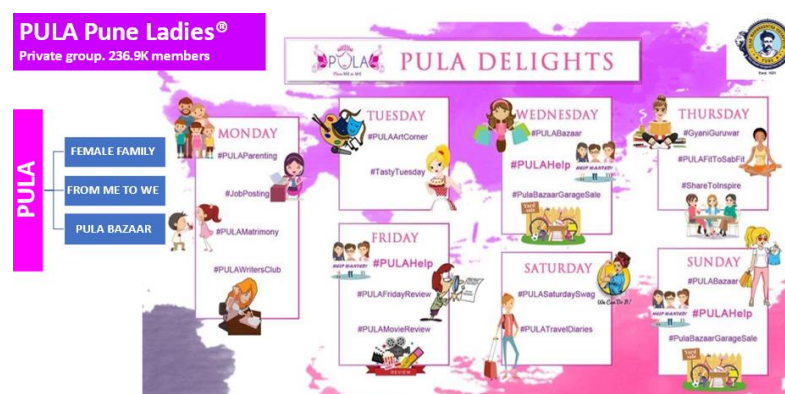
PULA stands for Pune Ladies which was started in the year 2015 with 300 female members from Pune. It is a social media interactive platform created which has reached more than 250000+ numbers of members in January 2021. PULA is a virtual family created for all females of Pune where they can learn and grow. PULA is a Pune-based social networking and interactive platform for women.

The focus of the community focuses mainly on three points -

- Help / Empower / Support / Network / learn with fellow beings for mutual benefit.
- Make their members financially independent by helping them to be an entrepreneur or find an occupation.
- Motivate women to break the culture of silence and speak about topics those are avoided talking publicly.

1.8.1 Administration and Monitoring System of PULA

Fig 1.1 PULA Daily Schedule image



The success of PULA, lies in its rules and systematic days followed by all. This group has strong governance on all activities and post within the group by a strong team. Along with Sonia, the driving force behind PULA is 'The team'

For effective PULA Group Administration specific rules and regulations are followed.

1. To be member of PULA it is ensured that the applicants fulfill following criteria:

- Applicant must have either lived or living in Pune
- Membership is restricted to women only
- It is necessary that applicant's Facebook profile needs to have their real pics
- Applicant's Facebook Profile must show their residence at Pune City
- There also restriction to reapplication as new profile is not accepted and it is also necessary that the applicant has minimum 50 friends on Facebook
- There is also restriction to type of profiles accepted and strictly business profiles are not accepted. The Facebook profiles which are locked profiles are also not approved.

2. To participate and post in PULA Bazar posts following rules are mandatory for all :

- Posts are restricted to every Wednesday and Sunday only.
- Only for verified sellers can post on Bazar days.
- Everyone must specify it with the heading as #PULABazaar and by sharing certified ID card along with 15 pics. It is mandatory to mention price for every product. In case of #EventAlert and #ExhibitionAlert 1 picture and along with charges are expected to post.

3. For being PULA verified seller following instructions are given to all:

Log on to www.pulapuneladies.com and register to be a verified seller and get listed in PULA Directory also. Required documents are: 1 photo ID needed

- Address proof needed of Pune - MANDATORY
- Charges applicable

Fig 1.2 Details of Pula verified sellers

Details of Pula verified sellers		
Sr. No.	Category of Sellers	Total number of Sellers
A]	Beauty, Fitness & Wellness	1144
B]	Doctors	296
C]	Education	785
D]	Entertainment	6
E]	Fashion	2268

F]	Food, Stay & Celebration	1404
G]	Handmade & Customized	1392
H]	Home / Retail Stores	585
I]	Kids	288
J]	Pets	17
K]	Professionals	1048
	Total verified Sellers	9233

4. Regarding posting for PULA Help or posting requirements on the group

- #PULAHelp is allowed only on Wednesday, Friday, and Sunday.
- It is required to be specific about what is needed, the price range and the size if applicable.
- Need of suggestions, doctors, discussion is allowed.
- Use SEARCH BAR is also suggested when required.

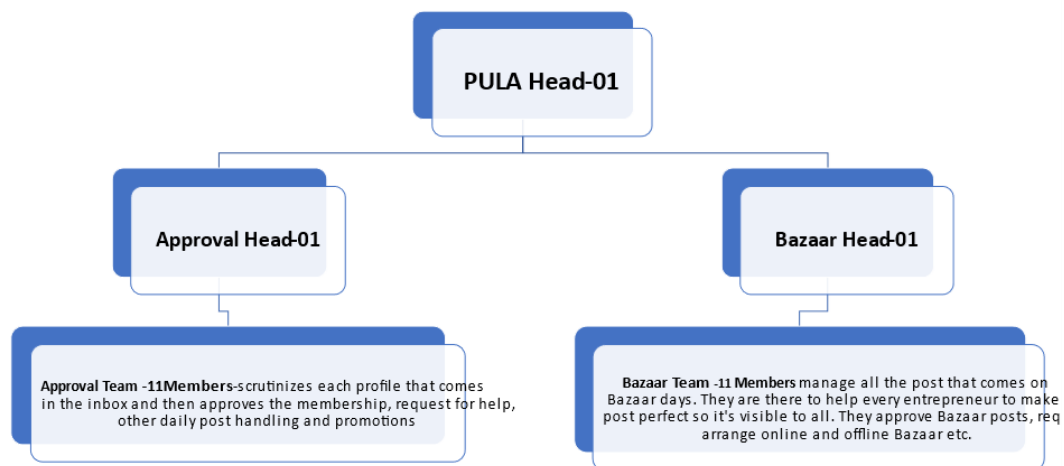
5. Group Ethics are specifically mentioned and adhered to.

It is ensured to make sure that everyone feels safe. Trolling of any kind is not allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender, or identity are not tolerated.

The group is together to create a welcoming environment and ensures treat everyone with respect. Healthy debates are welcomed. No post allowed on religion, politics n defamation for personal reasons.

PULA has rules and guidelines to be followed and have systematic days to be followed.

PULA Organizational Structure



1.9 Theoretical Background

The base for this study on social media and entrepreneurship is the theories of Social Norms, Normative Social Influence, and Informational Social Influence.

According to theory of Normative Social Influence, there is a fundamental human need to belong to social groups. PULA is such a platform that fulfills social need to belong to social group as well as their need for marketing for their business is also fulfilled.

According to the theory of Social Norms, theory states that the likelihood that a person will respond to social influence will increase with:

- Strength: how important the influencing groups of people are to you.
- Immediacy: how close the group is to you (in space and time) at the time of the influence attempt.
- Number: How many people there are in the group.

It has been observed that PULA Facebook group is developed and administered in such a way those women entrepreneurs are eager and feel proud to be the member of the group.

1.10 Significance of the Research:

Social Media allows user to overcome geographical distance and time constraints for information and interaction purposes. Social media provides entrepreneurs with significant added value in terms of social capital. Social media facilitates entrepreneurs with larger network and access to previously unattainable resources both geographically as well as socially, and thus enhancing opportunities to connect with clients, suppliers, channel partners and network contacts. It aids in maintaining personal and professional contacts. With use of social media women entrepreneurs can be more socially active and can avail greater diversity of network resources.

Social media facilitates women entrepreneurs a handy aid to gather valuable information and advice, to identify opportunities and access critical resources for business creation, maintenance, development, and entrepreneurial success. Social media helps women entrepreneurs to counterbalance and overcome difficulties and barriers that they may face in real life interaction. It aids in building and maintaining contacts and provides solution to the limited access to face-to-face interactions particularly owing to time and location constraints.

1.11 Focus of The Study:

The study focuses an emerging section of entrepreneurs of urban Pune with varied cultural, economic, and educational background through social media as a platform.

The women entrepreneurs who are using Facebook Group PULA as a platform to transact and to venture their product and services are covered under this study.

The exact objectives, hypotheses, scope, and limitation are given in the chapter number three.

1.12 Organization of the Study

The present study is organized into five chapters, details of which are given below.

Chapter 1 - Introduction, this chapter introduces the study, explores the basic concepts that formulates the base of the study, Theoretical Background, Concept of Entrepreneurship Through Social Media Platforms, Entrepreneurship Development, Women Entrepreneurship in India, A Facebook Group, 'PULA', Administration and monitoring system of PULA, Significance of the research and Conclusion to the chapter.

Chapter 2 - Review of Literature that explores through Introduction, Review of Books, Review of Research Papers and articles, Review of Research Papers, Review of Articles in Magazine, Review of Articles in newspaper, Review of Reports, Review of Speech, and finally Conclusion to the chapter.

Chapter 3 - Research Methodology that contains: Introduction, about The Research problem, the Research Questions, the Objectives, Research Hypotheses, Research design, Primary Data, Questionnaire Design, Opinion Survey Questionnaire, Pilot Survey Questionnaire, Main Survey Questionnaire, Interview Design, Pre-Survey Interview Design, Sample Design, Secondary Data, Selection of Statistical Tools, Scope of the study and finally the Limitations of the study

Chapter 4 - Data Analysis and Data Interpretation that covers through Introduction, Analysis and Interpretation, Analysis and Interpretation of Pilot survey, Analysis and Interpretation of Main survey, Interview of PULA Entrepreneurs, Pre survey Interview, Post survey interview, Testing of Hypotheses, and the Conclusion

Chapter 5 - Findings, Conclusion, Suggestions & Recommendations that covers Introduction, Findings, Suggestions, Recommendations and implications, Contribution of

the Research, Contribution to academics, Contribution to industry, Area for further research and the Conclusion, Bibliography, Annexures – Copy of Survey Questionnaire

1.13 Conclusion

The researcher has explored the theoretical background in this chapter. The researcher has read and reviewed the secondary data in the form of books, research papers, reports, and reviews etc. and same is reviewed in the chapter number 2

CHAPTER 2

REVIEW

OF

LITREATURE

REVIEW OF LITERATURE

2.1 Introduction

2.2 Review of Books

2.3 Review of Research Papers and articles

A. Review of Research Papers/Articles

B. Review of Articles in newspaper

2.4 Review of Reports and Blogs

2.5 Conclusion

2.1 Introduction

The research framework was decided with the help of the topic of the research, the researcher studied the concepts and applications with the help of various books, research papers, reports and articles. The objective was to get the insight about the topic and to find the research gap.

2.2 Review of Books

Book No.1

Name of the book: The E-Factor: Entrepreneurship in the Social Media Age.

Name of the Author/Authors: Adrie Reinders & Marion Friejsen

Name of the publisher: Ben Bella Books

The book contains the information about the E factor which can be used in the business for growth and the development of the business. It also discusses about new funding rules for start-ups. Author also explains use of social media tool for business.

This book explains today's entrepreneurs what considerations to make when controlling traditional business ideologies with modernization and innovative technology. The ten chapters explain reconstructed conceptual, economic and technical frameworks for a new generation of entrepreneurs. Emphasizing the importance of success and progress through the cultivation of strong personal relationships (virtual and physical), keeping a challenge-based mind-set, and extraordinary internet awareness, the book offers numerous case studies illustrating the successes and failures of companies and entrepreneurs. The author understands the importance of E-Factor in today's business. It also provides an understanding of how to re-evaluate company goals, products, and company structure to meet needs in a competitive environment. Importance of virtual networking, social media and cloud to run business in today's techno savvy world.

Learnings: This book provides information about new technologies such as virtual networking and cloud computing that may be utilised to improve business efficiency. It mostly focuses on the E factor for business, with some success and failure case studies

thrown in for good measure. This clarifies the application of modern technologies in the workplace.

Research Gap: Relevance of offline promotion methodologies could have been explored.

Book No.2

Name of the book: Sustainability, Innovation and Entrepreneurship. Saylor Foundation

Name of the Author/Authors: Andrea Larson

Name of the publisher: Saylor Foundation

‘Sustainability, Innovation, and Entrepreneurship’, offers an opportunity to analyse businesses whose products and strategies are designed to offer innovative solutions to some of the twenty-first century’s most difficult societal challenges. A new generation of profitable businesses is actively engaged in cleantech, renewable energy, and financially successful product system design and supply chain strategies that attempt to meet our economic development aspirations while addressing our social and ecological challenges. Chapter three ‘Framing Sustainability Innovation and Entrepreneurship’ states that the Educational institutions, cultural values, and everyday practices create and sustain assumptions that become paradigms, which then influence what we consider possible. The 1990s and first decade of the twenty-first century witnessed a variety of difficult and growing environmental and social problems and, in response, the introduction of new concepts for business. Mutually reinforcing compatibility between business and natural systems supports prosperity while sustaining and expanding the goods and services ecosystem services provide. Biologically inspired business models and product designs can offer profitable paths forward. Constraints, rather than limiting possibilities, can open up new space for business innovation and redesign. In chapter 4 titled ‘Entrepreneurship and Sustainability Innovation Analysis’ addresses the entrepreneurial process. Incorporating sustainability considerations into business requires reaching out beyond conventional sources of business information. Entrepreneurs and businesses that tap into weak tie relationships around sustainability concerns can use them to find new ideas for products and services.

According to author entrepreneurial achievements or success is the fit among the entrepreneur or team, the product conception, the opportunity, the resources, and the entry strategy. The author describes better prospects of entrepreneurship. It also gives insight on entrepreneurship as a concept on global level. This book helped in developing theoretical background for the study.

Learnings: This book focuses on a small number of issues that are seen to be the most essential in terms of sustainability. The focus on the environment goes against the balance that sustainable enterprise promotes.

Research Gap: Other areas excluding environment is not discussed in the book.

Book No.3

Name of the book: Social Entrepreneurship: What Everyone Needs to Know

Name of the Author/Authors: David Bornstein and Susan Davis

Name of the publisher: Oxford University Press

Book introduces social entrepreneurship. Part I focuses on defining social entrepreneurship is not only as a field or movement but also as a mechanism for organizing social problem solving. It shows how it differs from other forms of social engagement and what it looks like on an individual level. According to author social entrepreneurship at its essence is a process by which individuals “build or transform institutions to advance solutions to social problems” Part II gazes at the problems encountered by social entrepreneurs. One major challenge is finance, and especially gaining growth capital. Most social entrepreneurs have less trouble financing a new idea than financing the growth of their organization. Government funding is less than ideal because of the difficulty involved in complying with government reporting requirements. Part III looks at the ways we can adoptive an innovating society to achieve social change all around the world.

The book has helped the researcher to understand the concept of social entrepreneurship. It also helped to understand the challenges in it especially financial challenges and social challenges. It thus contributes to the theoretical background to the research undertaken.

Learnings: this book insight about social entrepreneurship and challenges with special reference to United States. It gives the comprehension about advantages of social media for the business.

Research Gap: Other streams except for academics and journalism are not discussed in the book.

Book No.4

Name of the book: The Rise of Women Entrepreneurs: People, Processes, and Global Trends.

Name of the Author/Authors: Jeanne Coughlin

Name of the publisher: Quorum Books

It provides an examination of the fundamental issues facing female entrepreneurship from a global perspective in ‘The Rise of Women Entrepreneurs: People, Processes, and Global Trends’. The book gazes at the major areas of study concerning women business owners today i.e., the global trend of female entrepreneurship; the characteristics and motivations of the women who start their own enterprises; and the processes women undertake to start their own businesses. It provides the global perspective to recognize the unstoppable rising tide of female entrepreneurship around the world. This book also focuses on female enterprises by looking at the characteristics of the women who start them and addressing their primary motivations. Lastly it emphasizes on “The Processes”, which begins with the premise that women often establish businesses for different reasons than men do. And they typically start businesses in different markets and with different business structures.

The Author explains about women entrepreneurs and their empowerment by giving examples and by quoting thoughts of management gurus. Economic, social, and personal motivations for female entrepreneurs are well explained. Challenges faced by women entrepreneurs also describe by author. According to author “the industrialized world, an intimidating statistic for any prospective female entrepreneur is that more than half of all start-ups will fail within five years.” Author also enlightened about tools and processes for helping women entrepreneurs. Assessing the internal entrepreneur, behavioural

assessment, assessment of business and industry experience, financial requirements and personal goal settings are some of the methods specified by author to avoid challenges. According to author, “for many female entrepreneurs, the right advice can make all the difference.” Very important i.e., resources available country wise and specifically in United States (by states) are also given at the end of the book.

The book has helped the researcher to develop the theoretical background of the study undertaken and it also has provided an insight on the ongoing changes that the entrepreneurship developments has gone through and about female entrepreneurs and woman-owned businesses.

Learnings: Today, there is a significant increase in the number of female entrepreneurs. It gives clarity about a variety of entry-level strategy analysis, monitoring, and assessment programmes designed specifically for women entrepreneurs.

Research Gap: Available platforms for female entrepreneurs are not discussed.

Book No.5

Name of the book: Understanding Social Media and Entrepreneurship

Name of the Author/Authors: Leon Schjoedt, Malin E Brannback and Alan L. Carsrud

Name of the publisher: Springer

People can use social media to broaden their exposure to knowledge, such as major developments and trends in technology, markets, government regulations, or society in general, which can help with entrepreneurship, company growth, and other activities. Despite social media's pervasive cultural and sociological influence on how people communicate and interact, little research has been done on its function in business. Specific social media platforms like Facebook, Twitter, Instagram, etc. as well as gender, education, and socioemotional wealth are investigate. This book addresses that need by looking at the impact and implications of social media on entrepreneurship at the person, group, and project (firm), and society levels. This book described the relationship between entrepreneurship and social media in detail.

Learnings: For a business, social media is quite useful. This book further clarified the morals, motivations, and unethical behaviour of entrepreneurs on social media.

Research Gap: Difficulties encountered when utilising it are not explored in depth, and different platforms and tools are not investigated.

Book No. 6

Name of the book: Indian Women as entrepreneurs: An exploration of self-identity

Name of the Author/Authors: Payal Kumar

Name of the publisher: Springer Nature

This one-of-a-kind curated anthology examines how entrepreneurship shapes Indian women's self-identity and validates their identities in a patriarchal culture. Indian Women as Entrepreneurs asks if entrepreneurship is merely about seizing a business opportunity for profit, as opposed to current research that focuses on the antecedents of entrepreneurship for women and their performance results.

This book illustrates how an entrepreneur's self-concept impacts their connection with their job in terms of motivation, effort, and performance. It asserts that both work and societal contexts have an impact on an entrepreneur's self-identity. This book, which builds on Unveiling Women's Leadership, makes a unique and significant contribution to the literature on enterprising Indian women.

Learnings: The book gave clarity about the women entrepreneurs of India. This book sees entrepreneurship as a way for a woman to achieve socioeconomic empowerment, which in turn aims to change power dynamics across society.

Research Gap: Advantages must be expanded upon to comprehend the strength of business and the benefits it provides to women who work in it.

Book No.7

Name of the book: Social Media for Small Business

Name of the Author/Authors: Franziska Iseli

Name of the publisher: Jhon Wiley & Sons Australia, Ltd.

The majority of individuals use social media these days, but few understand how to successfully advertise themselves or their businesses so that their message is seen and understood. In *Social Media for Small Business*, a successful entrepreneur, marketing and brand strategist, and author takes readers step by step through the process of creating and sustaining an online presence utilising social media in an efficient and confident manner. This book covers all of the main social media platforms and offers methods and tactics for getting the most out of each one. Learn how to apply real and tangible strategies to attract enthusiastic followers and convert them into satisfied customers, no matter what sector you're in, from Facebook Advertising to Instagram Stories to LinkedIn Events.

This book is a must-have for company owners who want to increase their reach online and improve their bottom line. It's packed with useful tactics, practical advice, and real-world case studies.

Learnings: The book gave conceptual clarity about the online marketing strategies for the business.

Research Gap: When it comes to online marketing, flaws are rarely acknowledged in the book.

Book No.8

Name of the book: Social Media Impact on Entrepreneurship Development

Name of the Author/Authors: R M Leeu, M M Rahman

Name of the publisher: Independently Published

The book discusses the impact of social media on entrepreneurship development and the benefits of social media for entrepreneurs. The major objective of this book is to discover "How social media changed into a fantastic business landscape for entrepreneurs" and "How entrepreneurs benefit from this." In the past, individuals just used social media to

enjoy themselves, and they only utilised a few other social media platforms to do so, but nowadays, people use social media for marketing and selling commercial items as well. As a result, it's a fantastic transformation for businesses to use the platform.

Because it requires less work and cash to get started, new entrepreneurs who are often fresher find it simple to use various social media platforms as their market place. We have determined what sort of influence has been exerted on the growth of the new entrepreneur in this book. It also discovered that entrepreneurs believe Facebook and Instagram are the two most important channels for getting their business off the ground.

Learnings: The book gave conceptual clarity usage of social media for business and its advantages in depth.

Research Gap: Different tools of social media are not discussed.

Book No. 9

Name of the book: Emerging Dimension of Entrepreneurship in India: Women Entrepreneurship.

Name of the Author/Authors: Priyanka Sharma Gurnani

Name of the publisher: Educreation Publishing

The book is to promote entrepreneurial thinking by demonstrating how to recognise and comprehend potential opportunity gaps in various areas and industries. It is to foster entrepreneurial thinking and encourage more women to take the leap of faith, without necessarily evaluating success. Its area is to motivate people to work hard and provide guidance for taking the correct steps toward entrepreneurship, therefore reducing numerous risk factors.

Learnings: The book gave conceptual clarity about the Indian women entrepreneurship. It also insight about the opportunities and challenges with respect to Indian scenario.

Research Gap: Innovation and technology for business, as well as their use in the workplace, are not covered.

Book No.10

Name of the book: Women Entrepreneurship in India

Name of the Author/Authors: Jaynal Uddin Ahmed, Khundrakpam Devananda Singh

Name of the publisher: New Century Publications

Women play a crucial role in the family, which is society's fundamental unit. Family is a powerful force for societal cohesion and integration, and it should be bolstered as such. Inadequate assistance for women and safety for their families has a negative impact on society as a whole, undermining attempts to achieve gender equality. Diverse types of family exist in various cultural, political, and social systems. Family members' rights, abilities, and duties must be respected. The degree to which women are empowered in the national hierarchy is mainly dictated by their economic, social, and political identities. These elements are intricately connected and entangled, with several cross-cutting connections. However, if efforts in any one dimension are lacking or ineffective, the outcomes created by the other components will suffer. Only until all three elements are addressed and made compatible with one another can women be really empowered. In other words, for women's holistic empowerment to occur, economic, social, and political factors affecting their lives must successfully combine.

Entrepreneurial behaviour is influenced by social and economic variables, according to a growing corpus of research. Nations with robust and diverse labour markets or better safety nets, for example, have a higher proportion of opportunity-driven women entrepreneurs than countries with a higher proportion of necessity-driven women entrepreneurs.

Learnings: The book enlightened about the Indian women entrepreneur scenario in detail and its socio-economic influenced.

Research Gap: Challenges and opportunities is not discussed

2.3 Review of Research Papers and articles

A. Review of Research Papers/Articles

Paper/Article No. 1

Name of the Research Paper/Article: Women Empowerment through Micropreneurship in Online Businesses in the Sultanate of Oman

Name of the Author/Authors: Iffat Sabir Chaudhry, Rene Y. Paquibut

Date of Publication: 2021

Author used the descriptive research used the survey method to collect structured information from the study target population. Using the cluster sampling and self-selection sampling techniques, the survey was administered to women micropreneurs based in all the major states of Oman. The survey questionnaire was translated into Arabic (native language of Oman) and administered online to the study participants, using different social networking platforms, i.e., Twitter, WhatsApp, Instagram, Snapchat, and Facebook. A total of 657 respondents participated in the survey. Sixty-eight (68) response sets with more than 5% missing data and straight lining issues were removed; and remaining five hundred and eighty-nine (589) data sets were used for analysis. The data were analysed using the SPSS software. The study concluded that young Omani women are engaging in small businesses with the use of social media. However, the patriarchal mind-set and socio-cultural expectations are limiting the extent of their engagement in entrepreneurship.

From the study Author understands that Young Omani women are getting educated on social media allowing them to engage in online businesses while performing their traditional duties at home. It means their efforts of empowering their female population and making Omanis self-employed and self-reliant.

Learnings: The research paper enlightened about the Micropreneurship in Online Businesses by women entrepreneurs with special reference to Oman. Their ability to engage in entrepreneurship is limited by patriarchal mind-sets and socio-cultural

expectations. They can utilize social media to assist marketing operations, but due to their lack of expertise, they are unable to maximise the benefits of social media.

Research Gap: Study is restricted to women entrepreneurs of Oman.

Paper/Article No. 2

Name of the Research Paper/Article: Digital Media: Empowerment and Equality, Information

Name of the Author/Authors: Magdalena Madra-Sawicka, Jeretta Horn Nord, Joanna Paliszkiewicz and Tzong-Ru Lee

Date of Publication: 13/March/2020

the study investigated the use of digital media, specifically social media technologies, in the workplace in Taiwan. Participants responded to questions asking whether social technologies could be a source of empowerment, leading to equality. The data were collected through online survey. The respondents are both male and female employees. 5 social media technologies were selected for the study as Facebook, Twitter, LinkedIn, YouTube, and Google+. Data were collected electronically from 218 responders, comprising 128 women and 90 men. The average age of the female respondents were 37 while for men it was 41. The study concluded that a greater percentage of female than male respondents use the various technologies and mostly they are using Facebook, YouTube, and Google+.

From the study Author understands that both genders use social technology platforms for business support, experience benefits, and believe that these technologies could provide empowerment for success.

Learnings: This paper gives clarity that there is an increased usage of social technology by women. It is resulting in a reduction of the gender gap.

Research Gap: This study is focused on Taiwanese.

Paper/Article No.: 3

Name of the Research Paper/Article: Social Media as a Gateway for Accelerating Women Empowerment

Name of the Author/Authors: Dr. S. Kadeswaran , Ms. D. Brindha ,Dr. R. Jayaseelan

Date of Publication: March/2020

the objective of the study was to find out whether social media plays as a tool for women empowerment in current scenario. The primary data was collected through semi-structured interviews with 23 women from varied backgrounds in terms of education, family, profession and economic status to explore and obtain in-depth information. 69% women web users stated that they use social media to gather various information related to women issues. The study concluded that social media is primarily used by women for educative and informative purposes also social media is an interactive tool that helps them connect with friends, relatives and the world outside beyond their imagination and boundaries.

From the study Author understands that Social media provides women with an online space to express their options as well as share content related to their emotions and they are also sharing the ideas and tips over there so they feels that it is a reliable source to get all information about how to become successful entrepreneurs and increase confidence, financial status, self-development.

Learnings: This study report demonstrated how social media influences decision-making.

Research Gap: The survey does not look at the difficulties that people face when utilising social media.

Paper/Article No.: 4

Name of the Research Paper/Article: Women Entrepreneurship in India: An Insight into Problems, Prospects and Development

Name of the Author/Authors: Chinmayee Sahoo

Date of Publication: 25/September/2020

the study was done to find the factors responsible for encouraging women to become entrepreneurs, examine the problems faced by women entrepreneurs, study the impact of assistance by the government on women's entrepreneurship and to provide some solutions to various problems faced by the women entrepreneur group. The study was based on secondary data and collected through books, national & international journals, public and private publications, various websites and libraries. The author discussed many problems and given overview on role of Government, institutions for promoting women entrepreneurship as Integrated Rural Development Programme (IRDP). Author concluded that women sector occupies nearly 45% of the Indian population and women entrepreneurs have proved to be a strong driving force in today's corporate world. But some effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women.

From the study Author understands that women entrepreneurs face so many problems from financial, marketing, health, family, and other problems point of view. The governments and financial institutions must enforce some measurable guidelines for women entrepreneurs from time to time and also are competent enough to sustain and strive for excellence in the entrepreneurial field.

Learnings: This report illuminated the issues that Indian women entrepreneurs confront, as well as providing clarity on the business's future potential.

Research Gap: The survey makes no mention of IT opportunities for women entrepreneurs.

Paper/Article No.: 5

Name of the Research Paper/Article: Investigating the Impact of Instagram on Women Entrepreneurs' Empowerment

Name of the Author/Authors: Ambar Sari Dewi

Date of Publication: January/2020

Using qualitative content analysis, the study was categorized the content of text and visual data on social media, particularly Instagram owned and operated by women entrepreneurs. Primary data were collected from two Instagram accounts owned by two women-entrepreneurs in Yogyakarta, Indonesia. In-depth interviews were conducted with the owners and co-founders. Iterative analysis was then conducted by comparing data with theoretical concepts used for the study. The study concluded that social media, particularly Instagram, is a valuable resource for empowering women entrepreneurs. Instagram opens many possibilities and allows women to make choices as well as control them.

From the study Author understands that women empowerment is shown on how the women entrepreneurs studied use of social media. Social media contents on these two accounts are one of the ways for these women actualize themselves.

Learnings: Instagram has potential to be a platform for entrepreneurship development

Research Gap: The researcher uses Instagram as a social media tool for the study.

Paper/Article No.: 6

Name of the Research Paper/Article:), Does social networking enhance the performance of Women Entrepreneurs in Nigeria?

Name of the Author/Authors: A. O. Ademola, A. E. Adegboyegun, K. A. Adegoke

Date of Publication: 18/August/2020

the study is aimed at determining the impact of social networks on the performance of women entrepreneurs in Nigeria. A sample of 348 women entrepreneurs was selected using multi-stage sampling technique. Data were analysed using Frequency and Percentages, Linear Regression Analysis and Spearman Rank Correlation. Findings revealed that social networks impacted positively and significantly on the performance of women entrepreneurs. Result further showed that social network variables like network size, diversity and resources had positive and significant relationship with performance of women entrepreneurs. However, network strength exhibited positive but weak correlation with entrepreneur's performances.

From the study Authors understands that women entrepreneurs do not only need loans and skill acquisition training but social networks to gain access to financial services in form of savings, credit and other resources. Women entrepreneurs are advised to participate actively in social groups in order to boost their performances.

Learnings: The research paper gave clarity the influence of social networks on the performance of Nigerian women entrepreneurs. Women entrepreneurs require not just financing and training, but also social networks in order to obtain access to financial services such as savings, credit, and other resources.

Research Gap: The research is limited to Nigeria.

Paper/Article No.: 7

Name of the Research Paper/Article: Usage of Social Media Marketing for Small Business: A comparative analysis of various actions on Social Media

Name of the Author/Authors: Mr. Jaysing Bhosale, Dr. R.G. Phadtare

Date of Publication: 8/March/2020

the study provides insight into social media literature and online consumer behaviour with respect to the use of social media in small businesses and it was for both men and women managers and entrepreneurs. And also it identifies analyze the reasons or actions that prompt consumers to follow or unfollow a particular Brand on social media. 10 tools for Social Network Marketing were discussed in this paper. The research was based on secondary data with 10 tools. The study revealed that Social Media Marketing is becoming an important aspect of promoting businesses for both men and women. Social Network provides wider customer reach at a lesser cost. Hence companies will have to search for tools to cater and satisfy customer needs in whichever platform they operate in.

From the study Authors understands that Social Media Analytics can be adopted by businesses to see the quantitative specifications of customers and smaller business enterprises will have to accept and adapt to new technologies coming into the market for their survival.

Learnings: Social media is one of the most successful tools for marketing a business and promoting products or services.

Research Gap: The research does not cover the challenges of using social media for marketing.

Paper/Article No.: 8

Name of the Research Paper/Article: Leveraging Social Media in Facilitating Women Entrepreneurs in India: A Case Study of Pune Ladies (PULA)

Name of the Author/Authors: Madhura Manish Bedarkar, Mahima Mishra, Ritesh Ashok Khatwani

Date of Publication: July/2020

Article explores the role of social media in facilitating women entrepreneurs in India. It adopts a case study approach to explore the effectiveness of social media platforms in supporting women entrepreneurs. PULA (Pune Ladies), a closed Facebook Group, set up in 2015 for women in Pune, was selected as a case study. Fifteen in-depth interviews were conducted among 15 active women entrepreneurs of this group to explore the benefits received in terms of visibility, marketing opportunities, revenue generation, psychological benefits (sense of belongingness, self-confidence, motivation), and counselling to name a few. Their responses were analysed for commonalities and divergences. The study concluded that the findings from this study will guide women entrepreneurs in leveraging social media platforms through greater visibility, networking and marketing their products/services more efficiently.

From the study Authors understands that PULA not only offers a cost-effective platform for women entrepreneurs to showcase their products/services but also helps them in enhancing the visibility and financial performance of their businesses.

Learnings: This research paper gave insight that PULA not only provides a cost-effective platform for women entrepreneurs to exhibit their products/services, but it also helps them to increase the visibility and financial success of their businesses.

Research Gap: Primarily PULA is looked at, and only a small number of people are questioned in this research.

Paper/Article No.: 9

Name of the Research Paper/Article: Understanding the Perception of Women Entrepreneurs and Their Adoption of Social Media: Strategies and Challenges in the Kingdom of Saudi Arabia

Name of the Author/Authors: Tahir Iqbal

Date of Publication: 2020

main objective of this article was to evaluate the significance of women entrepreneurship in Saudi Arabia and to identify the challenges of women entrepreneurship and the adoption of social media in Saudi Arabia. Hence targeted 300 women entrepreneurs from Jeddah, Riyadh, and Khobar, the kingdom of Saudi Arabia, for the survey and collected total 253 responses. Confirmatory factor analysis (CFA) and structural equation modelling (SEM) was carried out to analyse the data. The study concluded that only financial challenges moderate the relation of perception of women entrepreneurs with the implementation of social media.

From the study researcher found that socio-cultural positively but insignificantly moderates the effect of perception of women entrepreneurs on the adoption of social media, but financial challenges affect positively and significantly.

Learnings: The research paper enlightened the strategies and challenges faced by women entrepreneurs of Saudi Arabia.

Research Gap: This study is restricted to Saudi Arabia.

Paper/Article No.: 10

Name of the Research Paper/Article: The Utilization of Social Media Platforms for viability of Female owned Small and Medium-scale Enterprises in South Eastern Nigeria

Name of the Author/Authors: Ernest S. Etim

Date of Publication: 2020

the study was done to examine the use of social media as a strategic/viability tool in business venturing in relationship to challenges facing female entrepreneurs in developing systems such as Nigeria. A survey approach was utilized for analysis. Out of 150, 73 respondents were responded for questionnaires. A semi-structured questionnaire was the research instrument, and analysis was made with Statistical Packages for Social Sciences (SPSS vs. 25) for a set of descriptive and inferential statistics. The study found that 93.2% of the respondents indicated that business venturing were enhanced by the leveraging of ICT tools into daily business operation, while 6.8% of the respondents were in the negative.

From the study Author understands that business venturing was impacted positively with the use of social media. Equally the burdens of family responsibilities and relationships (constraints to balancing work-life interface), were mitigated by used of ICT tools that's why women do not have to be highly skilled in the use of technologies to be able to use social media platforms for business venturing.

Learnings: The research paper gave clarity about the use of ICT tools by women entrepreneurs for their business.

Research Gap: The study focused on small and medium businesses run by female entrepreneurs.

Paper/Article No.: 11

Name of the Research Paper/Article: Social Media And Women Empowerment

Name of the Author/Authors: Madhu Kumari

Date of Publication: 3/March/2020

the study focuses n how social media is used to empower women and encourage the women entrepreneurs from rural and urban parts of India. Also the study formulated

policies for gender equality and discussed about the digital literacy for women as there is virtual gender gap due to lack of literacy, cybercrimes etc. The research was qualitative in nature and based on secondary data. Author described Top women Youtubers from India in the paper. The study concluded with the use of social media as women empowerment and some positive and negative aspects of social media participation.

From the study Authors understands that social media has become the agent of social change which helped and supported women's empowerment and encourage the women entrepreneurs from rural and urban parts of India.

Learnings: Study gave clarity about the usage of social media for the empowerment of the business.

Research Gap: The benefits and drawbacks of social media are rarely explored in depth.

Paper/Article No.: 12

Name of the Research Paper/Article: The Study of Women Entrepreneurship among the Middle Income Groups in Aizawl

Name of the Author/Authors: Rosie Lalrampuii

Date of Publication:2/May/2020

an interpretive and qualitative research design was used to enable understanding of the background and the work environment of female entrepreneurship in the city of Aizawl. Online questionnaire survey was done by using 34 participants who are mostly highly educated and using social media apps like whatsapp and Instagram. 55.88% of the sample is of the age group between 25-35 years while 41.18% are above 35 years old and only 2.94% are between 18-25 years of age. Hence what is clear is that the sample under study is still in their prime. Out of this sample, 58.82% are married and 50% have children. 67.6% of these women have worked elsewhere before entering this field. 79.4% started the business on their own while the rest either inherited the business from their fathers or started with a partnership. The study concluded that women tend to start companies with a

smaller network and find it more difficult to access information. And among many other problems, access to finance is one of the main problems faced by the entrepreneurs.

From the study Authors understands that the expectations from women entrepreneurs are characteristics of confidence, boldness and assertiveness, working around the barriers to entrepreneurship of the cultural norms so there is a long way to go to help promote women in establishing a career through entrepreneurship in our state.

Learnings: The research paper gave clarity about the middle income group women entrepreneurs of Aizawl.

Research Gap: No challenges while conducting business is not covered in this study. And study is restricted to middle income women entrepreneurs of Aizawl.

Paper/Article No.: 13

Name of the Research Paper/Article: Impact of Social Media in the Growth of Business: A Case Study On Women Entrepreneurs

Name of the Author/Authors: Ravneet Duggal, and Dr Vishwas Gupta

Date of Publication: 2020

the study focused on social media and how it acts as a helping hand for businesses to grow. 3 Case studies on women entrepreneurs was used to understand the impact of social media on women entrepreneurs. Qualitative and quantitative methods were used for the study. Case study approach was undertaken where a research was done through a questionnaire and interviews. Social media platforms like WhatsApp and Facebook were used to collect data. A sample of 60 women who are running their small businesses using social media platforms were covered under this study. The survey was conducted using both questionnaires and interviews.

From the study Author understands that Social media has given a good platform to women to become entrepreneurs and small scale businesses to establish and grow but the problems attached to it need to be focused.

Learnings: The research report included an overview of social media and its use by women entrepreneurs, as well as details on its benefits to businesses.

Research Gap: This paper discussed about the influencing factors by women entrepreneurs.

Paper/Article No.: 14

Name of the Research Paper/Article: Are Government Schemes Promoting Women Entrepreneurship?

Name of the Author/Authors: Deepali Navin Shah, Shrikrishna Mahajan

Date of Publication: 3/November/2019

the study was conducted in Sangli district in Maharashtra. Various schemes offered for women entrepreneurship and also study tried to evaluate the helpfulness of Government schemes for women entrepreneurship. The primary data was collected through the interview process with the officers s of MAVIM (MAHILA ARTHIK VIKAS MAHAMANDAL), DUDO and DIC about various rural/urban schemes. A sample of 468 respondents was selected. The study concluded that various schemes are launched by central and state government as per the requirement of that particular place so that resources are used to its optimum level so women entrepreneurs can take benefit of this schemes for their betterment.

From the study Author understands that the women having lots of skills but they don't get support from their family. The Government schemes provide all sorts of support to these women entrepreneurs to pursue entrepreneurship and continue it for the wellbeing of self and for the nation.

Learnings: The study report explained government programmes aimed at supporting women entrepreneurs and how they are used by these women entrepreneurs.

Research Gap: Many government policies not discussed in detail.

Paper/Article No.: 15**Name of the Research Paper/Article:** Rural Women Entrepreneurs in India**Name of the Author/Authors:** Ramija, B**Date of Publication:** 2/June/2019

the study explores solutions for various problems faced by the rural women entrepreneurs along with their needs and author studied the Funding Agencies for Women Entrepreneurs. The study was based on secondary data and Author had given Components of Sustainable Support System for Rural Women Entrepreneurs and also discussed some problems faced by them and provided information about funding agencies for women entrepreneur like Dena Shakti, Schemes from punjab national bank, Cent Kalyani, Stree shakti package, Oriented mahila vikas yojana, Mudra Loan, Udyogini Financial Linkages, Maan deshi foundation – women’s bank, ICICI Bank, Small Industries Development Bank of India (SIDBI), Stand Up India, National credit guarantee trustee company Ltd, Ernst and Young supporting women entrepreneurs, Agri udaan food and agribusiness accelerator 2.0 etc. The study concluded that more than 40 % of rural women directly or indirectly contribute to the uplift of their families and thereby bringing social change and they generate additional income for the family. So from the help of these funding schemes they can develop themselves easily.

From the study Author understands that rural Women are key agents for development. They play a catalytic role towards achievement of transformational economic, environmental and social changes required for sustainable development.

Learnings: This research paper gave insight of rural women entrepreneurs and their development.

Research Gap: Challenges faced by rural women entrepreneurs while running a business is not discussed in this research paper.

Paper/Article No.: 16

Name of the Research Paper/Article: The Role and Importance of Social Media on Women Entrepreneurship

Name of the Author/Authors: Merza, Ziauddin

Date of Publication: 28/May/2019

Researcher collected data from 250 respondents from Kabul Afghanistan who uses social media. Researcher revealed that security and ease of use in social media have no significant effect on women entrepreneurship, on the other hand multi-channel, trust and access ability of social media have positive and perceived effect on women entrepreneurship.

From these researchers understands the use of social media and its positive impact on the business of women entrepreneurs’.

Learnings: This paper enlightened the advantages and its impact on the business of women entrepreneurs of Kabul.

Research Gap: Study is restricted to the Kabul of Afghanistan.

Paper/Article No.: 17

Name of the Research Paper/Article: Social Media as an Effective Branding Tool: Perspective of Women Entrepreneurs in Kerala.

Name of the Author/Authors: Nayana S.

Date of Publication: 2019

Author collected data from 6 women entrepreneurs from Kerala. Researcher concluded that social media platforms like Facebook, Instagram, WhatsApp, Twitter etc., show an opportunity for women entrepreneurs to grab the attention of the customers while simultaneously building a brand image. This increased attention on social media platforms to initiate a business by women entrepreneurs has made this study necessary. According to author social media as a branding tool has a lot to contribute to success of women entrepreneurs.

From this researcher understands the marketing strategies and brand building used by women entrepreneurs.

Learnings: The research paper enlightened about the marketing strategies using digital platform like social media for the business.

Research Gap: The study is related to merely marketing on social media for the branding of product by women entrepreneurs of Kerala.

Paper/Article No.: 18

Name of the Research Paper/Article: Role of social business in women entrepreneurship development in Bangladesh: perspectives from Nobin Udyokta projects of Grameen Telecom Trust

Name of the Author/Authors: Farhana Ferdousi & Parveen Mahmud

Date of Publication: 11/September/2019

the study attempted to analyze the role of social business for developing women entrepreneurship. Primary data were collected from 28 women interviews (14 from Narayanganj and 14 from Chapainawabganj) Nobin Udyokta (new entrepreneurs) and four key informant interviews from Bangladesh . The study was limited to Grameen Telecom Trust. 7 types of gamin business were considered for the study. This study applied exploratory research design based on mostly qualitative research technique. Study concluded that social business, although in its early stage, has gained popularity over microcredit because of no collateral, flexible repayment system, grace period for several months, no interest rest, and availability of larger amount of fund than microcredit.

The Authors understands that social business fund plays an important role toward women entrepreneurship development through providing financial (social business fund), human (formal or informal training), and social capital (network) to the women entrepreneurs which is necessary for sustainable entrepreneurship development.

Learnings: This research emphasizes the relevance of women entrepreneurs embracing social media for commercial purposes.

Research Gap: Study is restricted to Bangladesh.

Paper/Article No.: 19

Name of the Research Paper/Article: Women Managers and Entrepreneurs and Digitalization: On the Verge of a New Era or a Nervous Breakdown?

Name of the Author/Authors: Rajahonka, M., & Villman, K.

Date of Publication: June/2019

The purpose of the article was to examine how female managers and entrepreneurs are employing digital technologies in their working and private lives and what they think about digitalization. The material for the study was gathered through interviews with women in South Savo, Finland. 40 individual interviews with female managers and entrepreneurs, and additional group discussions attended by 15 of the interviewed women plus 2 others, so the total sample was 42 women. Study concluded that women have challenges, but also clear benefits when employing digital technologies. Most of the interviewed women had positive attitudes towards digital technologies, and they thought that digital technologies had created great opportunities for them to advance in their careers.

From the study researchers understands that Women managers and entrepreneurs develop themselves at work; they also develop their digital skills at work also they are practice-oriented in relation to digitalization and it offers opportunities for career advancement, especially for women and for this purpose women needs encouragement, role models, and networks to find their digital career paths.

Learnings: The study report provided clarity on the obstacles, as well as the evident benefits of using digital technologies. Great opportunities have arisen as a result of digital technology.

Research Gap: Financial factor is not discussed in depth.

Paper/Article No.: 20

Name of the Research Paper/Article: The Role and Importance of Social Media on Women Entrepreneurship

Name of the Author/Authors: Ziauddin Merza

Date of Publication: 28/May/2019

The study explores the role and importance of social media on women entrepreneurship. The quantitative data was collected through a structured online questionnaire. This study used quantitative research technique and the data was collected from 170 respondents who use social media as primary tools in Kabul Afghanistan. And 50 hard copies were sent to women entrepreneurs who work and run an online business by using social media. Structural Equational Model (SEM) is used to analyze the current research. The data was analyzed with the help of SPSS version 22 and AMOS version 23. The study concluded that trust and access ability of social media have a positive effect on women entrepreneurship while ease of use and security have no significant effect on women entrepreneurship.

From the study Author understands that the social media has a significant role to the growth of business run by women entrepreneurship in small and medium level.

Learnings: This article examines how social media influences women's entrepreneurship in a favourable way and it has played a key influence in the rise of women-owned businesses.

Research Gap: Finance, regulations, administration, and training are only included in the study.

Paper/Article No.: 21

Name of the Research Paper/Article: The Effect of using Social Media to Entrepreneurial Interest in Airlangga University Students: Case in Management Students at Faculty of Economic and Business

Name of the Author/Authors: Yusril Rosyid Kurniawan

Date of Publication: 2/May/2019

the purpose of the study was to find out the influence of social media usage to entrepreneurial interest in Management student at Faculty of Economic and Business Airlangga University. This research uses a quantitative approach. Social media types like Instagram, Facebook, Twitter, Kaskus and LinkedIn were used for the study. The sample are 160 respondents conducted by purposive sampling technique. The data was collected by questionnaires. Statistic descriptive was used to analyze the data. The results showed a significant degree of influence between the use of social media to the entrepreneurial interest with value of tcount as 6,494 and the signification of value are 0,000. The using of social media gives influence of 21.1% on the entrepreneurial interest and this includes the low category.

From the study Author understands that there is an influence using social media to entrepreneurial interest in students of Management Department, Faculty of Economics and Business, Airlangga University.

Learnings: The research paper gave clarity about the level of influence of social media and entrepreneurial interest of students in Airlangga.

Research Gap: The study is having the geographical restriction. And the respondents are students.

Paper/Article No.: 22

Name of the Research Paper/Article: Social Media as a Medium for Empowerment of Women.

Name of the Author/Authors: Dr. Adv. Ms. Neeta Deshpande, Prof. M. M. Samudre

Date of Publication: 1/December/2019

The study was done to examine the growing significance of social media and women empowerment in Sangli. Quantitative methodology was used to collect and analyze the

data obtained from the respondents who have started their venture. The questionnaire was used to collect the primary data. 50 women entrepreneurs from different areas of Sangli-Miraj Kupwad corporation area in Sangli, Maharashtra were used as sample size. The study found that most of the respondents are using whatsapp groups to increase the network of the customers with 80%, 56% respondents responded that creating a face book page and interacting with their clients, helping them to expand their customer base. 6% respondents have web page or a blog as a space for their online business.

From the study Author understands that with the help of social media, women entrepreneurs can better manage their work life balance and handle their family business more effectively.

Learnings: The research paper gave insight of social media and its use for empowerment intended for women.

Research Gap: Problems faced by women entrepreneurs while using social media is mentioned.

Paper/Article No.: 23

Name of the Research Paper/Article: Social Media and the Creation of Entrepreneurial Opportunity for Women.

Name of the Author/Authors: Madhobi Hossain & Mayeesha Fairuz Rahman

Date of Publication: November/2018

after discarding of extreme responses and incomplete data used 108 samples for their study. Researcher used questionnaire as a data collection tool. Researcher perceived that all of the 108 respondents claim to have an active presence on Facebook, which might be due to its immensely vast number of users and potential customers. It is also revealed that technical adaptability, work-life balance, network building, access to information, and cost efficiency has significant influence on the entrepreneurial opportunity.

It is understood by above study that social media have a greater influence on the business of women entrepreneurs.

Learnings: This paper gave insight about the advantages of social media for women entrepreneurs.

Research Gap: Study is restricted to Bangladesh. And different tools of social media is not included in the study.

Paper/Article No.: 24

Name of the Research Paper/Article: Digital Start-ups And Women Entrepreneurship: A Study On Status Of Women Entrepreneurs In India.

Name of the Author/Authors: Akhila Pai H.

Date of Publication: Oct.-Dec./2018

the study was an attempt to know the status of women entrepreneurs and their significance in digital start-ups environment in India. The study was done to list out successful women entrepreneurs of digital start-ups in India and to examine the major issues and challenges faced by women in digital market. The study was based on secondary data which was collected by literature survey, journals, newspapers, and websites and published articles relating to this topic. Author has discussed 14 successful women Digital entrepreneurs in India and explained 12 key points which motivate women entrepreneur to go for start-ups and also provided the issues and challenges faced by women entrepreneurs in digital market. The study concluded that, India's Digital Start-up ecosystem is in a better position, wherein women's participation in the field of entrepreneurship is increasing at a substantial rate.

From the study Authors understands that Women have held a very important social, political and economic role in India and 'Start-up India' mission has floated several schemes for creating entrepreneurial awareness, orientation and skill development programs for women in digital market so, there is need for more initiatives by the government to help women climb the entrepreneurship ladder in India.

Learnings: The research paper gave clarity about the government initiatives for women entrepreneurs.

Research Gap: This research is based on secondary data.

B. Review of Articles in Newspaper

Many women entrepreneurs have told Mirror through a series of talk that Pune Mirror has been publishing on regular basis. One of the responses is: “With a platform like PULA, entrepreneurship becomes easy as there’s a customer base in place and there is motivation to work hard. Through this group, I have received several orders, good reviews and it has boosted my confidence. Kudos to Sonia, the Founder of PULA, who manages 2.31 lakh women under one roof without any hassle. She always has a smile on her face and her personality is enthusiastic no matter what,” she said.

Many women entrepreneurs like that of mentioned above, considers themselves proud for being PULA member and are thankful for the platform for being a sort of mini-Google for women in Pune, where they get all their answers and help immediately. She also applauds PULA founder Sonia Agarwal Konjeti, who is an inspiration for her, for providing her with a platform to grow personally and professionally.

According to news (<https://punemirror.indiatimes.com/entertainment/unwind/against-all-odds/articleshow/82070944.cms>) “Alisha Fernandes¹, a proud PULA member, recounts her journey” dated Sunday, 15th April 2021, Alisha Fernandes is a 36 years old caterer and entrepreneur who faced many of the problems in her life with fortitude. But she has now created her own fan base and has made a name for herself in the catering space in Pune.

Her business took off in 2016, and from managing it all sing and from managing it all single-handedly to employing a few persons, she indeed has come a long way. Alisha considers her husband to be her biggest strength. Both of them started the venture as a side business initially, which now has become a full-time opportunity to make a living for them. They started by selling frozen foods and now specialize in making other snacks and catering services.

Speaking about her journey, Alisha told Mirror, “With a platform like PULA, entrepreneurship becomes easy as there’s a customer base in place and there is motivation to work hard. Through this group, I have received several orders, good reviews and it has boosted my confidence. Kudos to Sonia, the Founder of PULA, who manages 2.31 lakh

women under one roof without any hassle. She always has a smile on her face and her personality is enthusiastic no matter what,” she said.

Alisha considers herself to be a proud PULA member and is thankful for the platform for being a sort of mini Google for women in Pune, where they get all their answers and help immediately. She also applauds PULA founder Sonia Agarwal Konjeti, who is an inspiration for her, for providing her with a platform to grow.

2.4 Review of Reports and Blogs

According to blog (<https://www.ascentgroupindia.com/blog/top-leading-women-entrepreneurs-who-used-social-media-effectively/>)², “Top leading women entrepreneurs who used social media effectively” dated 6th may 2021, social media marketing magic needs no lead up nor does the reality of legit businesses that are being born out of the union of social media and strategic digital marketing. In this era the target audience with digitization becoming commonplace, advertisers have openly embraced social media. Women more than men have used content as a preferred tool for establishing web careers. In this blog the list of top women entrepreneurs who used social media as a platform has given e.g. The Kardashians sisters, King’ Kylie Jenner, Superwoman aka Lilly Singh who were started their business using only social media solutions.

<https://punemirror.indiatimes.com/entertainment/unwind/against-all-odds/articleshow/82070944.cms>

A series of interaction with PULA entrepreneurs gives insights on the first-hand experience of women entrepreneurs and also their success stories helped gain attitudinal and motivational impact of PULA Facebook group

<https://www.facebook.com/groups/387343504797569/search/?q=%23gratitudepost>

This blogpost encapsulates the learning and achievements shared by the PULA entrepreneurs which was crucial to affirm the development and achievement in terms of business development and growth.

<https://www.ascentgroupindia.com/blog/top-leading-women-entrepreneurs-who-used-social-media-effectively>

The blog added the learning insight on role of social media in business success.

<https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/> <https://www.statista.com/statistics/263766/total-population-of-india>

These were important research reports for understanding the statistical data for the research reference purposes.

These women are not just successful entrepreneurs but also influencers of the digital realm, they don't just drive profits of their companies but also the recent trends. However, in order to be able to do that, a unique understanding of the marketplace and how to create their own corner in it is needed. All that work requires a strong team behind every emerging social media star, there is an agency paying their path to stardom.

Review of Literature and observed literature gap summary					
Book No	Name of the book	Name of the Author/Authors	Name of the publisher	Learnings	Research Gap
1	The E-Factor: Entrepreneurship in the Social Media Age	Adrie Reinders & Marion Friejsen	Ben Bella Books	This book provides information about new technologies such as virtual networking and cloud computing that may be utilised to improve business efficiency. It mostly focuses on the E factor for business, with some success and failure case studies thrown in for good measure. This clarifies the application of modern technologies in the workplace.	Relevance of offline promotion methodologies could have been explored.
2	Sustainability, Innovation and Entrepreneurship. Saylor Foundation	Andrea Larson	Saylor Foundation	This book focuses on a small number of issues that are seen to be the most essential in terms of sustainability. The focus on the environment goes against the balance that sustainable enterprise promotes.	Other areas excluding environment is not discussed in the book
3	Social	David Bornstein	Oxford	This book insight	Other streams

	Entrepreneurship: What Everyone Needs to Know	and Susan Davis	University Press	about social entrepreneurship and challenges with special reference to United States. It gives the comprehension about advantages of social media for the business.	except for academics and journalism are not discussed in the book.
4	The Rise of Women Entrepreneurs: People, Processes, and Global Trends.	Jeanne Coughlin	Quorum Books	Today, there is a significant increase in the number of female entrepreneurs. It gives clarity about a variety of entry-level strategy analysis, monitoring, and assessment programmes designed specifically for women entrepreneurs.	Available platforms for female entrepreneurs are not discussed.
5.	Understanding Social Media and Entrepreneurship	Leon Schjoedt, Malin E Brannback and Alan L. Carsrud	Springer	For a business, social media is quite useful. This book further clarified the morals, motivations, and unethical behaviour of entrepreneurs on social media.	Difficulties encountered when utilising it are not explored in depth, and different platforms and tools are not investigated.

6	Indian Women as entrepreneurs: An exploration of self-identity	Payal Kumar	Springer Nature	The book gave clarity about the women entrepreneurs of India. This book sees entrepreneurship as a way for a woman to achieve socioeconomic empowerment, which in turn aims to change power dynamics across society.	Advantages must be expanded upon to comprehend the strength of business and the benefits it provides to women who work in it.
7	Social Media for Small Business	Franziska Iseli	Jhon Wiley & Sons Australia, Ltd.	The book gave conceptual clarity about the online marketing strategies for the business.	When it comes to online marketing, flaws are rarely acknowledged in the book.
8	Social Media Impact on Entrepreneurship Development	R M Leeu, M M Rahman	Independently Published	The book gave conceptual clarity usage of social media for business and its advantages in depth.	Different tools of social media are not discussed.
9	Emerging Dimension of Entrepreneurship in India: Women Entrepreneurship.	Priyanka Sharma Gurnani	Educreation Publishing	The book gave conceptual clarity about the Indian women entrepreneurship. It also insight about the opportunities and challenges with respect to Indian scenario.	Research Innovation and technology for business, as well as their use in the workplace, are not covered.

10	Women Entrepreneurship in India	Jaynal Uddin Ahmed, Khundrakpam Devananda Singh	New Century Publications	The book enlightened about the Indian women entrepreneur scenario in detail and its socio-economic influenced.	Challenges and opportunities is not discussed
Review of Research Papers and articles					
Sr. No	Name of the Research Paper/Article	Name of the Author/Authors	Date of Publication	Learnings	Research Gap
1	Women Empowerment through Micropreneurship in Online Businesses in the Sultanate of Oman	Iffat Sabir Chaudhry, Rene Y. Paquibut	2021	The research paper enlightened about the Micropreneurship in Online Businesses by women entrepreneurs with special reference to Oman. Their ability to engage in entrepreneurship is limited by patriarchal mind-sets and socio-cultural expectations. They can utilize social media to assist marketing operations, but due to their lack of expertise, they are unable to maximise the benefits of social media.	Study is restricted to women entrepreneurs of Oman.

2	Digital Media: Empowerment and Equality, Information	Magdalena Madra-Sawicka, Jeretta Horn Nord, Joanna Paliszkiewicz and Tzong-Ru Lee	13 March 2020	This paper gives clarity that there is an increased usage of social technology by women. It is resulting in a reduction of the gender gap.	This study is focused on Taiwanese.
3	Social Media as a Gateway for Accelerating Women Empowerment Name of the	Dr. S. Kadeswaran, Ms. D. Brindha, Dr. R. Jayaseelan	March 2020	This study report demonstrated how social media influences decision-making.	The survey does not look at the difficulties that people face when utilising social media.
4	Women Entrepreneurship in India: An Insight into Problems, Prospects and Development	Chinmayee Sahoo	25 September 2020	This report illuminated the issues that Indian women entrepreneurs confront, as well as providing clarity on the business's future potential.	The survey makes no mention of IT opportunities for women entrepreneurs.
5	Investigating the Impact of Instagram on Women Entrepreneurs' Empowerment	Ambar Sari Dewi	January 2020	Instagram has potential to be a platform for entrepreneurship development	The researcher uses Instagram as a social media tool for the study.
6	Does social networking enhance the performance of Women Entrepreneurs in Nigeria?	A. O. Ademola, A. E. Adegboyegun, K. A. Adegoke	18 August 2020	The research paper gave clarity the influence of social networks on the performance of Nigerian women entrepreneurs. Women entrepreneurs	The research is limited to Nigeria.

				require not just financing and training, but also social networks in order to obtain access to financial services such as savings, credit, and other resources.	
7	Usage of Social Media Marketing for Small Business: A comparative analysis of various actions on Social Media	Mr. Jaysing Bhosale, Dr. R.G. Phadtare	8 March 2020	Social media is one of the most successful tools for marketing a business and promoting products or services.	The research does not cover the challenges of using social media for marketing
8	Leveraging Social Media in Facilitating Women Entrepreneurs in India: A Case Study of Pune Ladies (PULA) Name of the	Madhura Manish Bedarkar, Mahima Mishra, Ritesh Ashok Khatwani	July 2020	This research paper gave insight that PULA not only provides a cost-effective platform for women entrepreneurs to exhibit their products/services, but it also helps them to increase the visibility and financial success of their businesses.	Primarily PULA is looked at, and only a small number of people are questioned in this research.
9	Understanding the Perception of Women Entrepreneurs and Their Adoption of Social Media: Strategies and	Tahir Iqbal	2020	The research paper enlightened the strategies and challenges faced by women entrepreneurs of	This study is restricted to Saudi Arabia.

	Challenges in the Kingdom of Saudi Arabia			Saudi Arabia.	
10	The Utilization of Social Media Platforms for viability of Female owned Small and Medium-scale Enterprises in South Eastern Nigeria	Ernest S. Etim	2020	The research paper gave clarity about the use of ICT tools by women entrepreneurs for their business.	The study focused on small and medium businesses run by female entrepreneurs.
11	Social Media And Women Empowerment	Madhu Kumari	3 March 2020	Study gave clarity about the usage of social media for the empowerment of the business.	The benefits and drawbacks of social media are rarely explored in depth.
12	The Study of Women Entrepreneurship among the Middle Income Groups in Aizawl	Rosie Lalrampuii	2 May 2020	The research paper gave clarity about the middle income group women entrepreneurs of Aizawl.	No challenges while conducting business is not covered in this study. And study is restricted to middle income women entrepreneurs of Aizawl
13	Impact of Social Media in the Growth of Business: A Case Study On Women Entrepreneurs	Ravneet Duggal, and Dr Vishwas Gupta	2020	The research report included an overview of social media and its use by women entrepreneurs, as well as details on its benefits to businesses.	This paper discussed about the influencing factors by women entrepreneurs.
14	Are Government Schemes Promoting Women	Deepali Navin Shah, Shrikrishna Mahajan	3 November 2019	The study report explained government programmes	Many government policies not discussed in

	Entrepreneurship?			aimed at supporting women entrepreneurs and how they are used by these women entrepreneurs.	detail.
15	Rural Women Entrepreneurs in India	Ramija, B	2 June 2019	This research paper gave insight of rural women entrepreneurs and their development.	Challenges faced by rural women entrepreneurs while running a business is not discussed in this research paper.
16	The Role and Importance of Social Media on Women Entrepreneurship	Merza, Ziauddin	28 May 2019	This paper enlightened the advantages and its impact on the business of women entrepreneurs of Kabul.	Study is restricted to the Kabul of Afghanistan.
17	Social Media as an Effective Branding Tool: Perspective of Women Entrepreneurs in Kerala.	Nayana S.	2019	The research paper enlightened about the marketing strategies using digital platform like social media for the business.	The study is related to merely marketing on social media for the branding of product by women entrepreneurs of Kerala.
18	Role of social business in women entrepreneurship development in Bangladesh: perspectives from Nobin Udyokta	Farhana Ferdousi & Parveen Mahmud	11 September 2019	This research emphasizes the relevance of women entrepreneurs embracing social media for	Study is restricted to Bangladesh.

	projects of Grameen Telecom Trust			commercial purposes.	
19	Women Managers and Entrepreneurs and Digitalization: On the Verge of a New Era or a Nervous Breakdown?	Rajahonka, M., & Villman, K.	June 2019	The study report provided clarity on the obstacles, as well as the evident benefits of using digital technologies. Great opportunities have arisen as a result of digital technology.	Financial factor is not discussed in depth.
20	The Role and Importance of Social Media on Women Entrepreneurship	Ziauddin Merza	28 May 2019	This article examines how social media influences women's entrepreneurship in a favourable way and it has played a key influence in the rise of women-owned businesses.	Finance, regulations, administration, and training are only included in the study.
21	The Effect of using Social Media to Entrepreneurial Interest in Airlangga University Students: Case in Management Students at Faculty of Economic and Business	Yusril Rosyid Kurniawan	2 May 2019	The research paper gave clarity about the level of influence of social media and entrepreneurial interest of students in Airlangga.	The study is having the geographical restriction. And the respondents are students.
22	Social Media as a Medium for Empowerment of Women.	Dr. Adv. Ms. Neeta Deshpande, Prof. M. M. Samudre	1 December 2019	The research paper gave insight of social media and its use	Problems faced by women entrepreneurs while using

				for empowerment intended for women.	social media is mentioned.
23	Social Media and the Creation of Entrepreneurial Opportunity for Women.	Madhobi Hossain & Mayeesha Fairuz Rahman	November 2018	This paper gave insight about the advantages of social media for women entrepreneurs.	Study is restricted to Bangladesh. And different tools of social media is not included in the study.
24	Digital Start-ups And Women Entrepreneurship: A Study On Status Of Women Entrepreneurs In India.	Akhila Pai H.	Oct.- Dec.2018	The research paper gave clarity about the government initiatives for women entrepreneurs.	This research is based on secondary data.

Review of Articles in Newspaper

Many women entrepreneurs have told Mirror through a series of talk that Pune Mirror has been publishing on regular basis. One of the responses is: **“With a platform like PULA, entrepreneurship becomes easy as there’s a customer base in place and there is motivation to work hard. Through this group, I have received several orders, good reviews and it has boosted my confidence. Kudos to Sonia, the Founder of PULA, who manages 2.31 lakh women under one roof without any hassle. She always has a smile on her face and her personality is enthusiastic no matter what,”** she said.

Many women entrepreneurs like that of mentioned above, considers themselves proud for being PULA member and are thankful for the platform for being a sort of mini-Google for women in Pune, where they get all their answers and help immediately. She also applauds PULA founder Sonia Agarwal Konjeti, who is an inspiration for her, for providing her with a platform to grow personally and professionally.

Review of Reports and Blogs

<https://punemirror.indiatimes.com/entertainment/unwind/against-all-odds/articleshow/82070944.cms>

A series of interaction with PULA entrepreneurs gives insights on the first-hand experience of women entrepreneurs and also their success stories helped gain attitudinal and motivational impact of PULA Facebook group

<https://www.facebook.com/groups/387343504797569/search/?q=%23gratitudepost>

This blogpost encapsulates the learning and achievements shared by the PULA entrepreneurs which was crucial to affirm the development and achievement in terms of business development and growth.

<https://www.ascentgroupindia.com/blog/top-leading-women-entrepreneurs-who-used-social-media-effectively>

The blog added the learning insight on role of social media in business success.

<https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/> <https://www.statista.com/statistics/263766/total-population-of-india>

These were important research reports for understanding the statistical data for the research reference purposes.

2.5 Conclusion

The purpose of this chapter was to review literature related to the women entrepreneurs and usage of social media for their business. From the above deliberations and other reference material related to previous studies and research work conducted on the areas under study, it can be briefed that women entrepreneurs are practicing social media for growth of their business. The modern woman entrepreneur worldwide is finding it very essential to encirclement and acclimate technology in their daily lives and business speculations and include social media as a promotional and selling tool. It has been also perceived on a universally that woman entrepreneurs give the impression to have enthusiastically incorporated social media to get to the bottom of their abilities and talents for business success.

The reviews of past research studies have discovered the following research gaps in context to the present study. From the study of literature of various authors research gap is identified. Social media use and access by women entrepreneurs has significantly increased in recent years, there are major gaps in research and evidence about their activities and the risks and benefits of their online business practices. More research is needed which looks more specifically at the commercial imperatives and technical affordances of particular social media platforms for business, in conjunction with the difficult situations faced by women entrepreneurs'. Past researchers have not made the study of use of social media by women entrepreneurs with special reference to PULA.

CHAPTER 3

RESEARCH METHODOLOGY

Research Methodology

3.1 Introduction

3.2 The Research problem

3.2.1 Research gap of the study

3.3 Research Questions

3.4 Objectives

3.5 Research Premise and Statistical Hypothesis

3.6 Research design

3.6 [I] Primary Data

3.6.1 Questionnaire Design

3.6.1a. Pilot Survey Questionnaire

3.6.1b. Main Survey Questionnaire

3.6.2 Interview Design

Pre-Survey Interview Design

3.6.3 Sample Design

3.6 [II] Secondary Data

3.7 Selection of Statistical Tools

3.8 Scope of the study

3.9 Limitations of the study

3.10 Conclusion

3.1 Introduction

This chapter contains the research methodology of the study. The intention of this chapter is to justify the choice of research instrument, the ways in which data is collected, analyzed, and presented, different components used in research. The study inclines to measure the impact of social media usage on performance of women entrepreneurs' business in Pune who are associated with Pune Ladies. This chapter represents the methodology embraced to conduct this research.

3.2. The Research problem

Women entrepreneurs have increased their use of social media in recent years. By and large women entrepreneurs look towards their business as the secondary source of the income of the family and therefore though they use social media the extent which they are trained and comfortable in that is not researched. On this background though the PULA group is initiated for the social media marketing support for women entrepreneurs the impact of PULA Facebook group is not studied. Thus, the present study is about the usefulness, challenges, opportunities, and impact of social media used by PULA members.

3.2.1 Research Gap of the study:

The reviews of past research studies have discovered the following research gaps in context to the present study:

1. Lot of studies have been carried out on women entrepreneurship and related areas of it throughout the world. Various dimensions and aspects of women entrepreneurship have been published in number of books, journals, research magazines etc. by various experts in the field. But it is observed that women entrepreneurship is still unexplored area in India. There are very less number of case studies carried out and published on women entrepreneurship in Indian context. So, there is a huge scope for research.
2. Further, the study of women entrepreneurs and the role of social media in their business development is not studied extensively. There is a huge scope to understand the social media used by Indian entrepreneurs for their business growth.

Thus, with reference to 3.3 and 3.4 it was found essential that the present study will add value in the business development opportunities through the suggestions and recommendations.

3.3 Research Questions

The research questions that guide the study and generate the hypothesis are as follows:

- 3.3.1 Which different marketing strategies are used by women entrepreneurs for their businesses?
- 3.3.2 To what extent the women entrepreneurs of Pune are using social media for their business especially PULA?
- 3.3.3 To what extent Pune's women entrepreneurs used social media for their business?
- 3.3.4 Does social media help to increase the customer base of the business globally, nationally, state wise or city wise?
- 3.3.5 To what extent do respondents use the social media for business promotion and growth?
- 3.3.6 What are the characteristics of PULA services?
- 3.3.7 How much time spent by the women entrepreneurs on social media for business activities?
- 3.3.8 Does social media help in marketing?
- 3.3.9 To what extent PULA helps in market insight pricing, competitors monitoring etc.?
- 3.3.10 Is Facebook found helpful in branding?
- 3.3.11 What different challenges are faced by the women entrepreneurs while using social media for the business?

3.4 Objectives

- To understand the extent to which Women Entrepreneurs make use of social media for their business development and growth.
- To assess the potential and impact of social media on business development and growth of women entrepreneurs.

3.5 Research Premise and Statistical Hypothesis

Women entrepreneurs make low to moderate use of social media for development and growth of their business. There is a large potential for the impact of social media for the business development and growth of women entrepreneurs.

On the basis of above research premise following statistical research hypothesis are made by the researcher:

Hypothesis 1:

H₀ -There is no significant difference in the usage of social media platforms for business promotion & growth.

H₁ - There is a significant difference in the usage of social media platforms for business promotion & growth.

Hypothesis 2:

H₀ -There is no significant impact of usage of social media platforms on business growth.

H₁ - There is a significant impact of usage of social media platforms on business growth.

Hypothesis 3:

H₀ – There is no significant impact of use of social media on business development.

H₁ - There is a significant impact of use of social media on business development.

Hypothesis 4:

H₀ -There is no significant difference in the challenges faced while using of social media for business development & growth.

H₁ - There is a significant difference in the challenges faced while using of social media for business development & growth.

3.6 Research design

3.6 [I] Primary Data

Primary data for this study is collected from women entrepreneurs in Pune who are associated with PULA by using a structured questionnaire and Interview.

3.6.1 Questionnaire Design

The questions in the questionnaire are of objective type, dichotomous questions (yes/no type), rating scale questions and five-point Likert questions. The questionnaires were filled by the women entrepreneurs in Pune associated with PULA through Google Forms which were forwarded through e-mail and also by providing physical copy through personal visits.

3.6.1a. Pilot Survey Questionnaire

The total number of main questions in the pilot study questionnaire is 26 with a number of variables in each question. The description of type of questions included is given below in Table 3.1:

Table 3.1 Details of Questions from Questionnaire

Sr. No	Type of Questions	Number of Question (with question number)
1	Yes/No type of Questions	3 Questions (11, 17 and 20)
2	Likert Scale Questions	6 Questions (10, 15, 16, 18, 19 and 23)
3	Multiple choice Questions	1 Question (12)
4	Open Ended Questions	5 Questions (21, 22, 23, 25 and 26)
5	Demographic Questions	10 (1 to 9 and 13)

Source: Questionnaire as per Appendix number 1

After conducting the pilot study on the 30 women entrepreneurs associated with PULA group, it was found that all are satisfied with the coverage given in the light of objective and hypothesis. The founder of PULA group Mrs. Soniya Konjeti also recommended to go ahead with the same Pilot study questionnaire for the main study purposes. So, the same questionnaire is used for final data collection

3.6.1b. Main Survey Questionnaire

Thus, the total number of questions in the main questionnaire is 26. The same questionnaire of pilot study is used for the main study. The questionnaire includes the following sections and variables:

- I. Section-I **Demographic questions** (that includes question number 1 to 9 questions with sub-variables in physical questionnaire and subsequent questions in digital/Google Questionnaire)
- II. Section-II Question number 10 – **To what extent you use the different Social Media platforms are used for Business Promotion and Growth** (that includes variable A to G in physical questionnaire and subsequent questions in digital/Google Questionnaire)
- III. Section-II Question number 11– **Your use of PULA Services for media of marketing and sales** (that includes variable A to B in physical questionnaire and subsequent questions in digital/Google Questionnaire)
- IV. Section-II Question number 12– **Your support system for use of social media for business promotion & Growth** (that includes four variables in physical questionnaire and subsequent questions in digital/Google Questionnaire)
- V. Section-II Question number 13– **How much time do you spend weekly on social media to promote your business** (that includes five variables in physical questionnaire and subsequent questions in digital/Google Questionnaire)
- VI. Section-II Question number 14– **How well trained and comfortable are you with the use of computer and smartphone for handling social media** (that includes two variables in physical questionnaire and subsequent questions in digital/Google Questionnaire)
- VII. Section-III Question number 15– **Impact of social media on your business** (that includes variable A to J with sub-variable to each variable in physical questionnaire and subsequent questions in digital/Google Questionnaire)
- VIII. Section-III Question number 16 – **To what extent there is increase in the financial aspects of business due to use of social media** (that includes variable A to I with sub-variable to each variable in physical questionnaire and subsequent questions in digital/Google Questionnaire)

IX. Section-III Question number 17– **Potential for use of social media in your city** (that includes variable A to C in physical questionnaire and subsequent questions in digital/Google Questionnaire)

X. Section-III Question number 18– **To what extent PULA sellers use various social media for Business Development & Growth** (that includes variable A to G in physical questionnaire and subsequent questions in digital/Google Questionnaire)

XI. Section-III Question number 19– **Challenges faced by you regarding use of social media for your business** (that includes variable A to D in physical questionnaire and subsequent questions in digital/Google Questionnaire)

XII. Section-III Question number 20– regarding the change and development in **Motivation/Attitude**

XIII. Open-ended questions – Five question

3.6.2 Interview Design

In order to gather in-depth information about perceptions, insights, attitudes, experiences which could not be effectively covered through questionnaire, an interview technique was used.

3.6.2a Pre-Survey Interview

After doing the literature study, the researcher developed the questionnaire for collecting the primary data to check whether all the aspects of the research problem are covered or not, one individual interview and one focused interview was conducted. The individual interview was of the Founder of PULA and the focused group interview was of five women entrepreneurs from PULA group. The questions and the analysis of the answers is given in detail in the chapter number 4.

Pre-survey developed the understanding of the study/topic. Pre-survey established the practical awareness, through secondary data theoretical awareness was developed.

Based on the primary data following research papers were presented in national and international conference and were published as well.

Title of the paper: Understanding the Role of Facebook Groups in Women Entrepreneurship Development: A case study of 'PULA'; (Facebook Group called as Pune Ladies)

Presented at: International E Conference on Adapting to the New Business Normal – The way ahead December 3-4, 2020 Mysuru, India

Published at: published in Electronic medium in the form of '**Compendium of Papers**' bearing an ISBN: 978-93-83302-47-5.

Title of the paper: Influence of usage of social media with special reference to Pune Ladies (PULA) on business development and growth of Pune women entrepreneurs

Presented at: National Conference on "Phygital: The Way Forward " organized by MKSSSS's Smt. Hiraben Nanavati Institute of Management and Research for Women Pune in association with ISTD Pune Chapter,

Published at: ISSN: 2319 9318 Vidyawarta Online journal 2021 MAH MUL/03051/2012, Peer-Reviewed International Journal, July to Sept. 2021 Special Issue

For this research, mix research method is used. Quantitative research through survey and qualitative research through pre survey interviews. As the data collected is only from the special organization of women entrepreneurs for social media marketing and business development, the present research is again qualitative research as a case study.

3.6.3 Sample Design

Table 3.2 Sample design

Population	Verified sellers on PULA – 5,000
Sampling Design	Probability Random Sampling-
Sample	Pilot Survey-30 Main Survey- 450 Pre-survey interview-06

Sample Size Calculation:

Sample size = 450 at 0.5 level

According to research division of the National Education Association has published a formula for determining sample size. (ROBERT V. KREJCIE (University of Minnesota, Duluth), DARYLE W. MORGAN (Texas A. & M. University))

$$\text{Sample Size} = s = \frac{\chi^2 NP (1-P)}{d^2 (N-1)} + \chi^2 P (1-P)$$

Where:

s = Required sample size

χ^2 = The table value of chi-square for 1 degree of freedom at the 0.5 level = 3.84

N = The population size = 5000¹

P = The population proportion (assumed to be .50 since this would provide the maximum sample size) = 0.50

d = The degree of accuracy expressed as a proportion (0.05)

It should be noted that as the population increases the sample size increases at a diminishing rate and remains relatively constant.

¹ <https://www.thebridgechronicle.com/pune/meet-sonia-konjeti-admin-pula-now-has-2-lakh-members-38326>

Table No. 3.3 Table for determining Sample Size of a given Population

(Krejcie & Morgan, 1970)

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.
Source: Krejcie & Morgan, 1970

3.6 [II] Secondary Data

The secondary data for this study is collected from published documents and literature relevant to the study. The secondary data is obtained from various kinds of documents such as research reports, books and articles, research papers from online journals etc. For collecting secondary data the researcher has visited various libraries. A few of these libraries were IMCC Library, Jaykar Library (Pune University) and British Library.

Secondary data is collected from various reference books. Online sources used for this study are given below:

- INFLIBNET (Information and Library Network Centre)
- Google scholar (scholar.google.com)
- ELSEVIER
- ScienceDirect (scientific database journal)

Based on the secondary data and literature review a research paper was presented and published.

Title of the paper: Use of Social Media by Women Entrepreneurs: A Review

Presented at: 4th National conference on Innovative Global Trends in Art, Design, Technology, Management & Education

Published at: Design Engineering, ISSN: 0011-9342 , Year 2021, Issue: 9,| Pages: 9299 – 9306

Title of the paper: Facebook as a Tool for Fostering Digital Entrepreneurship: A Review

Presented and Published at : ‘National Conference (Online) On Paradigm Shift In Business Management : Emerging Trends & Competitive Strategies’, February 2022

3.7 Selection of Statistical Tools

Table: 3.4 Selection of Statistical tools

Statistical Hypothesis No	Question number	Objective Number	Statistical Test Used
1	10	1	Z test
2	10 , 16	1, 2	Chi-square
3	10, 15	1, 2	Chi-square
4	23	2	Z test

Source: Primary Data

3.8 Scope of the study

The scope of the study is around following concepts.

- Women entrepreneurs
- Business development and growth
- Types and use of social media
- PULA group

3.9 Limitations of the study

3:9:1 Limitations as to sample type and size

The study is limited to 450 women entrepreneurs in Pune associated with PULA.

3:9:2 Limitations as to geographical area

The study is limited to women entrepreneurs that are associated with PULA group operating in and around Pune.

3:9:3 Limitations as to time

The study is conducted during the time period 2018-2020.

3.10 Conclusion

This chapter discussed about research design in detail. It was followed by information about research objective and research hypothesis framed for this study. Auxiliary sample design process was discoursed in detail followed by discussion about research instrument in detail. The statistical hypotheses statements were outlined. Scope and limitations were stated for the current study. Next chapter will talk about analysis and interpretations based the research methodology discussed in this chapter.

CHAPTER 4

**DATA ANALYSIS
AND
INTERPRETATION**

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

4.2 Pilot Survey & Test of Reliability

4.3 Analysis and Interpretation of Main survey

4.4 Interview of PULA Entrepreneurs

4.5 Testing of Hypotheses

4.6 Conclusion

4.1 Introduction

“Social media is an ever-growing and evolving collection of online tools and toys, platforms and applications that enable all of us to interact with and share information” (Singha &Singh, 2017, p. 36).The social media is all about branding and showcasing through specialized techniques that assist to recognize an organization or items from contenders, expecting to make an enduring impression in the brains of clients (Elangovan, 2019).Further Through the increased exposure of products and services on social media, it drives traffic into the company. This in turn converts the potential customers to actual customers (Singh, 2017). The study is focused on **PULA** organization which guides every entrepreneur of the group as per need in their business endeavor.

The data analysis chapter the researcher would like to analyze, demographic, details of company, investment, type of products and services, customer details, media used for the promotion, the target market, the support the media provides, the marketing strategies used, benefits of media promotion and development intended.

4.2 Pilot Survey & Test of Reliability:

Pilot study was conducted on 30 women entrepreneurs of PULA Facebook group. For Pilot Test all variables are used. The Cronbach`s Alpha is 0.732 for all 48 variables. It is more than 0.70. It means data is highly reliable. Hence same scales are used. The following tables shows us test of reliability results of pilot survey.

Scale: ALL VARIABLES

Table No.4.2.1 Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded	0	.0
	Total	30	100.0

Source: Primary Data

Table No.4.2.2 Reliability Statistics

Cronbach's Alpha	N of Items
.732	48

Source: Primary Data

The Table No 4.2.2 shows us the test of reliability that is Cronbach Alpha value. The table shows us 0.732 Cronbach Alpha Value. This value should be above 0.5 in order to accept the reliability of the questionnaire and continue with the same questionnaire. In this case the value is 0.732 which means that the questionnaire is very highly reliable for use of different scales. Hence, the researcher continued with the same questionnaire for the final data collection.

4.3 Analysis and Interpretation of Main survey

There were no comments of the respondents as to grammar, understanding, clarity, contents etc. Only some sequencing was changed for the cohesiveness of the content. It was observed during response that one question was a kind of repetition and therefore it was clubbed in one of the other questions. Therefore, the questions in the pilot survey and the main survey are the same.

Demographic details:

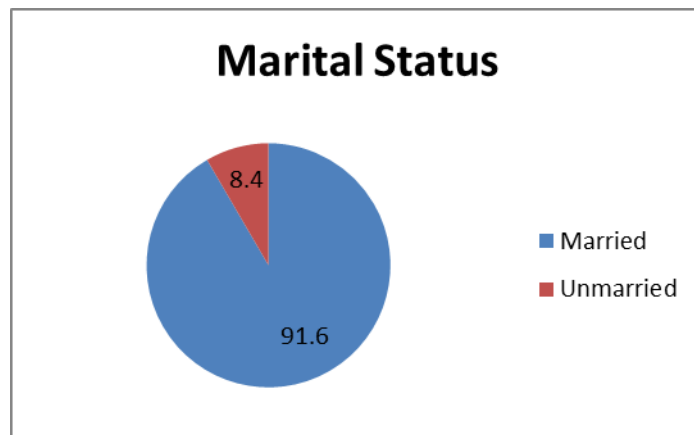
This part presents the information regarding the demographics of the women in entrepreneurship Marital Status, Age and Education.

4.3.1 Marital Status of the Respondents

Table No.4.3.1: Marital Status of the Respondents

Marital Status	Frequencies	Percent
Married	412	91.6
Unmarried	38	8.4
Total	450	100.0
Mean - 1.08, Mode – 1, Std. Deviation - .278		

Graph No.4.3.1: Marital Status of the Respondents



Data analysis:

The table 4.3.1 and graph 4.3.1 show the information collected from the women in PULA regarding the marital status of the respondents. Out of the total 450 respondents 91.6 percent are married and 8.4 percent are unmarried.

Data interpretation:

From the analysis of the data, it can be interpreted that the highest number of respondents are married and an insignificant number of the respondents are unmarried. Therefore, the respondents are mostly from the group of married women. This further indicated that married

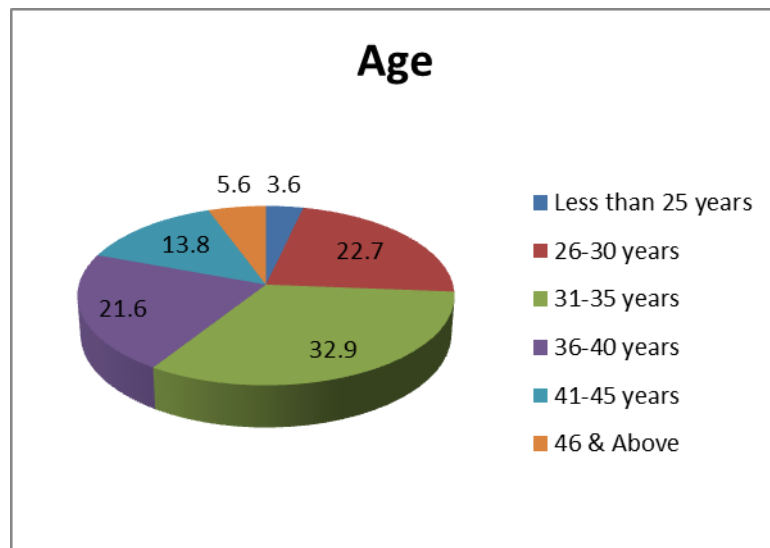
women are more interested in becoming financially and socially independent by entering into revenue generating activities.

4.3.2 Age of the Respondents

Table No.4.3.2: Age of the Respondents

Age	Frequencies	Percent
Less than 25 years	16	3.6
26-30 years	102	22.7
31-35 years	148	32.9
36-40 years	97	21.6
41-45 years	62	13.8
46 & Above	25	5.6
Total	450	100.0
Mean – 3.36, Mode – 3, Std. Deviation - 1.229		

Graph No.4.3.2: Age of the Respondents



Data analysis:

The table 4.3.2 and graph 4.3.2 show the information about the age of the respondents who participated in the in the queries. The respondents are from various categories of age. Among the 450 participants 3.6 percent belong to the group of less than 25 years, 22.7 percent are from 26-30 years, 32.9 percent of them are from 31-35 years, 21.6 percent are from 36-40 years, 13.8 percent of them are from 41-45 years 5.6 percent of them are 46 & above.

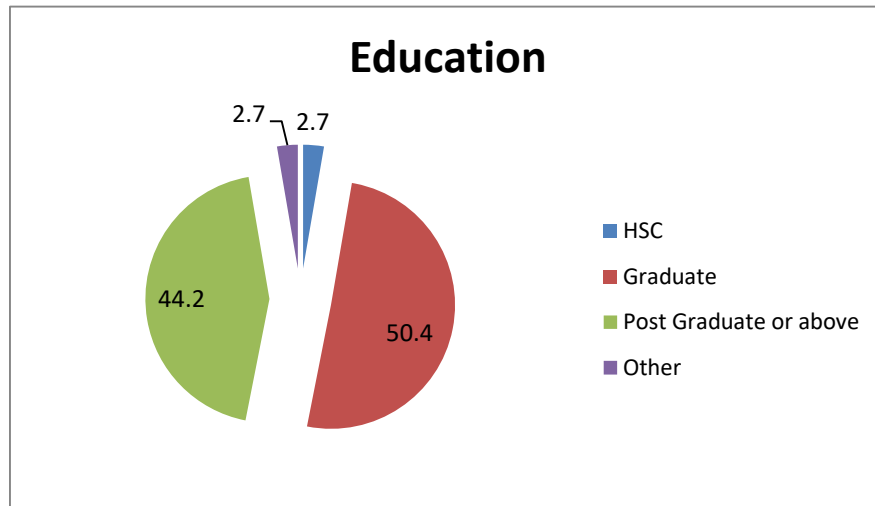
Data interpretation:

From the analysis of the data, it can be interpreted that the highest number of respondents is from the age category of 31-35 years (32.9%), followed by the group of 26-30 years (22.7%) and lowest is from the category of below 25 years (3.6%). Therefore, more than half of the respondents who participated in the survey belong to age group of 26-35. This further indicates the social groups and activities like PULA are more popular among these age groups.

4.3.3 Education of the Respondents**Table No.4.3.3: Education of the Respondents**

Education	Frequencies	Percent
HSC	12	2.7
Graduate	227	50.4
Postgraduate or above	199	44.2
Other	12	2.7
Total	450	100
Mean – 3.47, Mode – 3, Std. Deviation - .597		

Graph No. 4.3.3: Education of the Respondents



Data analysis:

The table 4.3.3 and graph 4.3.3 show the information collected from the respondents regarding their education. Out of the total 450 respondents 2.7 percent of have completed HSC, 50.4 percent of them have completed Graduation, 44.2 percent have completed their Post-graduation or above and 2.7 percent of them are in the other categories.

Data interpretation:

From the analysis of the data, it can be interpreted that a large number of them of them have completed their graduation followed by post-graduation and above. Only an insignificant number of the respondents are in the category of HSC and others. It is to be noted most of the respondents are well educated. Education plays an important role to use social media networking and use of modern information technology for self enhancement and financial independency.

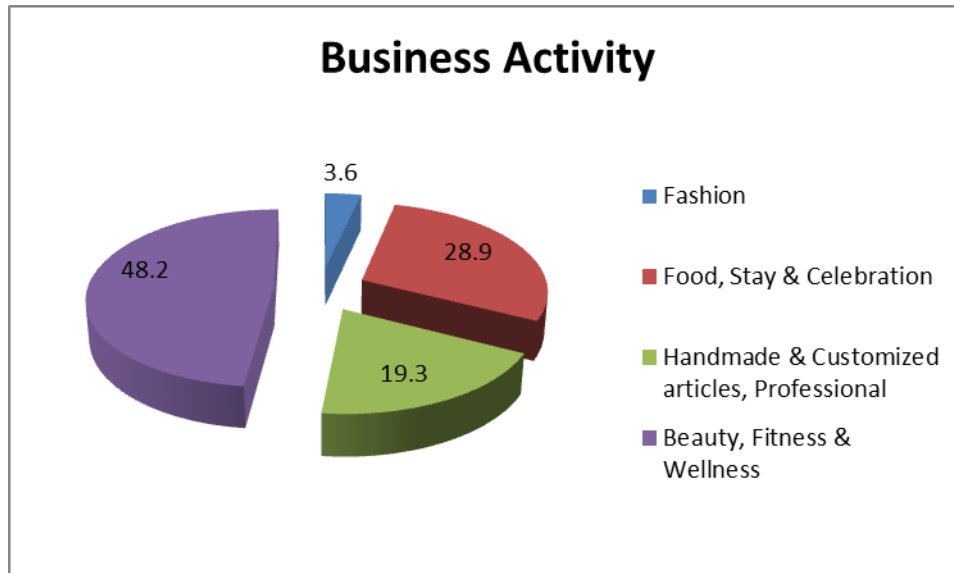
4.3.4 Nature of Business Activity

Table No.4.3.4: Nature of Business Activity

Business Activity	Frequency	Percent
Fashion	16	3.6
Food, Stay & Celebration	130	28.9
Handmade & Customized articles,	87	19.3

Professional		
Beauty, Fitness & Wellness	217	48.2
Total	450	100
Mean-3.57, Mode-4, Std. Deviation-.770		

Graph No.4.3.4: Nature of Business Activity



Data analysis:

The table 4.3.4 and graph 4.3.4 show the information of the nature of business activity the respondents are involved in. Out of 450 respondents 3.6 percent are in fashion, 28.9 percent of them are in Food, Stay & Celebration, 19.3 percent of them are in Handmade & Customized articles, and Professional business and 48.2 percent of them are in Beauty, Fitness and Wellness business field.

Data interpretation:

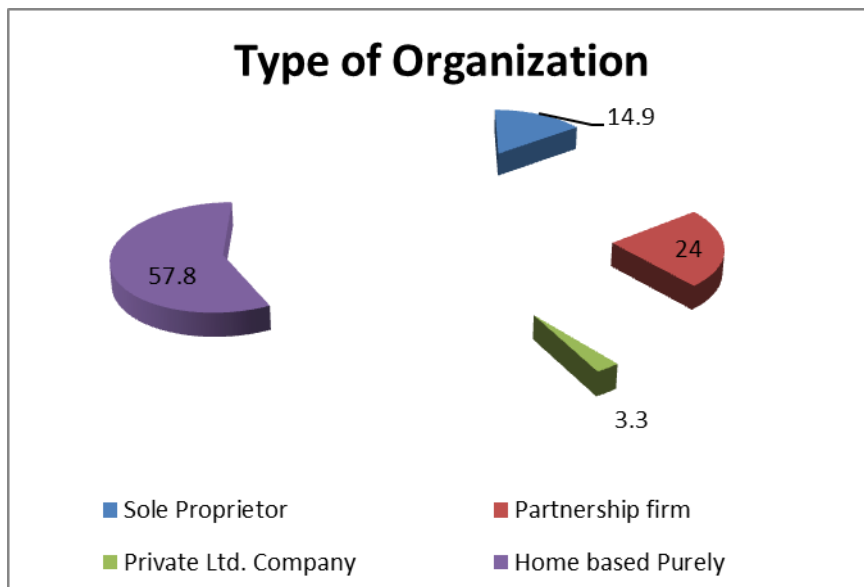
From the analysis of the data, it can be interpreted that a large number of them (48.2%) are in Beauty, Fitness & Wellness business activities followed by (19.3%) Handmade, Customized articles, and Professional business activities. Only a nominal number of the respondents are into fashion, food, stay and celebration. Social media marketing is more prevalent in the field of food, beauty, fitness related activities which are easily accessible for women entrepreneurs. These activities require lesser investments and could be operated from home. This gave advantage for women to enter this group.

4.3.5 Type of Organization

Table No.4.3.5: Type of Organization

Type of Organization	Frequency	Percent
Sole Proprietor	67	14.9
Partnership firm	108	24
Private Ltd. Company	15	3.3
Home Based Purely	260	57.8
Total	450	100
Mean-3.57, Mode-4, Std. Deviation-1.384		

Graph No. 4.3.5: Type of Organization



Data analysis:

The table 4.3.5 and graph 4.3.5 show the information of the type of organization the respondents are involved in, out of 450 respondents 14.9 percent are Sole Proprietors, 24 percent of them are Partnership firms, 3.3 percent of them are Private Ltd. Companies, and 57.8 percent of them are running their businesses from home.

Data interpretation:

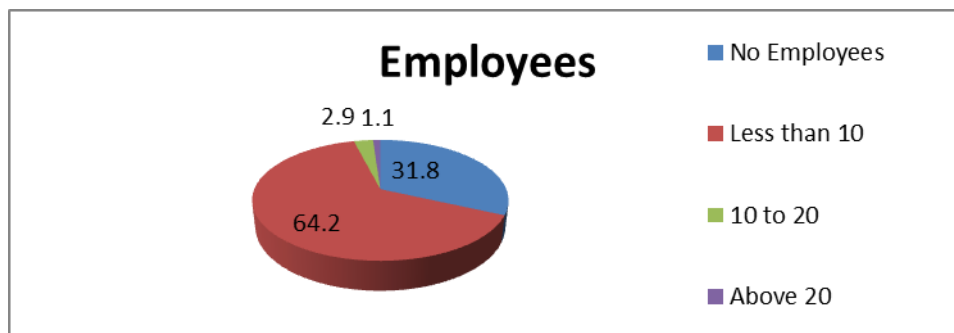
From the analysis it is noted that highest percentage is 57.8% the respondents belong to home based purely. The data apparently reveal that more than half of the respondents are working their businesses from purely home. The rest of the data is dispersed. Home based activities have major share among the women entrepreneurs in PULA. As mentioned above home-based activities have lesser investment requirements and women are able to take care of household activities along with business.

4.3.6 Number of Employees

Table No.4.3.6: Number of Employees

Number of Employees	Frequency	Percent
No Employees	143	31.8
Less than 10	289	64.2
10-20	13	2.9
Above 20	5	1.1
Total	450	100.0
Mean-2.88, Mode-2, Std. Deviation-1.923		

Graph No.4.3.6: Number of Employees



Data analysis:

The table 4.3.6 and graph 4.3.6 reveal the number of employees each respondent has in their firm. Out of 450 respondents 31.8 percent of them do not have any employees, 64.2 percent

of them have less than 10 employees, 2.9 percent of them have between 10-20 employees and 1.1 percent of them have above 20 employees.

Data interpretation:

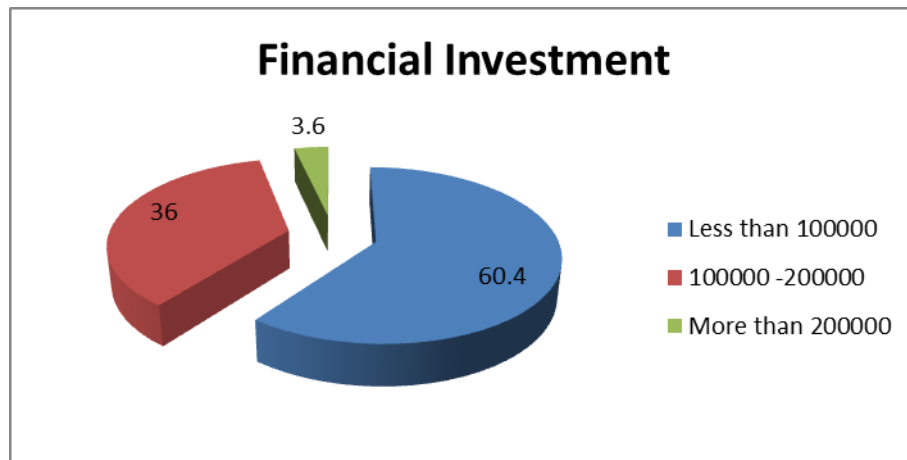
From the analysis it is observed that 64.2% the respondents have less than 10 employees followed by 31.8% of them who manage the business without any employees. The data apparently reveal that vast majority of PULA entrepreneurs have less than ten employees. Therefore, it is clear that most of these entrepreneurs are not running huge business. This further indicates that the business activities undertaken by these women entrepreneurs are either tiny or small scale.

4.3.7 Financial Investment

Table No. 4.3.7: Financial Investment

Financial Investment	Frequency	Percent
Less than 100000	272	60.4
100000 -200000	162	36.0
More than 200000	16	3.6
Total	450	100.0
Mean-1.43, Mode-1, Std. Deviation-.563		

Graph No. 4.3.7: Financial Investment



Data analysis:

The table 4.3.7 and graph 4.3.7 depict the financial investment the respondents made for their enterprises. The data shows that 60.4 percent of the respondents invest less than 1, 00,000, 36 percent of them invest between 1, 00,000 and 200000 and 3.6 percent of them invest more than 2, 00,000.

Data interpretation:

From the analysis it is noted that 60.4% the respondents invest less than one lakh, followed by 36 percent of investing between 1, 00,000 and 2, 00,000. The data reveal that the vast majority of PULA entrepreneurs who participated in the survey have invested very less in their enterprise and those invest greater amount are very few.

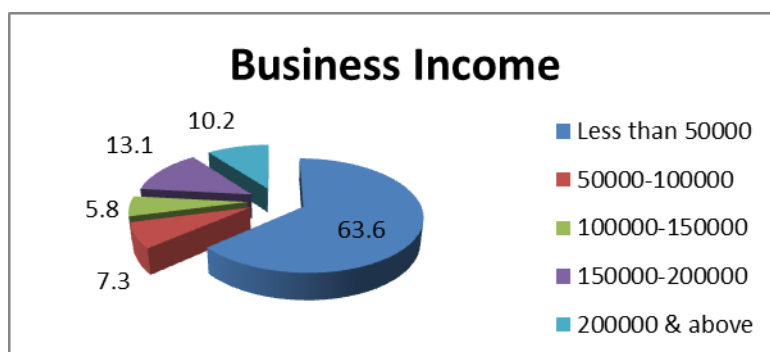
4.3.8 Business Income

Table No. 4.3.8: Business Income

Business Income	Frequency	Percent
Less than 50000	286	63.6
50000-100000	33	7.3
100000-150000	26	5.8
150000-200000	59	13.1
200000 & above	46	10.2
Total	450	100.0

Mean – 1.99, Mode – 1, Std. Deviation - 1.464

Graph No.4.3.8: Business Income



Data analysis:

The table 4.3.8 and graph 4.3.8 project the business income from their enterprise. Out of 450 respondents 63.6 percent of them earn less than 50000, 7.3 percent of them earn between 50000 to one lakh, 5.8 percent of them earn in between one lakh to 1.5 lakh, 13.1 percent of them earn from 1.5 lakh to 2 lakh and 10.2 of the them earn 2 lakh and above.

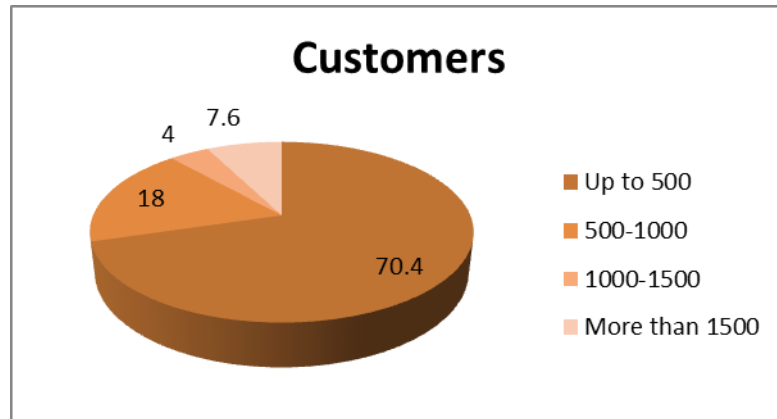
Data interpretation:

From the analysis it is observed that 63.6% the respondents earn less than 50000 followed by 13.1 percent of them earn between 1.5 to 2 lakhs from the business. Only nominal numbers of the respondents are in other categories of income earners. The data reveal that the vast majority of PULA entrepreneurs who participated in the interview are not great income earners from their enterprises. Capital investment analysis and scale of revenue generation further reveals that these women entrepreneurs are budding entrepreneurs who wish to come up in life. PULA promotes entrepreneurial activities among women and if given opportunities and support these women could come out with higher income and employment generating activities.

4.3.9 Average Customers per Annum**Table No.4.3.9: Average Customers per Annum**

Customers per annum	Frequency	Percent
Up to 500	317	70.4
500-1000	81	18.0
1000-1500	18	4.0
More than 1500	34	7.6
Total	450	100.0
Mean – 1.49, Mode – 1, Std. Deviation - .886		

Graph No.4.3.9: Customers per Annum



Data analysis:

The table 4.3.9 and graph 4.3.9 present average customers per-annum. Out of 450 respondents 70.4 percent of them attend up to 500 customers, 18 percent of them receive between 500 to1000, 4 percent of them attend from 1000 to 1500 and 7.6 percent of them attend more than 1500 customers per annum.

Data interpretation:

From the analysis it is interpreted that a vast majority (70.4%) of the respondents attend only up to 500 customers followed by 18% attend up to 1000 customers per annum. Only nominal numbers of the respondents are in other categories. The data reveal that the vast majority of PULA entrepreneurs who participated in the interview are not running great business enterprises to have a big number of customers per annum.

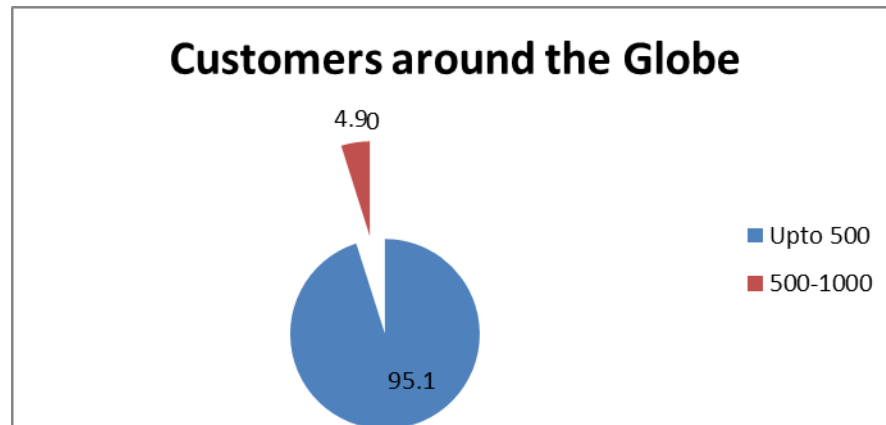
4.3.10 1Business Reach-Number of customers from Around the Globe

Table No. 4.3.10: Business Reach-Number of customers from Around the Globe

Customers from Around the Globe	Frequency	Percent
Up to 500	428	95.1
500-1000	22	4.9
1000-1500	00	0
Total	450	100.0

Customers from Around the Globe	Frequency	Percent
Up to 500	428	95.1
500-1000	22	4.9
1000-1500	00	0
Mean – 1.49, Mode – 1, Std. Deviation - .689		

Graph No. 4.3.10: Business Reach-Number of customers from Around the Globe



Data analysis:

The table 4.3.10 and graph 4.3.10 have present to us the average customers that are reached around the globe. Out of 450 respondents 95.1 percent of them reach up to 500, 4.9 percent of them reach between 500 to 1000 customers around the globe per annum.

Data interpretation:

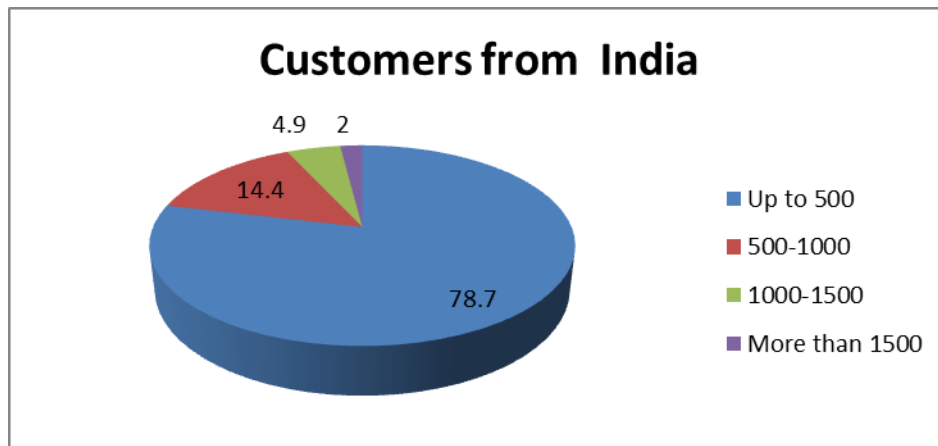
From the analysis it is observed that a thumbing majority (95.1%) of the respondents reach only up to 500 customers, followed by 4.9 % reach up to 1000 customers per annum. The data reveal that the vast majority of PULA entrepreneurs who participated in the interview are not running great business enterprises to have large number of customers around the globe. At the same time, they are catering to a large number of tiny and small activities among the group. It has a potential to reach to larger groups.

4.3.11 Business Reach-Number of customers from India

Table No. 4.3.11: Business Reach-Number of Customers from India

Customers from India	Frequency	Percent
Up to 500	354	78.7
500-1000	65	14.4
1000-1500	22	4.9
More than 1500	9	2
Total	450	100.0
Mean – 1.19, Mode – 1, Std. Deviation –1.812		

Graph No. 4.3.11: Business Reach-Number of Customers from India



Data analysis:

The table 4.3.11 and graph 4.3.11 present us the Business Reach-Number of customers from India. Out of 450 respondents 78.7 percent of them reach out up to 500, 14.4 percent of them from 500 to 1000 and 4.9 percent of them more than 1500 customers.

Data interpretation:

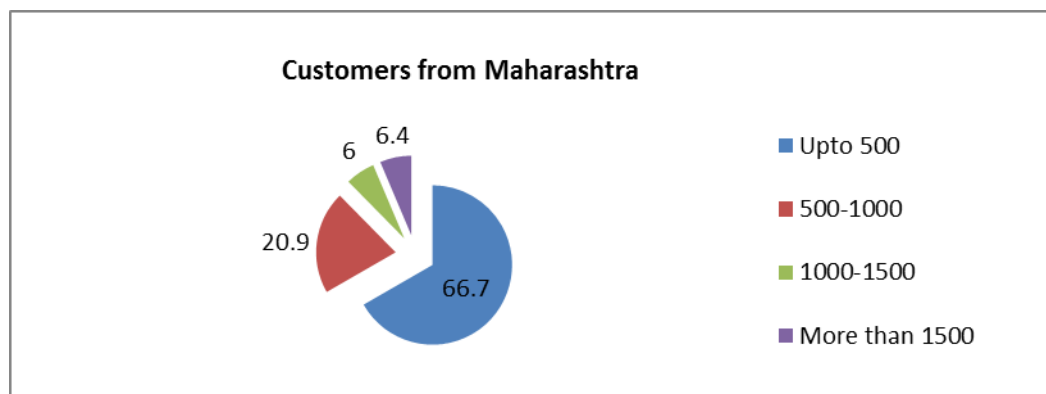
From the analysis it is observed that a vast majority of (78.2%) of the respondents reach out up to 500 customers from India and 14.4 per cent of them reach out to between 500 to 1000 customers. Only nominal numbers of the respondents are in another category. This is perhaps an indication that the promotion of their products and services has not reached to the optimum level.

4.3.12 Business Reach-Number of Customers from Maharashtra

Table No. 4.3.12: Business Reach-Number of customers from Maharashtra

Customers from Maharashtra	Frequency	Percent
Up to 500	300	66.7
500-1000	94	20.9
1000-1500	27	6
More than 1500	29	6.4
Total	450	100.0
Mean – 1.12, Mode – 1, Std. Deviation - .689		

Graph No. 4.3.12: Business Reach-Number of Customers from Maharashtra



Data analysis:

The table 4.3.12 and graph 4.3.12 have depicted the Business Reach-Number of customers from Maharashtra Business. Out of 450 respondents 66.7 percent of them reach out to 500 customers from Maharashtra, 20.9 percent of them between 500 to 1000 customers, 6 percent of them to 1000 to 1500 customers, 6.4 per cent of them more than 1500 customers from Maharashtra.

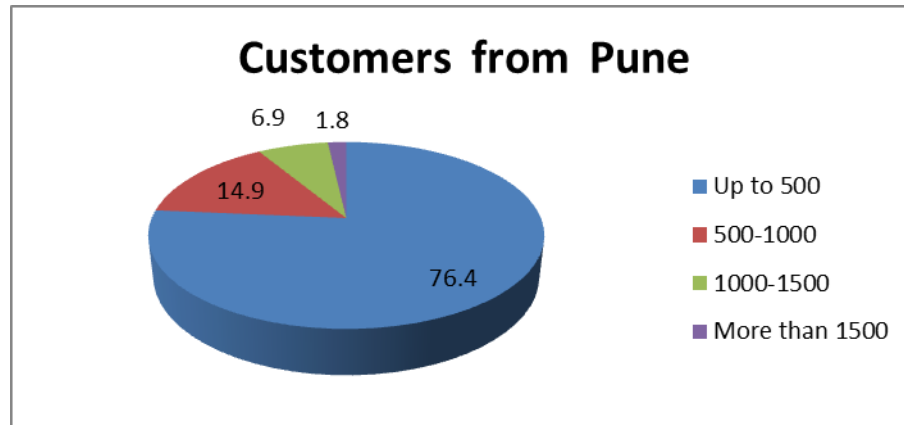
Data interpretation:

From the analysis it is noted a vast majority of them (66.7%) of the respondents reach out to up to 500 customers from the state, followed by 20.9 % reach out to between 500 to 1000 customers from Maharashtra. Only nominal numbers of the respondents are in another category. The information denotes that their customers are from within the state and a slight improvement in number of customers compare to the national level customers.

4.3.13 Business Reach-Number of Customers from Pune**Table No. 4.3.13: Business Reach-Number of Customers from Pune**

Customers from Pune	Frequency	Percent
Up to 500	344	76.4
500-1000	67	14.9
1000-1500	31	6.9
More than 1500	8	1.8
Total	450	100.0
Mean – 1.42, Mode – 1, Std. Deviation –1.780		

Graph No.4.3.13: Business Reach-Number of Customers from Pune



Data analysis:

The table 4.3.13 and graph 4.3.13 have depicted the Business Reach-Number of customers from Pune. Out of 450 respondents 76.4 percent of them reach out to 500, 14.9 percent of them from between 500 to 1000, 6.9 percent of them between 1000 to 1500 customers and 1.8 per cent of them reach out to above 1500 customers from Pune.

Data interpretation:

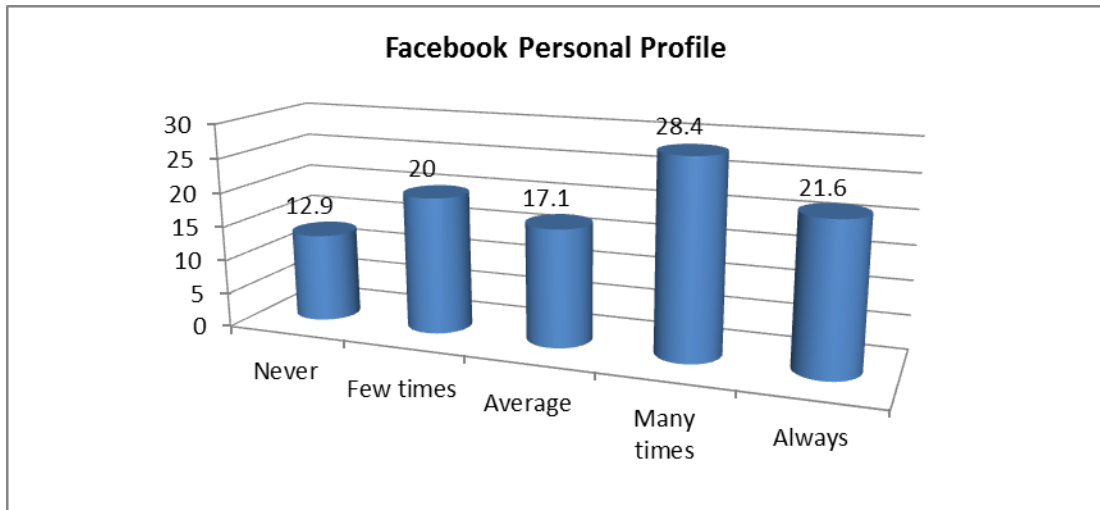
From the analysis it is noted that a vast majority (76.4%) of the respondents reach out to 500 customers and 14.8 percent of the respondents between 500 to 1000 customers from Pune. Only nominal numbers of the respondents are in other categories.

4.3.14 Use of Social Media-Facebook Personal Profile

Table No.4.3.14: Use of Social Media-Facebook Personal Profile

Facebook Personal Profile	Frequency	Percent
Never	58	12.9
Few times	90	20.0
Average	77	17.1
Many times	128	28.4
Always	97	21.6
Total	450	100.0
Mean – 3.26, Mode – 4, Std. Deviation - 1.342		

Graph No.4.3.14: Use of social media-Facebook Personal Profile



Data analysis:

The table 4.3.14 and graph 4.3.14 have pictured the use of respondents' social media Facebook Personal Profile. Out of 450 respondents 12.9 percent of them have never used, 20 percent have used only a few times, 17.1 percent have used it in an average basis, 28.4 percent of them have used it many times and 21.6 percent of them have used Facebook personal profile always.

Data interpretation:

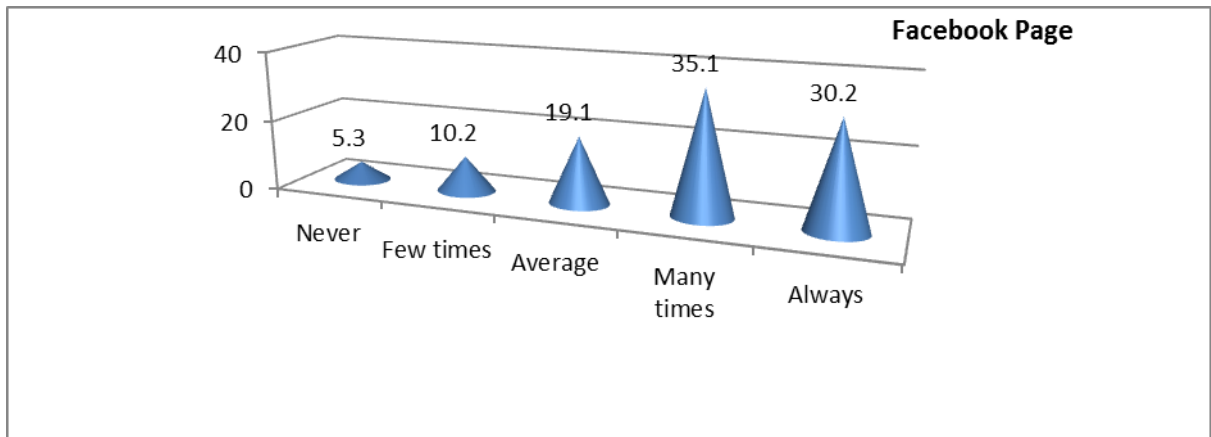
From the analysis it is noted that the highest (28.4%) of the respondents use the Facebook personal profile many times, followed by 21.6% use it always and 17.1% of them use it on an average basis. The mean value is 3.26 which show a satisfactory use of Facebook personal profile for the promotion of their enterprises. Only trifling numbers of the respondents are in another category. This has further shown that business activities are linked with personal profile of these women entrepreneurs. The business circle is centered on friends and relatives attached to the profile of these women entrepreneurs.

4.3.15 Use of Social Media-Facebook Page

Table No. 4.3.15: Use of Social Media-Facebook Page

Facebook Page	Frequency	Percent
Never	24	5.3
Few times	46	10.2
Average	86	19.1
Many times	158	35.1
Always	136	30.2
Total	450	100.0
Mean – 3.75, Mode – 4, Std. Deviation - 1.149		

Graph No.4.3.15: Use of Social Media-Facebook Page



Data analysis:

The table 4.3.15 and graph 4.3.15 have projected the use of respondents' social media Facebook Page. Out of 450 respondents 5.3 percent of them have never used, 10.2 percent have used only a few times, 19.1 percent have used it in an average basis, 35.1 percent of them have used it many times and 30.2 percent of them have used Facebook page always.

Data interpretation:

From the analysis it is noted that the highest (35.1%) of the respondents use the Facebook page many times, followed by 30.2% use it always and 19.1% of them use it on an average

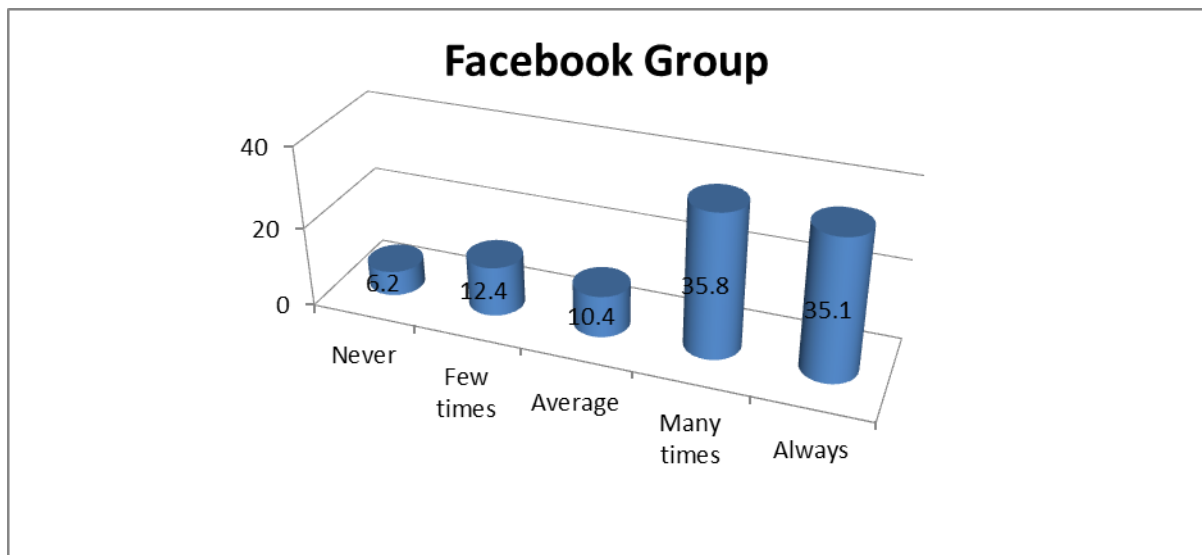
basis. Only nominal numbers of the respondents are in another category. The mean value is 3.75 which show more of a satisfactory use of Facebook page for the promotion of their products and services. Literature note that the Facebook page meant for the marketers to talk and share fresh content with their fans (AL-Ghamdi, 2014). Hence PULA participants are able to promote their fresh contents to their fans in the Facebook page.

4.3.16 Use of Social Media-Facebook Group

Table No. 4.3.16: Use of Social Media-Facebook Group

Facebook Group	Frequency	Percent
Never	28	6.2
Few times	56	12.4
Average	47	10.4
Many times	161	35.8
Always	158	35.1
Total	450	100.0
Mean – 3.81, Mode – 4, Std. Deviation - 1.217		

Graph No.4.3.16: Use of Social Media-Facebook Group



Data analysis:

The table 4.3.16 and graph 4.3.16 have projected the use of respondents' social media Facebook group. Out of 450 respondents 6.2 percent of them have never used, 12.4 percent have used only a few times, 10.4 percent have used it in an average basis, 35.8 percent of them have used it many times and 35.1 percent of them have used Facebook group always.

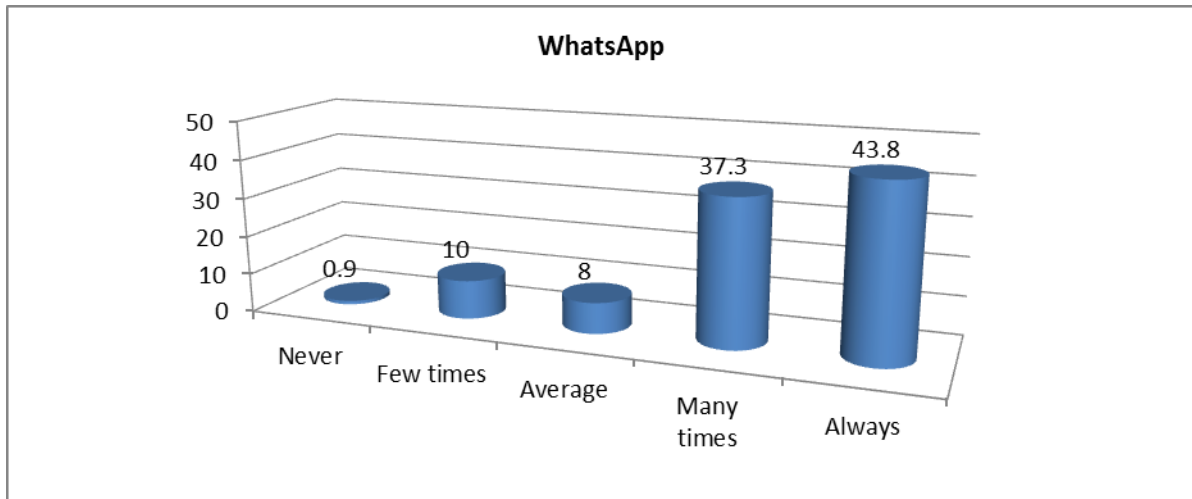
Data interpretation:

From the analysis it is noted that the highest (35.8%) of the respondents use the Facebook group always and 35.1% of the respondents use it many times. Only nominal numbers of the respondents are in other categories. A high mean value is (3.81) indication of a satisfactory use of Facebook group for the promotion of their products and services. Past literature note Facebook group do word-of-mouth marketing by gathering the community around interests related to their business and conducting various promotional activities on them (Łupa-Wójcik, 2020). Therefore, data as well as the literature suggest the Facebook group is very effective in the Facebook group circle.

4.3.17 Use of Social Media- WhatsApp**Table No. 4.3.17: Use of Social Media- WhatsApp**

WhatsApp	Frequency	Percent
Never	4	.9
Few times	45	10.0
Average	36	8.0
Many times	168	37.3
Always	197	43.8
Total	450	100.0
Mean – 4.13, Mode – 5, Std. Deviation - .991		

Graph No.4.3.17: Use of Social Media- WhatsApp



Data analysis:

The table 4.3.17 and graph 4.3.17 have projected the use of respondents’ social media WhatsApp. Out of 450 respondents .9 percent of them have never used, 10 percent have used only a few times, 8 percent have used it in an average basis, 37.3 percent of them have used it many times and 43.8 percent of them have used WhatsApp always.

Data interpretation:

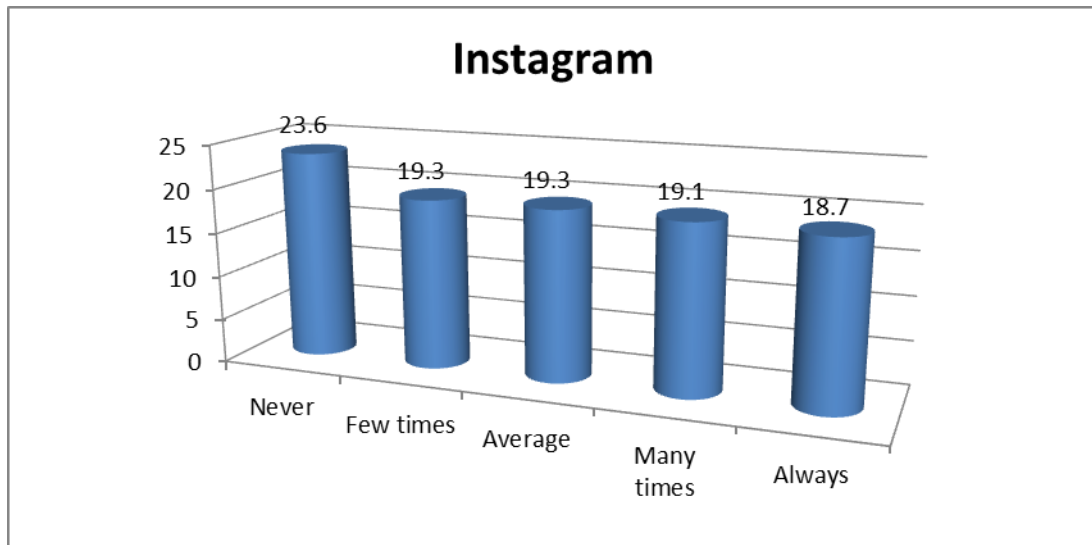
From the analysis it is noted that the highest percentage (43.8%) of the respondents use the WhatsApp always and 37.3% of the respondents use it many times. Only nominal numbers of the respondents are in other categories. A very high mean value is (4.13) an indication of a satisfactory use of WhatsApp for the promotion of their products and services. Literature argues Whatsapp is a well-fitting model, which increases people’s trust in brands which effect disclosure of intention and personal information to a brand (Zarouali, 2021). Hence the trust in Whatsapp has increased rating and use of it in the social media marketing.

4.3.18 Use of Social Media-Instagram

Table No.4.3.18: Use of Social Media-Instagram

Instagram	Frequency	Percent
Never	106	23.6
Few times	87	19.3
Average	87	19.3
Many times	86	19.1
Always	84	18.7
Total	450	100.0
Mean – 2.90, Mode – 1, Std. Deviation - 1.438		

Graph No.4.3.18: Use of Social Media-Instagram



Data analysis:

The table 4.3.18 and graph 4.3.18 have projected the use of respondents' social media Instagram. Out of 450 respondents 23.6 percent of them have never used, 19.3 percent have used only a few times, 19.3 percent have used it in an average basis, 19.1 percent of them have used it many times and 18.7 percent of them have used Instagram always.

Data interpretation:

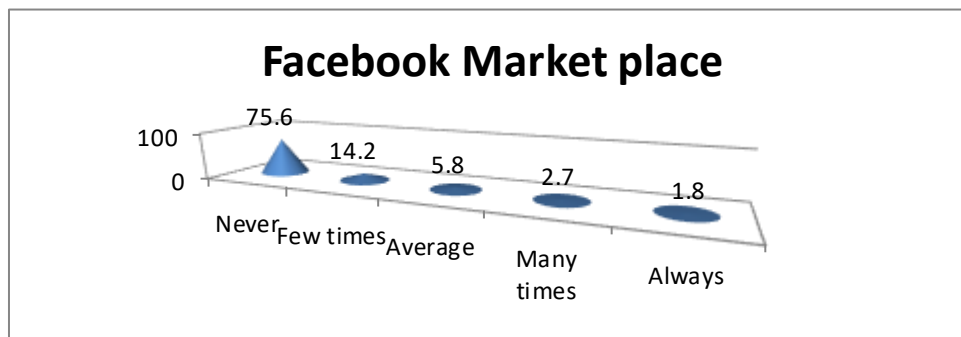
From the analysis it is noted that the highest percentage (23.6%) of the respondents never use the Instagram and 19.3% of the respondents use it a few times and an average basis. Those who use Instagram many times and always are below expected average. A low mean value is (2.90) an indication of an unsatisfactory use of Instagram for the promotion of their products and services. Renowned study notes that Instagram social media has mostly patronize goods rather than promote or advertise products services (Balarabe, 2020). Therefore this could be reason for the un popularity of the Instagram among the PULA members.

4.3.19 Use of Social Media- Facebook Market place

Table No.4.3.19: Use of Social Media- Facebook Market place

Facebook Market place	Frequency	Percent
Never	340	75.6
Few times	64	14.2
Average	26	5.8
Many times	12	2.7
Always	8	1.8
Total	450	100.0
Mean – 1.41, Mode – 1, Std. Deviation - .856		

Graph No.4.3.19: Use of Social Media- Facebook Market place



Data analysis:

The table 4.3.19 and graph 4.3.19 have projected the use of respondents' social media Facebook Market place. Out of 450 respondents 75.6 percent of them have never used, 14.2 percent have used only a few times, 5.8 percent have used it in an average basis, 2.7 percent of them have used it many times and 1.8 percent of them have used Facebook Market place always.

Data interpretation:

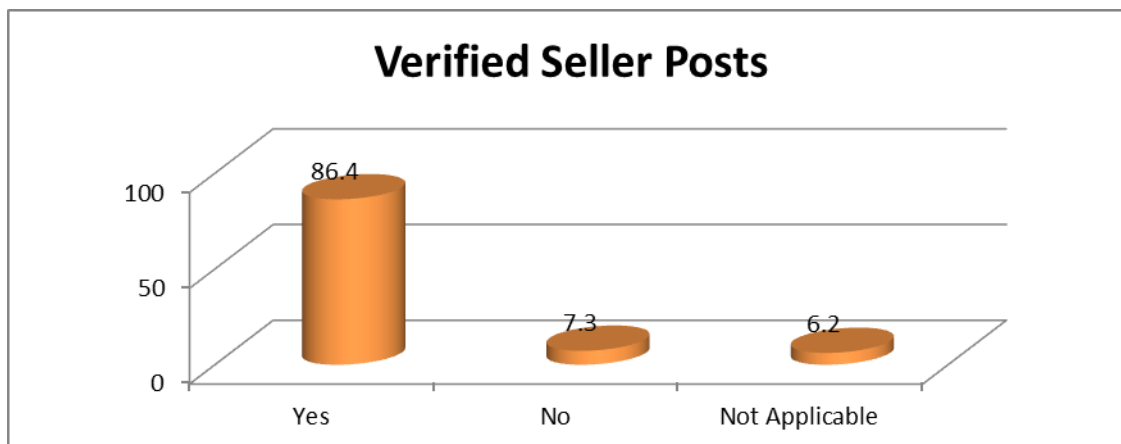
From the analysis it is noted that the highest percentage (75.6%) of the respondents never use the Facebook Market place and 14.2% of the respondents use it a few times. Only an insignificant number of them use Facebook Market place many times and always. A low mean value is (1.41) an indication of an unsatisfactory use of Facebook Market place for the promotion of their products and services. The unpopularity of Facebook Market place is due to less viewers in comparison with Facebook (Kaushik, 2012). Therefore Facebook Market place is unpopular among PULA members.

4.3.20 Use and Nature of PULA Services- Verified seller posts on Bazaar Days

Table No. 4.3.20: Use and Nature of PULA Services- Verified seller posts on Bazaar Days

Verified Seller posts	Frequency	Percent
Yes	389	86.4
No	33	7.3
Not Applicable	28	6.2
Total	450	100.0
Mean – 1.20, Mode – 1, Std. Deviation - .533		

Graph No.4.3.20: Use and Nature of PULA Services- Verified seller posts on Bazaar Days



Data analysis:

The table 4.3.20 and graph 4.3.20 have projected the Use and Nature of PULA Services- Verified seller posts on Bazaar Days. Out of 450 respondents 86.4 percent of them have positively assented to have a PULA verified seller posts on Bazaar Days, 7.3 percent have not used verified seller posts and 6.2 percent of them stated as not applicable for them.

Data interpretation:

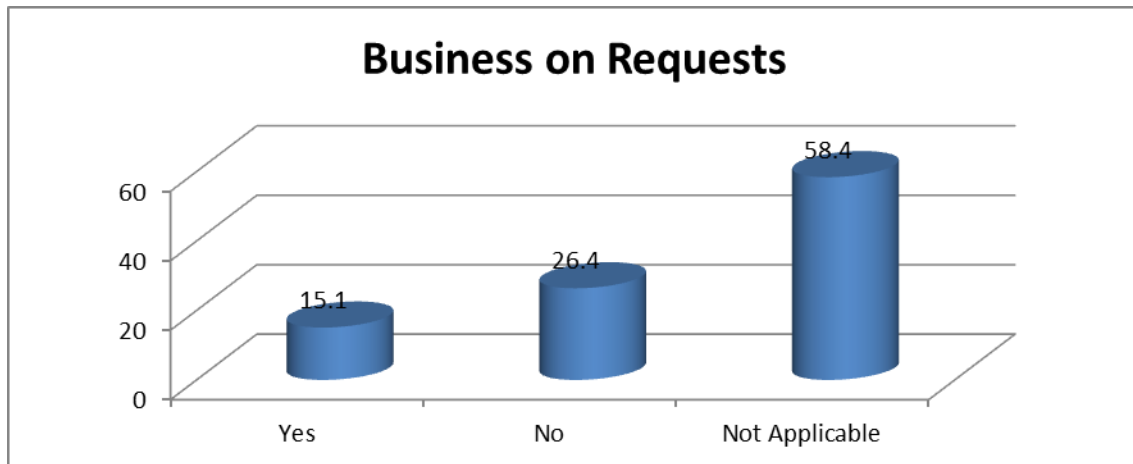
From the analysis it is noted that very high percentage (86.4%) of the respondents have received the service of PULA Verified seller posts on Bazaar Days to sell their products and services. Those who have not received are only a nominal (7.3%) percentage. Further to an insignificant number of them it is not applicable. The data of the study denotes that the service of PULA verified seller posts on bazaar days are beneficial for the members to sell their products.

4.3.21 Unverified seller: Business on Requests through PULA page

Table No.4.3.21: Unverified seller: Business on Requests through PULA page

Business on Requests	Frequency	Percent
Yes	68	15.1
No	119	26.4
Not Applicable	263	58.4
Total	450	100.0

Graph No.4.3.21: Unverified seller: Business on Requests through PULA page



Data analysis:

The table 4.3.21 and graph 4.3.21 have projected the Use and Nature of PULA Services- Unverified seller Business on Requests through PULA page. Out of 450 respondents 15.1 percent of them have positively assented to PULA have reached them out to unverified seller, 26.6 percent have no to this query. 58.4 percent of them have stated as not applicable for them.

Data interpretation:

From the analysis it is noted that very low percentage (15.1%) of the respondents have received the service of PULA’s unverified seller posts to sell their products and services.

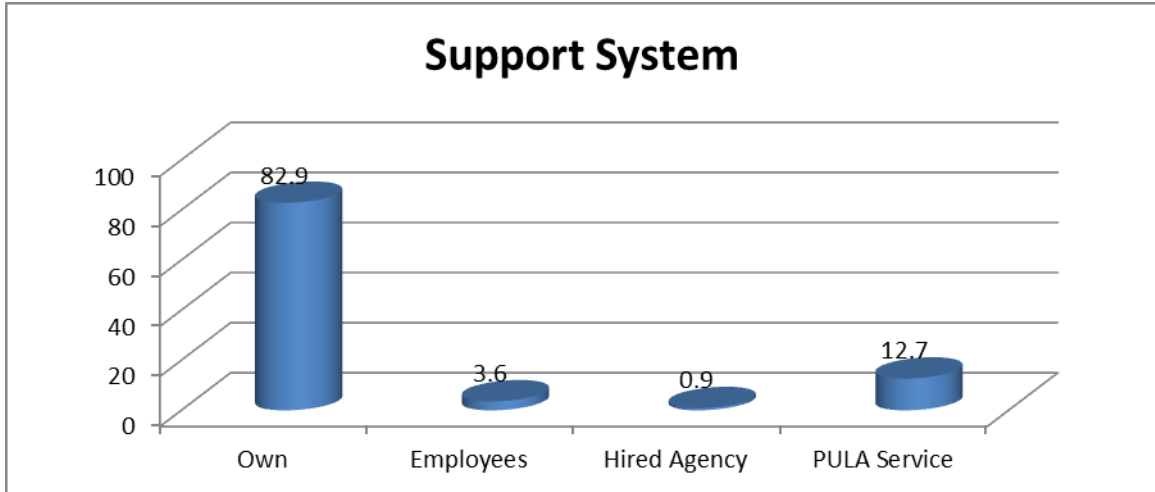
Those who have not received are 26.4 percentages. Further a large number of them have stated that it is not applicable to them. Therefore PULA services discourage unverified sellers in their page to avoid outsiders and unidentified personal benefit the services of PULA.

4.3.22 Support System

Table No.4.3.22: Support System

Support system	Frequency	Percent
I do it myself/Family member	373	82.9
I have recruited employee/s	16	3.6
I have hired an agency that takes care of digital marketing	4	.9
Not required as I use only PULA as my media for promotional purposes	57	12.7
Total	450	100.0

Graph No.4.3.22: Support System



Data analysis:

The table 4.3.22 and graph 4.3.22 has projected the support system of PULA. Out of 450 respondents 82.9 percent of them have stated that they themselves or family members do the marketing of their products, 3.6 percent have said that they have recruited employees to do the

work, .9 percent of them have stated that they have hired an agency to do the marketing and 12.7 have said they purely depend on the PULA media for promotional purposes.

Data interpretation:

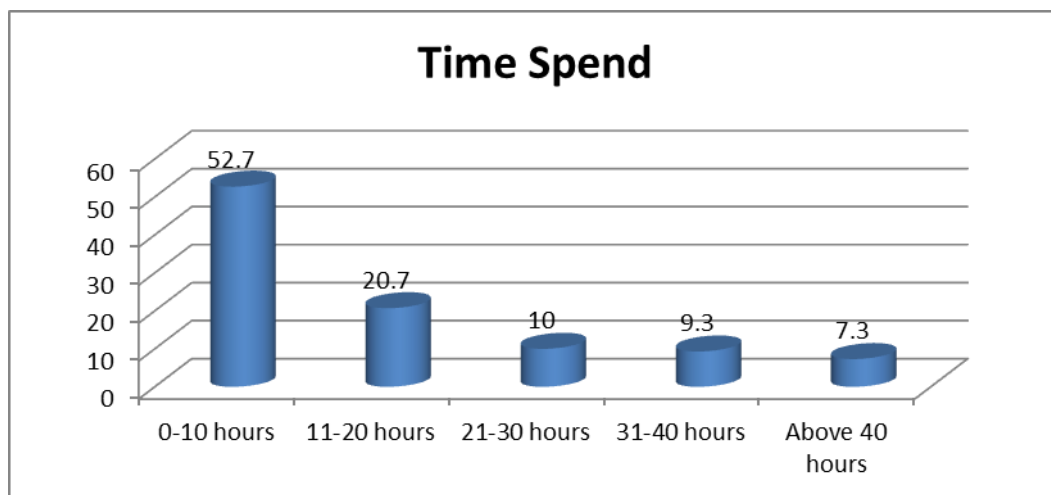
From the analysis it is noted that very high percentage (82.9) of the respondents has depended on themselves or family members for promotion of products. Those who used employees or hired agency are very few. A very low percent of them have depended on PULA service. Therefore, respondents are mostly independent for promotion of their products without depending on external services which would incur expenses except PULA services.

4.3.23 Duration of Time per week on Social media promotion

Table No. 4.3.23: Duration of time per week on Social media promotion

Duration per week Social media promotion	Frequency	Percent
0-10 hours	237	52.7
11-20 hours	93	20.7
21-30 hours	45	10.0
31-40 hours	42	9.3
Above 40 hours	33	7.3
Total	450	100.0

Graph No.4.3.23: Duration of time per week on Social media promotion



Data analysis:

The table 4.3.23 and graph 4.3.23 have projected the time spend weekly on social media to promote their business. Out of 450 respondent 52.7 percent of them have stated that they spend about 1-10 hours per week, 20.7 percent have spent 11-20 hours, 10 percent of them have spent 21-30 hours, 9.3 percent have spent 31-40 hours and 7.3 percent have spent more than 40 hours.

Data interpretation:

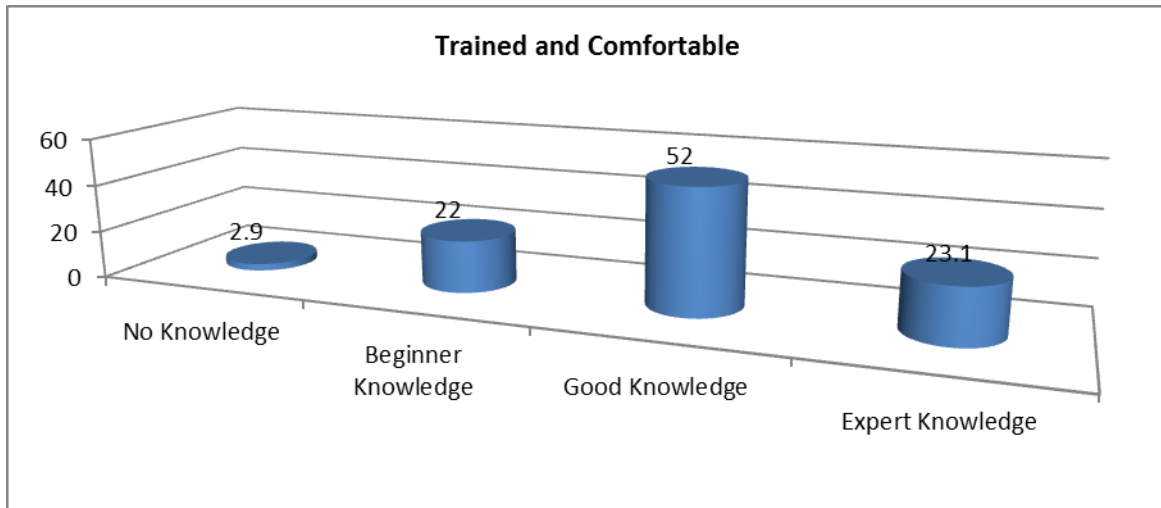
From the analysis it is noted that just above half of the respondents (52.7%) spent only less than 10 hours per week. Only less than ¼ of the respondents has spent from 11 to 20 hours per week. Those who spend more hours are only insignificant number of respondents. The data has shown that the time spend per week for promotion is very less. Therefore, the less promotion would lead less volume of sale of products.

4.3.24 Trained and Comfortable with Media Skills- Computer

Table No. 4.3.24: Trained and Comfortable with Media Skills- Computer

Trained and Comfortable	Frequency	Percent
No Knowledge	13	2.9
Beginner Knowledge	99	22.0
Good Knowledge	234	52.0
Expert Knowledge	104	23.1
Total	450	100.0
Mean 2.95, Mode 3, Std. Deviation		.752

Graph No.4.3.24: Trained and Comfortable with Media Skills- Computer



Data analysis:

The table 4.3.24 and graph 4.3.24 have projected the expertise of media skills on computer. Out of 450 respondents 2.9 percent of them have no knowledge on media skills on computer, 22 percent of them are beginners, 52 percent of them have good knowledge and 23.1 percent of them have expert knowledge.

Data interpretation:

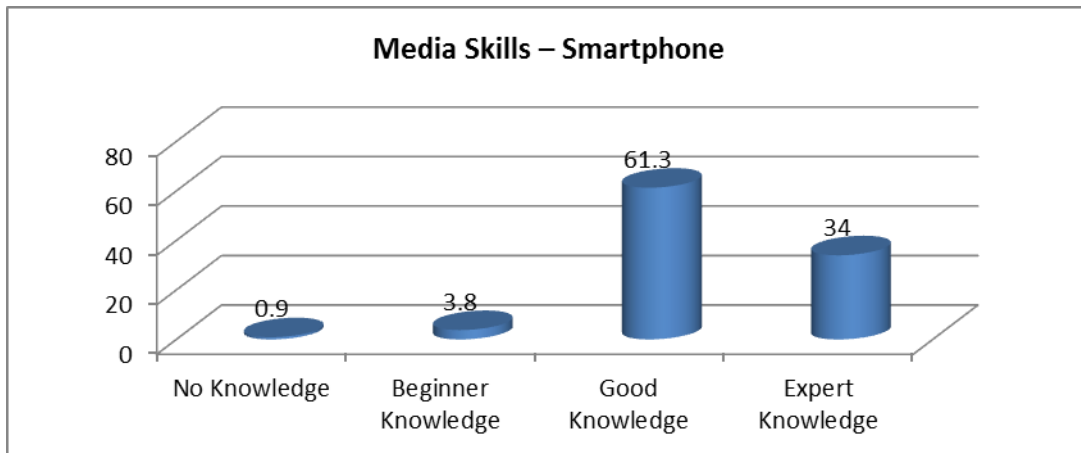
From the analysis it is noted that just half of the respondents (50%) have good knowledge in Media Skills on Computer and nearly ¼ of the respondents have the expertise on media computer applications. The mean value of the data received is fairly good enough. Therefore, most of the respondents are able to handle the media skills without much of problem and not necessary to outsource promotion through social media.

4.3.25 Trained and Comfortable with Media Skills - Smartphone

Table No.4.3.25: Trained and Comfortable with Media Skills – Smartphone

Trained and comfortable	Frequency	Percent
No Knowledge	4	.9
Beginner Knowledge	17	3.8
Good Knowledge	276	61.3
Expert Knowledge	153	34.0
Total	450	100.0
Mean 3.28, Mode 3, Std. Deviation .577		

Graph No.4.3.25: Trained and Comfortable with Media Skills – Smartphone



Data analysis:

The table 4.3.25 and graph 4.3.25 have projected the expertise of media skills on Smartphone. Out of 450 respondents .9 percent of them have no knowledge on media skills on Smartphone, 3.8 percent of them are beginners, 61.3 percent of them have good knowledge and 34 percent of them have expert knowledge.

Data interpretation:

From the analysis it is noted that majority of the respondents (61.3%) have good knowledge in Media Skills on smart phone and more than 1/3 of the respondents have the expertise on media skills on Smartphone applications. The mean value (3.28) of the data received is very

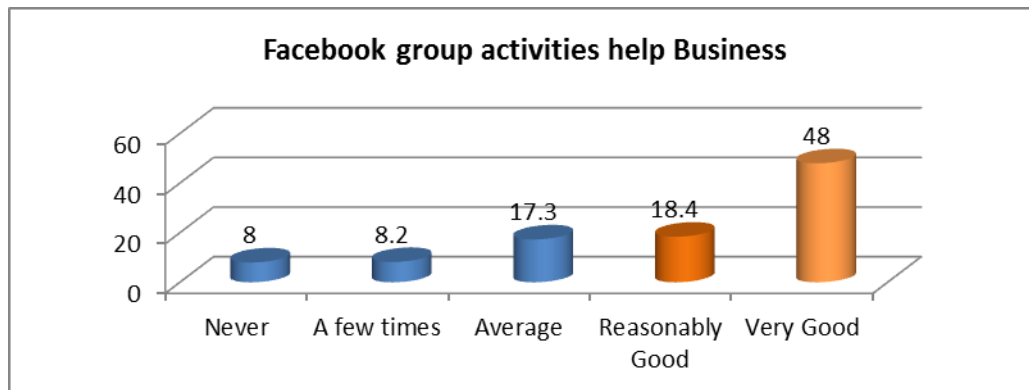
high. Therefore, a vast majority of the respondents can handle the media skills in smart phone which in fact make them to be on the advantage position.

4.3.26 Extent to which Facebook group activities help your business

Table No. 4.3.26: Extent to which Facebook group activities help your business.

Facebook group activities help business	Frequency	Percent
Never	36	8.0
A few times	37	8.2
Average	78	17.3
Reasonably Good	83	18.4
Very Good	216	48.0
Total	450	100.0
Mean 3.90, Mode 5, Std. Deviation 1.302		

Graph No.4.3.26: Extent to which help your business- Facebook group activities



Data analysis:

The table 4.3.26 and graph 4.3.26 have projected the extent of help from Facebook group activities on business. Out of 450 respondents 8 percent of them have stated as Never, 8.2 percent of them state as a few times, 17.3 percent of state that they have only average benefits, 18.4 percent of them have reasonably good benefits of Facebook group activities, and 48 percent of them have received very good effect of Facebook activities on business.

Data interpretation:

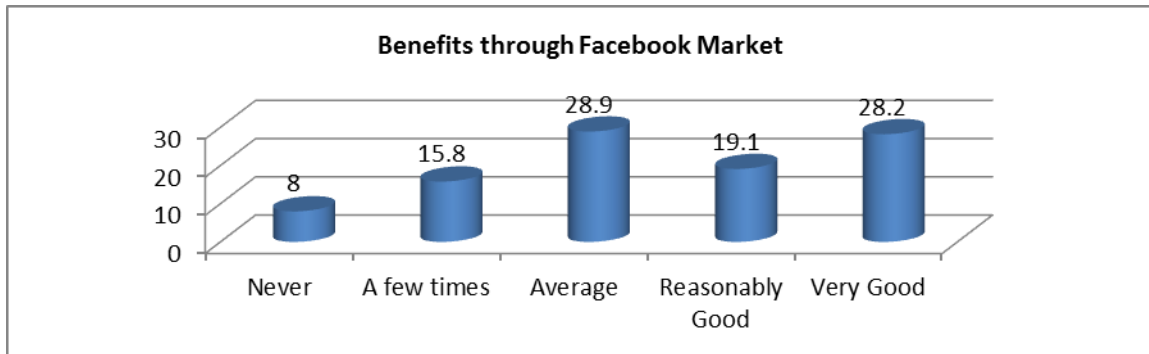
From the analysis it is noted that nearly half of the respondents (48%) have fully accented and 18.4% have reasonably good way have helped the Facebook group activities in their business. The mean value (3.90) of the data received is fairly good. Past literature notes that Facebook group is typically created to support a product, cause or the company itself (AL-Ghamdi, 2014).Therefore, a good number of the respondents has received support from Facebook group for their product and cause of the organization from the Facebook group.

4.3.27 Extent to which help to business growth- Facebook marketplace

Table No.4.3.27: Extent to which help to business growth- Facebook marketplace

Facebook Market place helps to grow business	Frequency	Percent
Never	36	8.0
A few times	71	15.8
Average	130	28.9
Reasonably Good	86	19.1
Very Good	127	28.2
Total	450	100.0
Mean 3.44, Mode 3, Std. Deviation 1.269		

Graph No.4.3.27: Extent to which help to business growth- Facebook marketplace



Data analysis:

The table 4.3.27 and graph 4.3.27 have projected to the extent help rendered to business growth through Facebook marketplace. Out of 450 respondents 8 percent of them have stated as Never, 15.8 percent of them state as a few times, 28.9 percent of state that they have only average benefits, 19.1 percent of them have reasonably good benefits, and 28.2 percent of them have received very good effect through Facebook Marketplace on business.

Data interpretation:

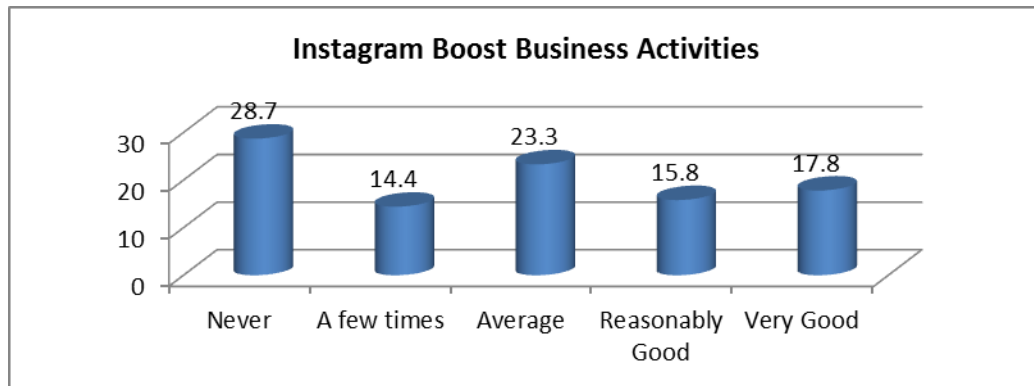
From the analysis it is noted that the response is rather spread out. Only nearly half of the respondents (19.1%+ 28.2% = 47.7%) have stated that reasonably good way and fully accented that Facebook Marketplace support positively for their. The mean value (3.44) of the data received is fairly good. Literature argues Facebook marketing has huge marketing potential since it has a global character, advanced applications, and unstoppable growth that allows users to reach their target market for free or for a minimal investment (Djurica, 2013). Therefore, a good number of the respondents has received advanced growth in the market and reach the target market with minimum financial investment.

4.3.28 Extent to which Instagram helps to boost business activities

Table No.4.3.28: Extent to which Instagram helps to boost business activities

Instagram Boost Business Activities	Frequency	Percent
Never	129	28.7
A few times	65	14.4
Average	105	23.3
Reasonably Good	71	15.8
Very Good	80	17.8
Total	450	100.0
Mean 2.80, Mode 1, Std. Deviation 1.457		

Graph No.4.3.28: Extent to which Instagram helps to boost business activities



Data analysis:

The table 4.3.28 and graph 4.3.28 have projected to the extent to which Instagram helps to boost business activities. Out of 450 respondents 28.7 percent of them have stated as Never, 14.8 percent of them state as a few times, 23.3 percent of state that they have only average benefits, 15.8 percent of them have reasonably good benefits, and 17.8 percent of them have received very good effect through Instagram helps to boost business activities.

Data interpretation:

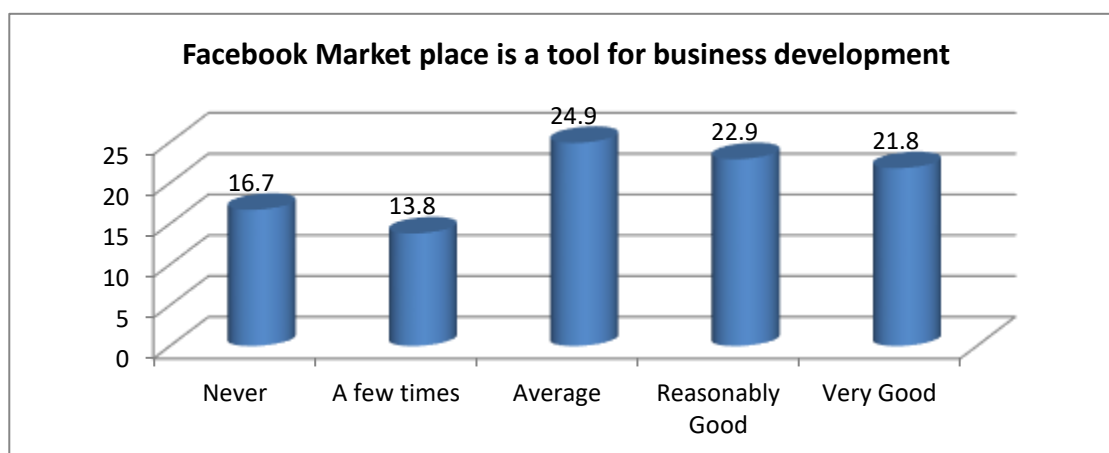
From the analysis it is noted that the response is widely spread out. Only just 1/3 of the respondents (15.8%+ 17.8% = 33.6%) have stated that reasonably good way and fully accented that Instagram helps to boost their business activities. The interpretation further shows that nearly ½ (43.1%) Instagram has very rendered a few times and a few times to boost their business activities. The mean value (2.80) of the data received is very low. In comparison with the Facebook the users of Instagram are less, therefore Instagram has done very less to boost their business activities.

4.3.29 Extent to which - Facebook Market place is a tool that helps for business development

Table No.4.3.29: Extent to which - Facebook Market place is a tool that helps for business development

Facebook Market place is a tool for business development	Frequency	Percent
Never	75	16.7
A few times	62	13.8
Average	112	24.9
Reasonably Good	103	22.9
Very Good	98	21.8
Total	450	100.0
Mean 3.19, Mode 3, Std. Deviation 1.368		

Graph No. 4.3.29: Extent to which - Facebook Market place is a tool that helps for business development.



Data analysis:

The table 4.3.29 and graph 4.3.29 have projected to the extent to which the Facebook Market place is a tool that helps for business development. Out of 450 respondents 16.7 percent of them have stated as Never, 13.8 percent of them state as a few times, 24.9 percent of state that they have only average benefits, 22.9 percent of them have reasonably good benefits, and 21.8 percent of them have received very good effect from Facebook Market place as tool that helps for business development.

Data interpretation:

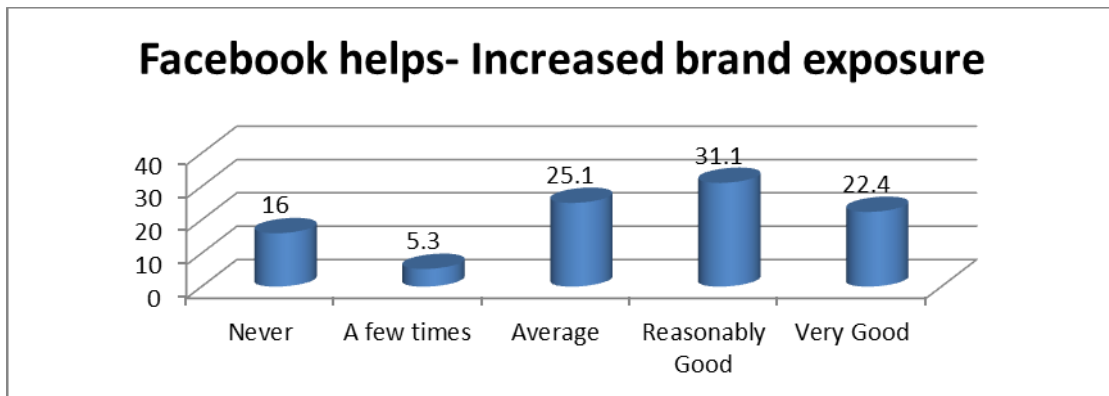
From the analysis it is noted that the response is widely spread out. Only 22.9% of them have stated as reasonably good, and 21.8% of them have stated Facebook Market place as very good tool that helps for business development. The mean value (3.19) of the data received is fairly satisfactory. Since then, has a wide range of marketing methods, Facebook Market place as a tool has helped the entrepreneurs fairly well in business development.

4.3.30 Marketing using Facebook helps- Increased brand exposure

Table No.4.3.30: Marketing using Facebook helps- Increased brand exposure

Facebook helps- Increased brand exposure	Frequency	Percent
Never	72	16.0
A few times	24	5.3
Average	113	25.1
Reasonably Good	140	31.1
Very Good	101	22.4
Total	450	100.0
Mean 3.39, Mode 4, Std. Deviation 1.325		

Graph No.4.3.30: Marketing using Facebook helps- Increased brand exposure



Data analysis:

The table 4.3.30 and graph 4.3.30 have projected how to increase brand exposure in marketing using Facebook helps. Out of 450 respondents 16 percent of them have stated as never, 5.3 percent of them state as a few times, 25.1 percent of state that they have only average helps, 22.9 percent of them have reasonably good benefits, and 21.8 percent of them have received very good effect from Facebook Market place as tool that helps for business development.

Data interpretation:

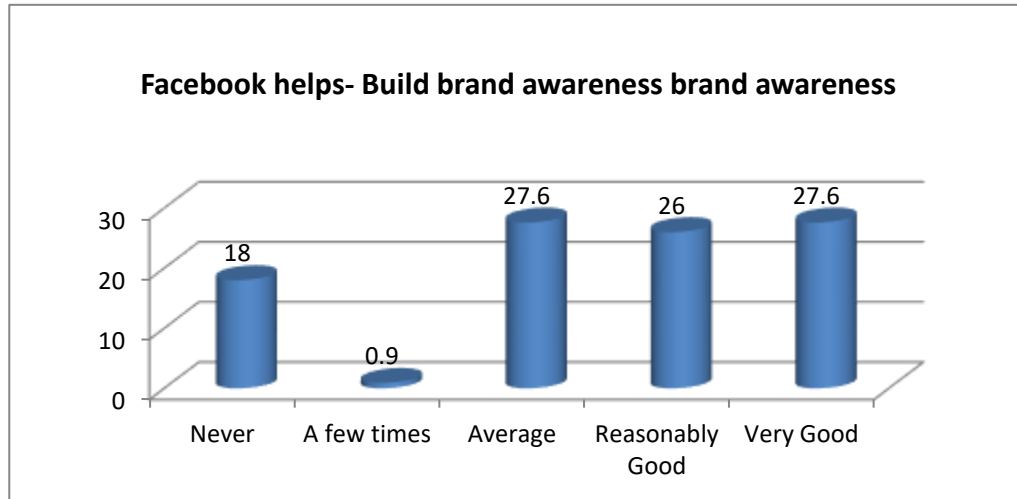
From the analysis it is noted that a positive response that Facebook helps to increase exposure. It is noted that 31.1% of them have stated as reasonably good, and 22.4% of them have stated Facebook helps to increase brand exposure in the public forum. A noted study too supports the same that Facebook pages influence the firm’s brand image/associations in a positive way (Coelho, 2014). Further the Facebook to build positive brand images, promote fan engagement and ultimately create brand ambassadors (Pegoraro, 2017). Therefore, Facebook has helped the entrepreneurs fairly well to build brand exposure.

4.3.31 Marketing using Facebook helps- Build brand awareness

Table No.4.3.31: Marketing using Facebook helps- Build brand awareness

Facebook helps- Build brand awareness	Frequency	Percent
Never	81	18.0
A few times	4	.9
Average	124	27.6
Reasonably Good	117	26.0
Very Good	124	27.6
Total	450	100.0
Mean 3.44, Mode 3, Std. Deviation 1.378		

Graph No.4.3.31: Marketing using Facebook helps- Build brand awareness



Data analysis:

The table 4.3.31 and graph 4.3.31 have projected how the marketing through Facebook helps build brand awareness. Out of 450 respondents 18 percent of them have stated as never, .9 percent of them state as a few times, 27.6 percent of state that they have only average helps, 26 percent of them have reasonably good benefits, and 27.6 percent of them have received very good effect from Facebook marketing to build brand awareness.

Data interpretation:

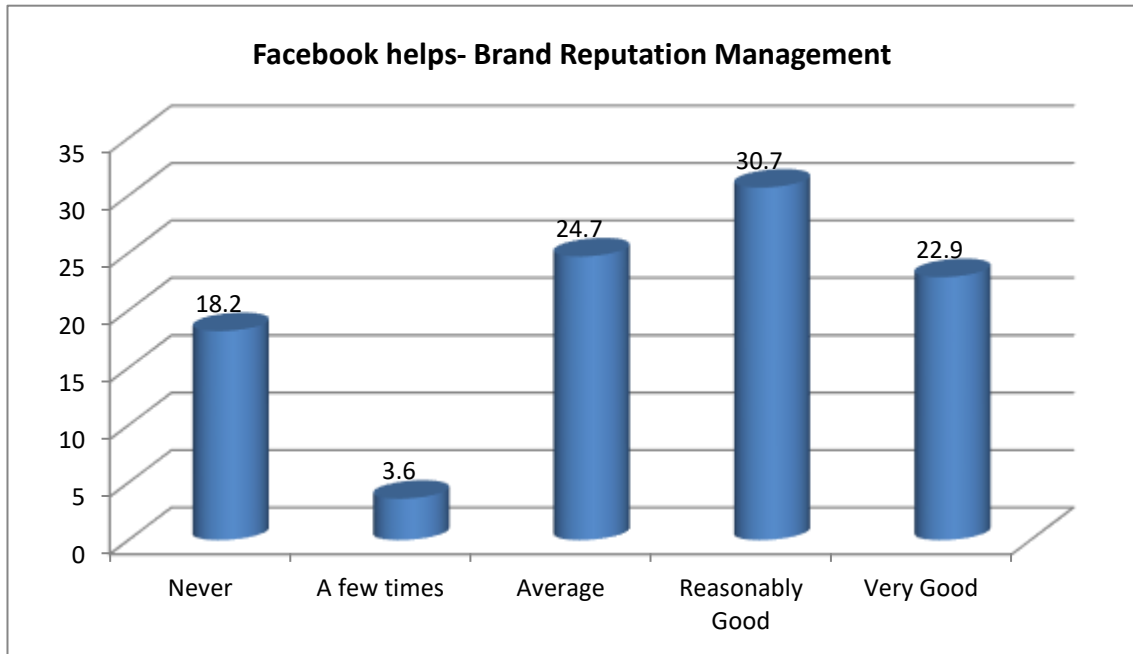
From the analysis it is noted that a positive response that Facebook helps to build brand awareness. It is noted that 27.6% of them have stated as very good, and 26% of them have stated as reasonably good that Facebook helps to build brand awareness in the public forum. **Noted research** has stated that that marketing communication through social media in an enterprise has an impact to company’s brand awareness and can give impact to company’s revenue (Tritama, 2016). The mean value shown is 3.44 high. Hence it is proved that the Facebook helps to build brand awareness.

4.3.32 Marketing using Facebook helps- Brand reputation management

Table No.4.3.32: Marketing using Facebook helps- Brand reputation management

Brand Reputation Management	Frequency	Percent
Never	82	18.2
A few times	16	3.6
Average	111	24.7
Reasonably Good	138	30.7
Very Good	103	22.9
Total	450	100.0
Mean 3.36, Mode 4 Std. Deviation 1.363		

Graph No.4.3.32: Marketing using Facebook helps- Brand Reputation Management



Data analysis:

The table 4.3.32 and graph 4.3.32 have projected how the marketing through Facebook helps Brand reputation management. Out of 450 respondents 18.2 percent of them have stated as never, 3.6 percent of them state as a few times, 24.7 percent of state that they have only average helps, 30.7 percent of them have reasonably good benefits, and 22.9 percent of them have stated that in marketing strategy Facebook helps to have Brand reputation management.

Data interpretation:

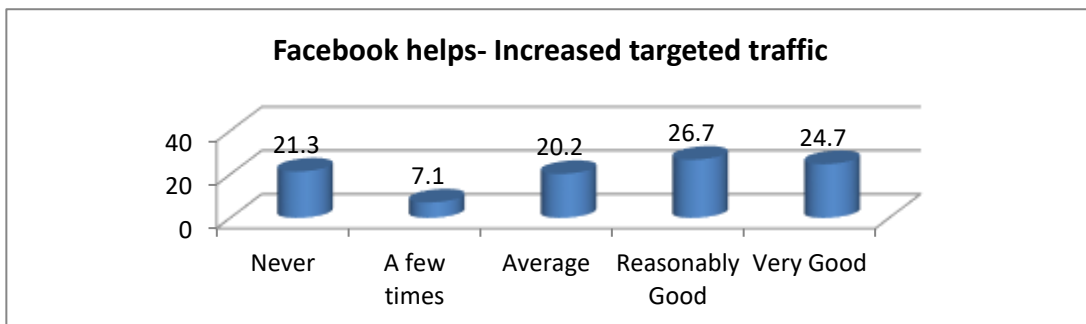
From the analysis it is noted that a positive response that Facebook helps to Brand Reputation Management. It is noted that 30.7% of them have stated as reasonably good, and 22.9% of them have stated as very good that Facebook helps to Brand Reputation Management in the public forum. Noted study has proved Facebook succeeded in attracting an impressive number of users in extremely diverse environments, and the provisions for the years to come (Ciacu, 2013). Further it is evaluations of corporate reputation, visual identity is an important factor at it can be seen that brands are taking this seriously (Altunbaş, 2015). The mean value in this study has shown 3.36 as high. Hence it is proved that the Facebook helps to Brand Reputation Management.

4.3.33 Marketing using Facebook helps- Increased targeted traffic

Table No.4.3.33: Marketing using Facebook helps- Increased Targeted Traffic

Increased targeted traffic	Frequency	Percent
Never	96	21.3
A few times	32	7.1
Average	91	20.2
Reasonably Good	120	26.7
Very Good	111	24.7
Total	450	100.0
Mean 3.26, Mode 4 Std. Deviation 1.454		

Graph No.4.3.33: Marketing using Facebook helps- Increased Targeted Traffic



Data analysis:

The table 4.3.33 and graph 4.3.33 have projected how the marketing through Facebook helps to Increase Targeted Traffic. Out of 450 respondents 21.2 percent of them have stated as never, 7.1 percent of them state as a few times, 20.2 percent of state that they have only average helps, 26.7 percent of them have reasonably good benefits, and 24.7 percent of them have stated that in marketing strategy Facebook helps to have Increased Targeted Traffic.

Data interpretation:

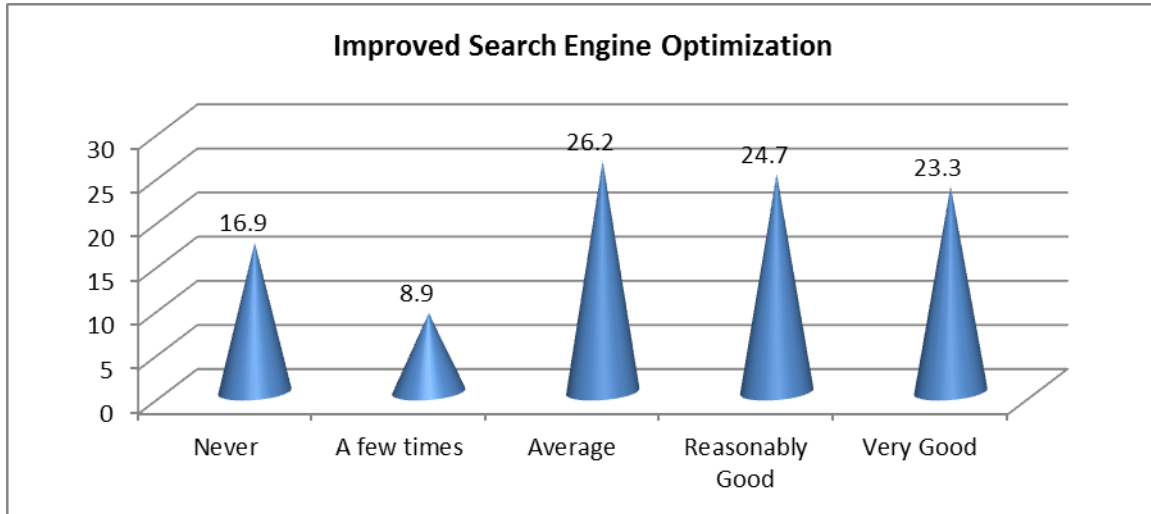
From the analysis it is noted that a positive response that Facebook helps to Increased Targeted Traffic. It is noted that 26.7% of them have stated as reasonably good, and 24.7% of them have stated as very good that Facebook helps to increase targeted traffic. The literature states that Facebook provides the ideal platform for direct communication between organizations and customers (Ghamdi, 2014) and noted that Facebook incorporated advertising into its site and highlights the methods employed to aid companies in reaching their customers in innovative ways(Curran, 2011).The mean value in this study has shown 3.26 as fairly high. Hence it is proved that the Facebook helps to increase the targeted traffic.

4.3.34 Marketing using Facebook helps- Improved Search Engine Optimization

Table No.4.3.34: Marketing using Facebook helps- Improved Search Engine Optimization

Improved Search Engine Optimization	Frequency	Percent
Never	76	16.9
A few times	40	8.9
Average	118	26.2
Reasonably Good	111	24.7
Very Good	105	23.3
Total	450	100.0
Mean 3.29, Mode 3 Std. Deviation 1.366		

Graph No.4.3.34: Marketing using Facebook helps- Improved Search Engine Optimization



Data analysis:

The table 4.3.34 and graph 4.3.34 have projected how the marketing through Facebook helps to have an improved search engine optimization. Out of 450 respondents 16.9 percent of them have stated as never, 8.9 percent of them state as a few times, 26.2 percent of state that they have only average helps, 24.7 percent of them have reasonably good benefits, and 23.3 percent of them have stated that in marketing strategy Facebook helps to have an improved search engine optimization.

Data interpretation:

From the analysis it is noted that a positive response that Facebook helps to have an improved search engine optimization. It is noted that 24.7% of them have stated as reasonably good, and 23.3% of them have stated as very good that Facebook helps to have an improved search engine optimization. The literature states that Facebook groups, building up your Facebook page likes, and creating engagement that you create on your wall and the Facebook page wall. Images post work really well. So add images to your profile and the Fan Page wall every day. Add targeted people as friends and always message them with a message that positively encourages them to like your Facebook page (Patel, 2014). The mean value in this study has

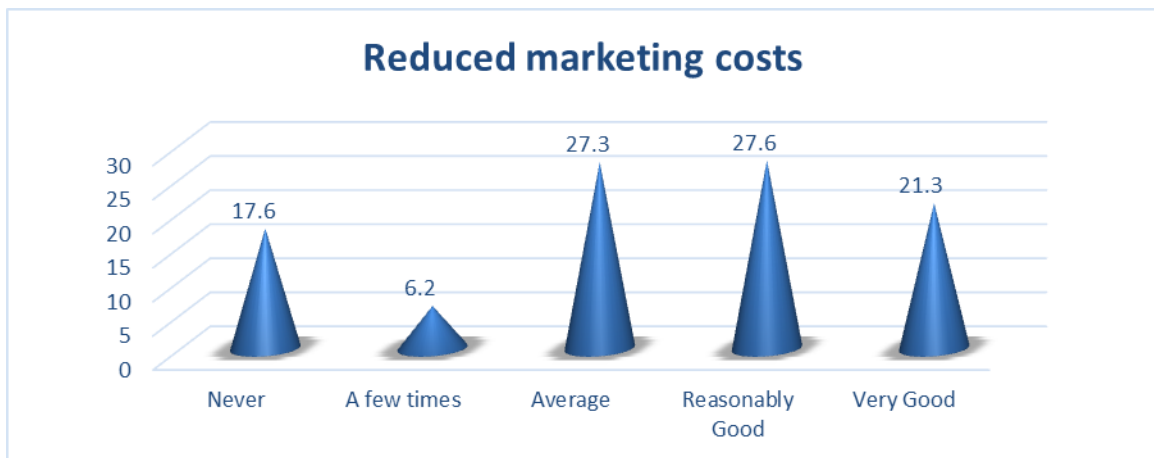
shown 3.29 as fairly good. Hence it is proved that the Facebook helps to have an improved search engine optimization.

4.3.35 Marketing using Facebook helps- Reduced marketing costs

Table No.4.3.35: Marketing using Facebook helps- Reduced marketing costs

Reduced marketing costs	Frequency	Percent
Never	79	17.6
A few times	28	6.2
Average	123	27.3
Reasonably Good	124	27.6
Very Good	96	21.3
Total	450	100.0
Mean 3.29, Mode 4 Std. Deviation 1.347		

Graph No.4.3.35: Marketing using Facebook helps- Reduced marketing costs



Data analysis:

The table 4.3.35 and graph 4.3.35 have projected how the marketing through Facebook helps to Reduced marketing costs. Out of 450 respondents 17.6 percent of them have stated as

never, 6.2 percent of them state as a few times, 27.3 percent of state that they have only average helps, 27.6 percent of them have reasonably good benefits, and 21.3 percent of them have stated that in marketing strategy Facebook helps to reduced marketing costs.

Data interpretation:

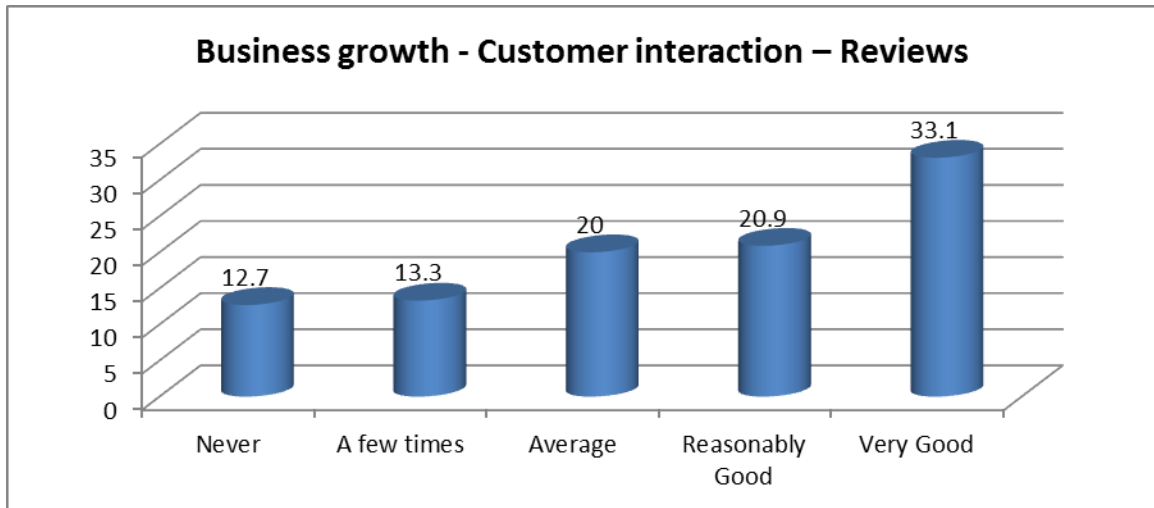
From the analysis it is noted that a positive response that Facebook helps to reduced marketing costs. It is noted that 27.6% of them have stated as reasonably good, and 21.3% of them have stated as very good that Facebook helps to reduced marketing costs. Literature notes social media and marketing tools are online for free but to implement marketing strategies on social media without engagement of the new human resources, existing workers will need to allocate some time to implement marketing strategies in social media. On the other hand, outsourcing for implementation of marketing strategies in social media also requires time and labor costs (Djurica, 2013). The mean value in this study has shown 3.29 as fairly good. Hence it is proved that the Facebook helps to reduced marketing costs.

4.3.36 Marketing using Facebook helps- business growth, Customer interaction, Reviews

Table No.4.3.36: Marketing using Facebook helps- business growth, Customer interaction, Reviews

Business growth - Customer interaction – Reviews	Frequency	Percent
Never	57	12.7
A few times	60	13.3
Average	90	20.0
Reasonably Good	94	20.9
Very Good	149	33.1
Total	450	100.0
Mean 3.48, Mode 5 Std. Deviation 1.394		

Graph No.4.3.36: Marketing using Facebook helps- business growth, Customer interaction, Reviews



Data analysis:

The table 4.3.36 and graph 4.3.36 have projected how the marketing through Facebook helps to business growth, customer interaction and reviews. Out of 450 respondents 12.7 percent of them have stated as never, 13.3 percent of them state as a few times, 20 percent of state that they have only average helps, 20.9 percent of them have reasonably good benefits, and 33.1 percent of them have stated that in marketing strategy Facebook helps to business growth, customer interaction and reviews.

Data interpretation:

From the analysis it is noted that a positive response that Facebook helps to business growth, customer interaction and reviews. It is noted that 31.3% of them have stated as very good, and 20.9% of them have stated as reasonably good that Facebook helps to business growth, customer interaction and reviews. Literature note Facebook has proven that brand awareness, reliability and build more interaction (Ghamdi, 2014). Further the study has noted the mean

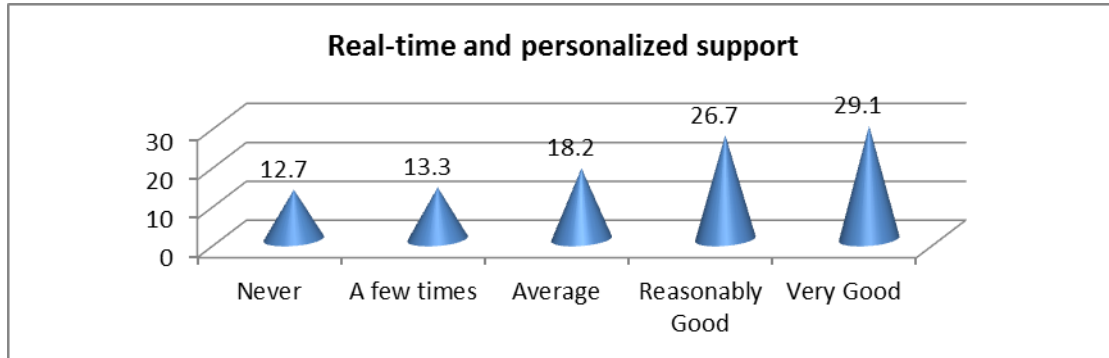
value (3.48) as high. Hence it is proved that the Facebook helps to business growth, customer interaction and reviews.

4.3.37 Facebook helps- business growth - Real-time and personalized support

Table No.4.3.37: Facebook helps- business growth, Real-time and personalized support

Real-time and personalized support	Frequency	Percent
Never	57	12.7
A few times	60	13.3
Average	82	18.2
Reasonably Good	120	26.7
Very Good	131	29.1
Total	450	100.0
Mean- 3.46, Mode- 5, Std. Deviation-1.364		

Graph No.4.3.37: Facebook helps- business growth, Real-time and personalized support



Data analysis:

The table 4.3.37 and graph 4.3.37 have projected how the marketing through Facebook helps to business growth, Real-time and personalized support. Out of 450 respondents 12.7 percent of them have stated as never, 13.3 percent of them state as a few times, 18.2 percent of state that they have only average helps, 26.7 percent of them have reasonably good benefits, and 29.1 percent of them have stated that in marketing strategy Facebook helps to business growth, Real-time and personalized support.

Data interpretation:

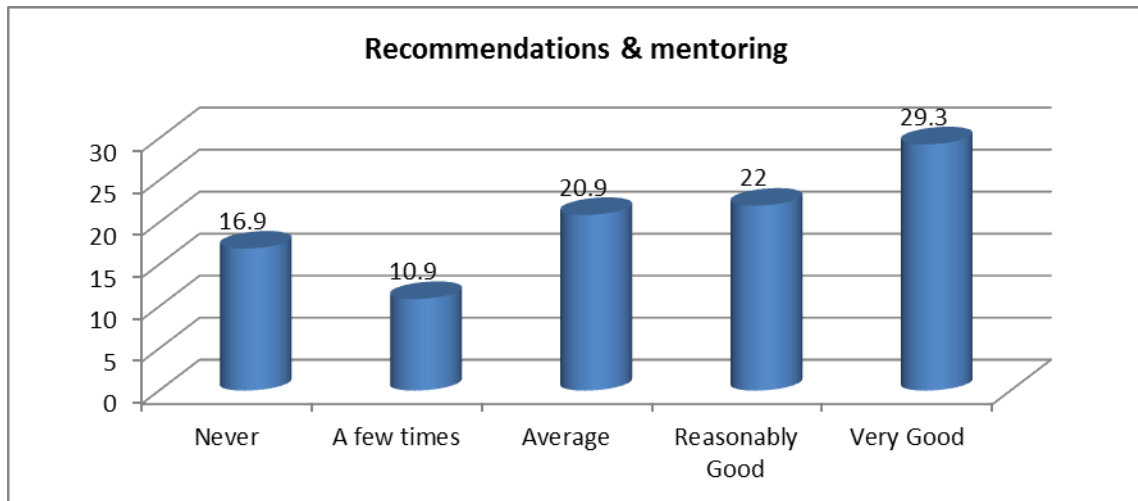
From the analysis it is noted that a positive note that Facebook helps to business growth, Real-time and personalized support. It is noted that 29.1% of them have stated as very good, and 26.7% of them have stated as reasonably good that Facebook helps to business growth, Real-time and personalized support. Further the study has noted the mean value (3.46) as high. Hence it is proved that the Facebook helps to business growth, Real-time and personalized support.

4.3.38 Facebook helps- business growth - Recommendations and mentoring

Table No.4.3.38: Facebook helps- business growth, Recommendations, and mentoring

Recommendations & mentoring	Frequency	Percent
Never	76	16.9
A few times	49	10.9
Average	94	20.9
Reasonably Good	99	22.0
Very Good	132	29.3
Total	450	100.0
Mean- 3.36, Mode- 5 Std. Deviation -1.433		

Graph No.4.3.38: Facebook helps- business growth, Recommendations, and mentoring



Data analysis:

The table 4.3.38 and graph 4.3.38 have projected how the marketing through Facebook helps to business growth, Recommendations, and mentoring. Out of 450 respondents 16.9 percent of them have stated as never, 10.9 percent of them state as a few times, 20.9 percent of state that they have only average helps, 22.0 percent of them have reasonably good benefits, and 29.3 percent of them have stated that in marketing strategy Facebook helps to business growth, Recommendations, and mentoring.

Data interpretation:

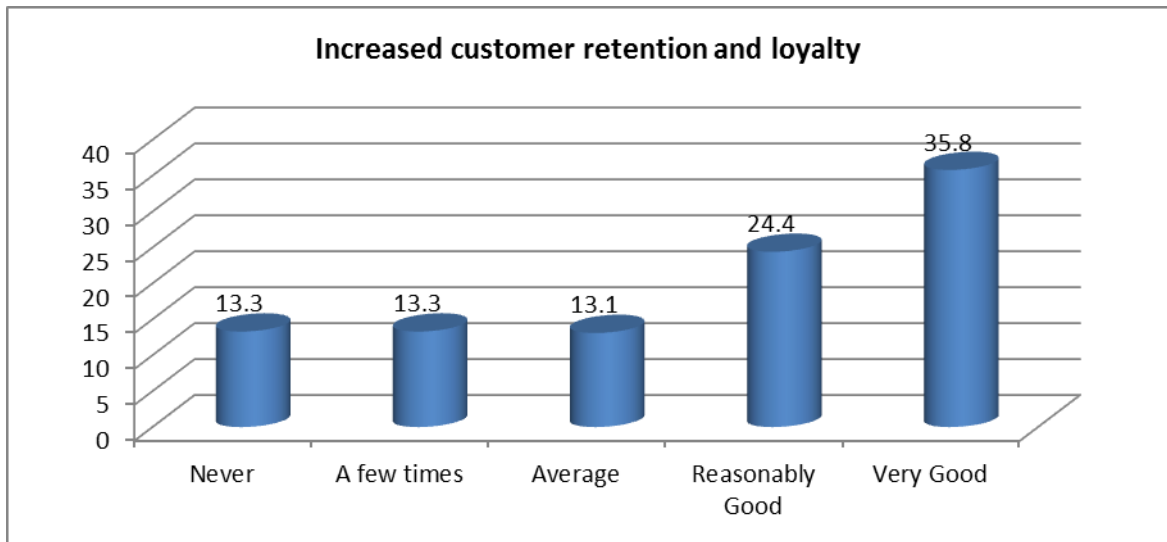
From the analysis it is noted that the respondents’ ascent that Facebook helps to business growth, Recommendations, and mentoring. It is noted that 29.3% of them have stated as very good, and 22% of them have stated as reasonably good that Facebook helps to business growth recommendations and mentoring. Literature notes that Facebook groups were introduced to help maintain contact between mentoring coordinator and their mentees. The familiarity of Facebook was a deciding factor in the selection of appropriate media for use within the scheme (Quince, 2016). Further the study has noted the mean value (3.36) as high. Hence it is proved that the Facebook helps to business growth, Recommendations, and mentoring.

4.3.39 Facebook helps- business growth –Increased customer retention and loyalty

Table No.4.3.39: Facebook helps- business growth, increased customer retention and loyalty

Increased customer retention and loyalty	Frequency	Percent
Never	60	13.3
A few times	60	13.3
Average	59	13.1
Reasonably Good	110	24.4
Very Good	161	35.8
Total	450	100.0
Mean 3.56, Mode- 5 Std. Deviation-1.426		

Graph No.4.3.39: Facebook helps- business growth, increased customer retention and loyalty.



Data analysis:

The table 4.3.39 and graph 4.3.39 have projected how the marketing through Facebook helps to business growth, customer retention and loyalty. Out of 450 respondents 13.3 percent of them have stated as never, 13.3 percent of them state as a few times, 13.1 percent of state that they have only average helps, 24.4 percent of them have reasonably good benefits, and 35.8

percent of them have stated that in marketing strategy Facebook helps to business growth, customer retention and loyalty.

Data interpretation:

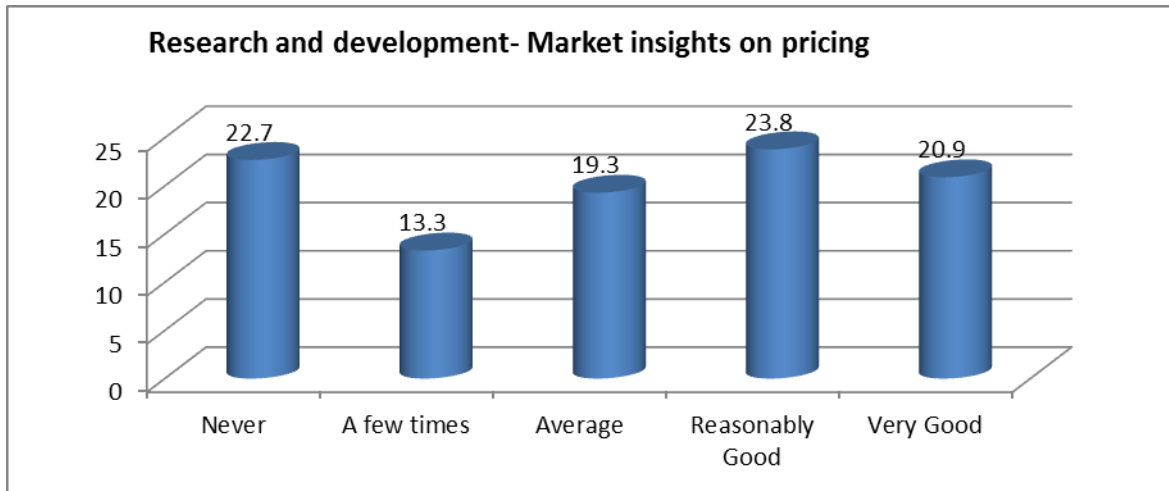
From the analysis it is noted that the respondents’ ascent that Facebook helps to business growth, increased customer retention and loyalty. It is noted that 35.8% of them have stated as very good, and 24.4% of them have stated as reasonably good that Facebook helps to business growth increased customer retention and loyalty. Literature has found that gaining trust as well as getting customers to recommend a brand, are two important factors in terms of establishing customer loyalty. Due to its interactive nature, which is useful for establishing relationships as well as sharing there are evidences that social media is an effective tool to maintain customer loyalty on the brand (Emond, 2013). Further in this study it is noted the mean value (3.56) as high. Hence it is proved that the Facebook helps to have an increased customer retention and loyalty.

4.3.40 Facebook helps- research and development- Market insights on pricing

Table No.4.3.40: Facebook helps- research and development- Market insights on pricing

Research and development- Market insights on pricing	Frequency	Percent
Never	102	22.7
A few times	60	13.3
Average	87	19.3
Reasonably Good	107	23.8
Very Good	94	20.9
Total	450	100.0
Mean 3.07, Mode 4 Std. Deviation 1.454		

Graph No.4.3.40: Facebook helps- research and development- Market insights on pricing



Data analysis:

The table 4.3.40 and graph 4.3.40 have projected how the marketing through Facebook helps to research and development- Market insights on pricing. Out of 450 respondents 22.7 percent of them have stated as never, 13.3 percent of them state as a few times, 19.3 percent of state that they have only average helps, 23.8 percent of them have reasonably good benefits, and 20.9 percent of them have stated that in marketing strategy Facebook helps to research and development- Market insights on pricing.

Data interpretation:

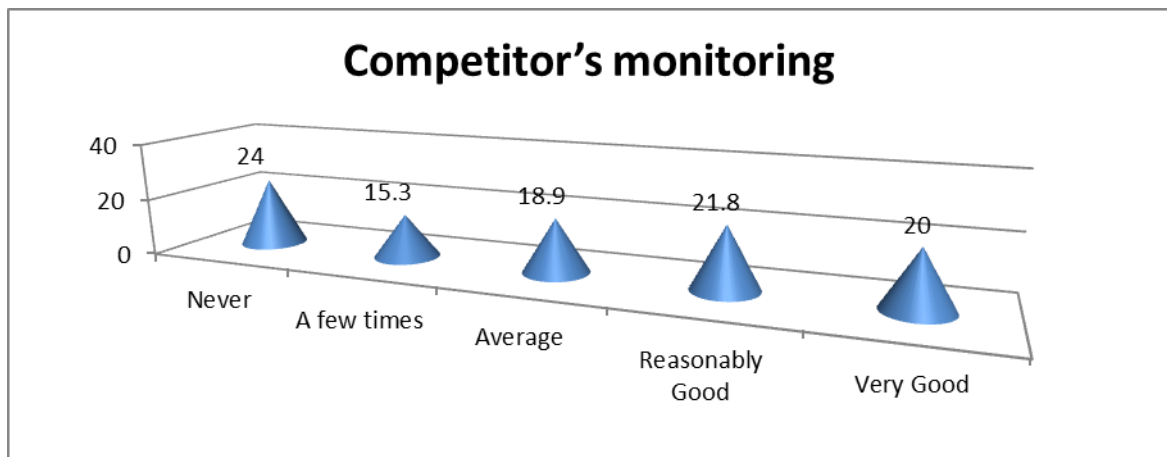
From the analysis it is noted that the respondents’ ascent that Facebook helps to business growth, Market insights on pricing. Renowned author Jarvis (2009) on pricing strategy note prices and rates is that you must charge in accordance with the value that the client will receive from the seller (Jarvis, 2009). It is noted that 20.9 % of them have stated as very good and 23.8% of them have stated as reasonably good that Facebook helps to business growth Market insights on pricing. Further in this study it is noted the mean value (3.07) as just above average. Hence it is the respondents are of the opinion that Facebook does give only a less importance to pricing strategy.

4.3.41 Facebook helps- research and development- Competitor’s monitoring

Table No.4.3.41: Facebook helps- research and development- Competitor’s monitoring

Competitor's monitoring	Frequency	Percent
Never	108	24.0
A few times	69	15.3
Average	85	18.9
Reasonably Good	98	21.8
Very Good	90	20.0
Total	450	100.0
Mean 2.98, Mode 1 Std. Deviation 1.461		

Graph No.4.3.41: Facebook helps- research and development- Competitor's monitoring



Data analysis:

The table 4.3.41 and graph 4.3.41 have projected how the marketing through Facebook helps to Competitor's monitoring. Out of 450 respondents 24 percent of them have stated as never, 15.3 percent of them state as a few times, 18.9 percent of state that they have only average helps, 21.8 percent of them have reasonably good benefits, and 20 percent of them have stated that in marketing strategy Facebook helps to Competitor's monitoring.

Data interpretation:

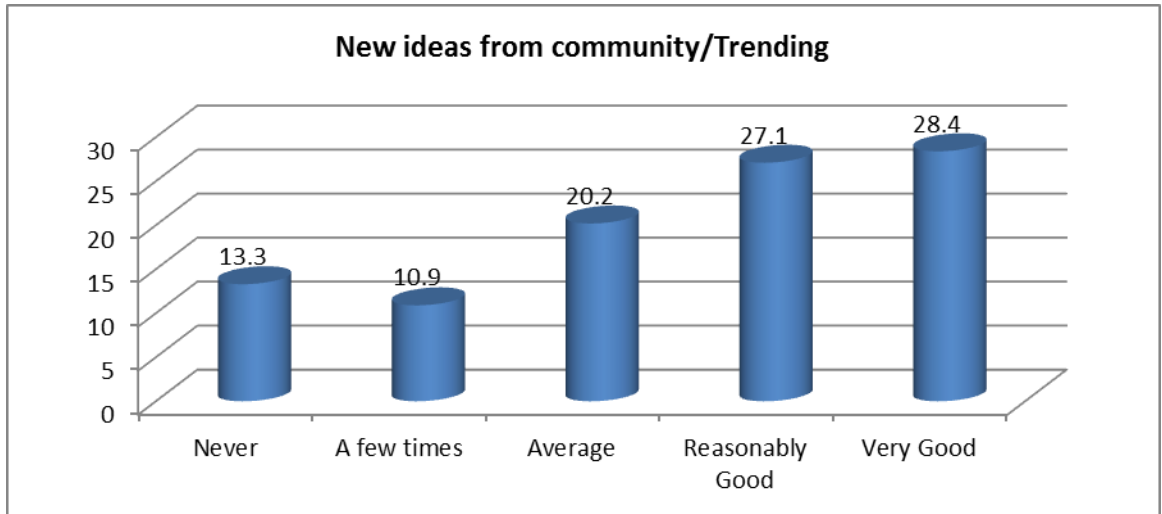
From the analysis it is noted that the respondents' ascent that Facebook helps to Competitor's monitoring. It is noted that only 20 % of them have stated as very good and 21.8% of them have stated as reasonably good that Facebook helps to Competitor's monitoring. Further in this study it is noted the mean value (2.98) as just above average. Hence it is the respondents are of the opinion that Facebook does give only a less importance to Competitor's monitoring. But the study He et al. (2016) states that Facebook not only provide competitors information but also provide direct comparison of customer behaviors with respect to different verticals among competing organizations. But businesses should take necessary steps to leverage social media data to complement their competitive intelligence strategies for achieving better competitive advantage (He, 2016).

4.3.42 Facebook helps- research and development- New ideas from community/Trending

Table No. 4.3.42: Facebook helps - New ideas from community/Trending

New ideas from community/Trending	Frequency	Percent
Never	60	13.3
A few times	49	10.9
Average	91	20.2
Reasonably Good	122	27.1
Very Good	128	28.4
Total	450	100.0
Mean 3.46, Mode -5 Std. Deviation -1.356		

Graph No.4.3.42: Facebook - New ideas from community/Trending



Data analysis:

The table 4.3.42 and graph 4.3.42 have projected how the marketing through Facebook helps to find new ideas from community/Trending. Out of 450 respondents 13.3 percent of them have stated as never, 10.9 percent of them state as a few times, 20.2 percent of state that they have only average helps, 27.1 percent of them have reasonably good benefits, and 28.4 percent of them have stated that in marketing strategy Facebook helps to find new ideas from community/Trending.

Data interpretation:

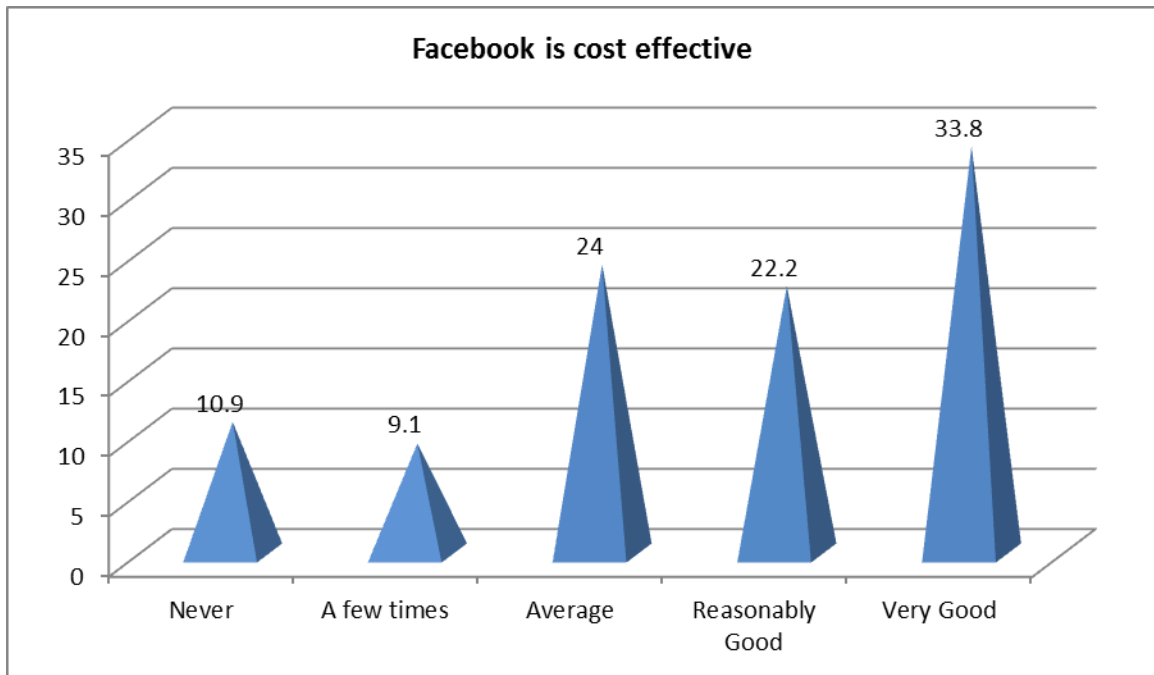
From the analysis it is noted that the respondents’ assert that Facebook helps to find new ideas from community/Trending. It is noted that only 28.4% of them have stated as very good and 27.1% of them have stated as reasonably good that Facebook helps to find new ideas from community/Trending. Bowen & Ozuem (2015) in their studies state that the companies and their brands benefit from cultivating the brand community as community-integrated customers contribute by acting as brand missionaries and endorsing marketing communications in other communities. Customers emotionally attached to a community invest in the welfare of the company and are determined to further develop the company’s success (Bowen, 2015). Further in this study it is noted the mean value (3.46) as a good average. Hence it is the respondents are of the opinion that Facebook does helps to find new ideas from community/Trending.

4.3.43 Branding on Facebook group is economic and cost effective

Table No.4.3.43: Branding on Facebook group is economic and cost effective

Facebook is cost effective	Frequency	Percent
Never	49	10.9
A few times	41	9.1
Average	108	24.0
Reasonably Good	100	22.2
Very Good	152	33.8
Total	450	100.0
Mean 3.59, Mode- 5 Std. Deviation-1.326		

Graph No.4.3.43: Branding on Facebook group is economic and cost effective



Data analysis:

The table 4.3.43 and graph 4.3.43 have projected that Branding on Facebook group is economic and cost effective. Out of 450 respondents 10.9 percent of them have stated as

never, 9.1 percent of them state as a few times, 24 percent of state that they have only average helps, 22.2 percent of them have reasonably good benefits, and 33.8 percent of them have stated that Branding on Facebook group is economic and cost effective.

Data interpretation:

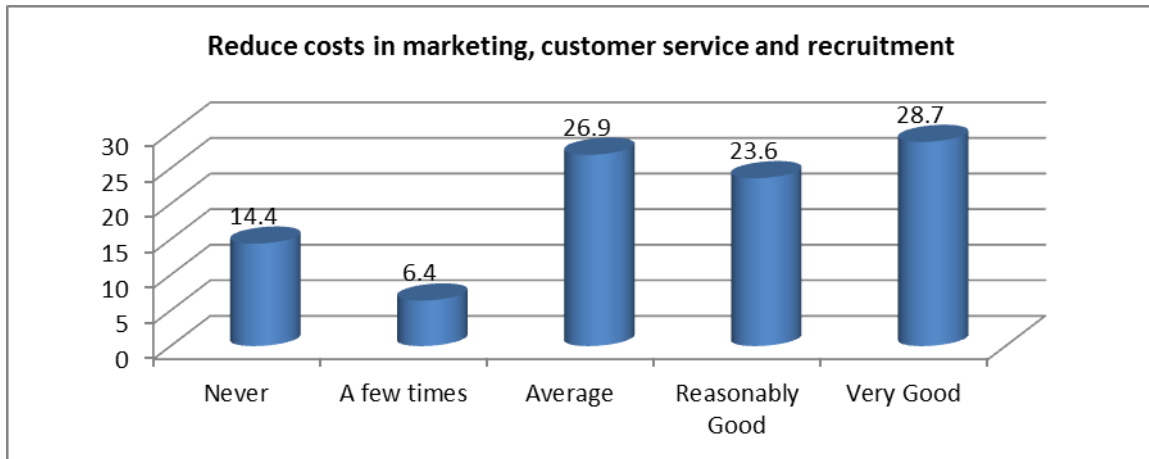
From the analysis it is noted that the branding of the products and services on Facebook group is economic and cost effective. The data reveals that 33.8% of them have stated as very good and 22.3 % of them have stated that the branding of the products and services on Facebook group is reasonably economic and cost effective. Various studies have vouchsafed that the main actions of the firm are making prize competitions, announcing new products/services, interacting with fans, providing advice and useful information, and handling customer service issues. The basic motivations are the increasing popularity of social media, competitors ‘presence, headquarters’ strategy, and cost reduction pressure. Interact with customers, create/enhance relationships with customers, brand awareness, customer engagement, promote products/increase of sales, and the more targeted acquisition of new customers, were referred to as the main expected outcomes for companies are executed through social media (Dimitriadis, 2014) in a cost-efficient manner (D. Lee, Hosanagar, K., & Nair, H., 2018). Further in this study it is noted the mean value (3.59) as high. Therefore, the study proves that Branding on Facebook group is economic and cost effective.

4.3.44 Reduce costs in marketing, customer service and recruitment

Table No. 4.3.44: Reduce costs in marketing, customer service and recruitment

Reduce costs in marketing, customer service and recruitment	Frequency	Percent
Never	65	14.4
A few times	29	6.4
Average	121	26.9
Reasonably Good	106	23.6
Very Good	129	28.7
Total	450	100.0
Mean 3.46, Mode -5 Std. Deviation-1.349		

Graph No.4.3.44: Reduce costs in marketing, customer service and recruitment



Data analysis:

The table 4.3.44 and graph 4.3.44 have projected that Facebook marketing reduce costs in marketing, customer service and recruitment. Out of 450 respondents 14.4 percent of them have stated as never, 6.4 percent of them state as a few times, 26.9 percent of state that they have only average helps, 23.6 percent of them have reasonably good benefits, and 28.7 percent of them have stated that Facebook marketing reduce costs in marketing, customer service and recruitment.

Data interpretation:

From the analysis it is noted that the Facebook marketing reduce costs in marketing, customer service and recruitment. The data reveals that 28.7% of them have stated as very good and 23.6 % of them have stated that the Facebook marketing reduce costs in marketing, customer service and recruitment. Literatures note that the social media marketing is cost-related. The financial barriers to social media marketing are quite low compared to others. The majority of social media sites are free to access, create profile and post information (Nadarajah, 2013). Social media recruiting helps an employer get to know a potential job candidate. As with any job opening using social media recruiting requires time and effort but it is an investment in longer term benefits for your company (Verma, 2017).Further in this study it is noted the

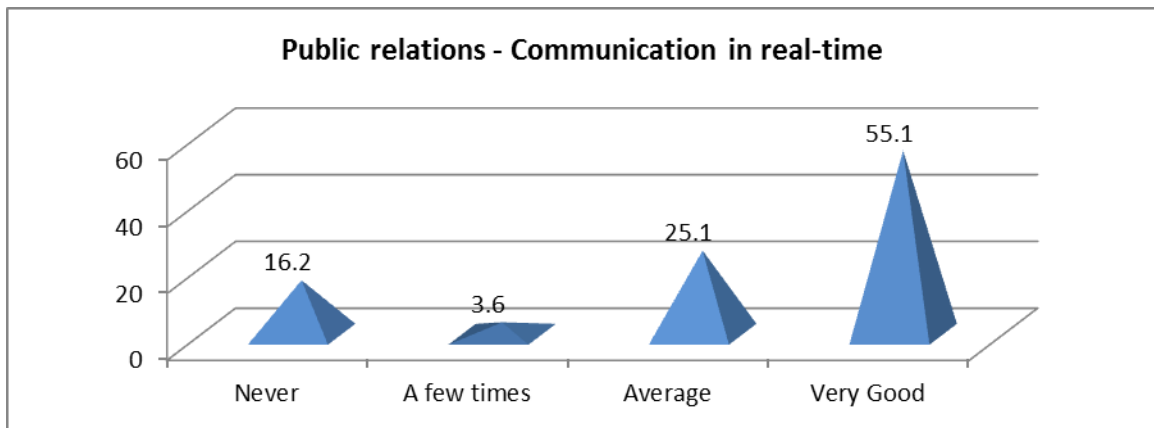
mean value (3.46) as high. Therefore, the study proves that Branding on Facebook group is economic and cost effective.

4.3.45 Public relations - Communication in real-time

Table No.4.3.45: Public relations - Communication in real-time

Public relations - Communication in real-time	Frequency	Percent
Never	73	16.2
A few times	16	3.6
Average	113	25.1
Very Good	248	55.1
Total	450	100.0

Graph No.4.3.45: Public relations - Communication in real-time



Data analysis:

The table 4.3.45 and graph 4.3.45 have projected that Facebook’s support on Public relations - Communication in real-time. Out of 450 respondents 16.2 percent of them have stated as never, 3.6 percent of them state as a few times, 25.1 percent of state that they have only

average helps, and 55.1 percent of them have stated that Facebook’s support on Public relations - Communication in real-time.

Data interpretation:

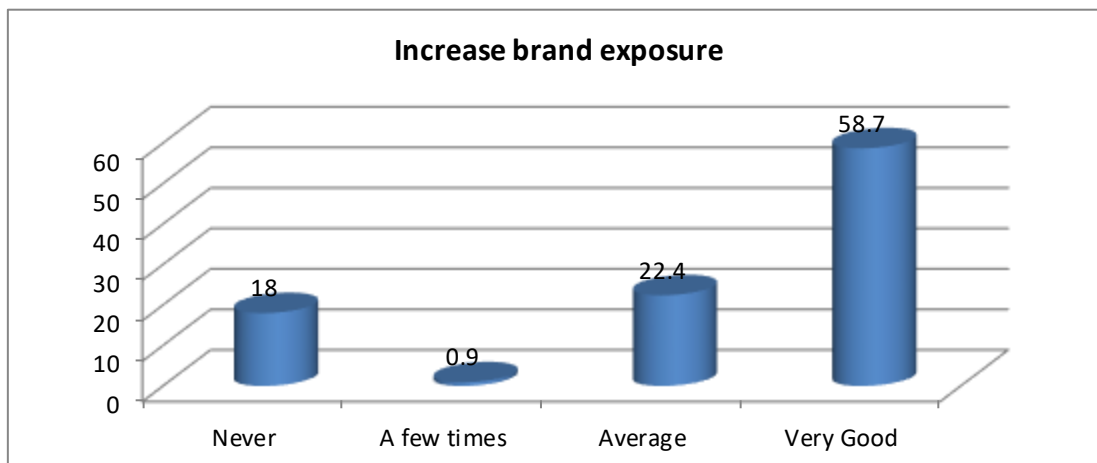
From the analysis it is noted that Facebook’s support on Public relations - Communication in real-time. The data reveals that 55.1% of them have stated that the Facebook’s support on Public relations - Communication in real-time. Various studies vouchsafe the same. It is found PR professionals (83%) use Facebook for media relations (Rousseau, 2014) and it has been adopted as a formal channel of communication in PR agency (C. F. L. Lee, F., 2013). Further in this study it is noted the mean value (3.74) as high. Therefore, the study proves that Facebook’s support on Public relations - Communication in real-time.

4.3.46 Facebook group helps to Increase brand exposure

Table No.4.3.46: Facebook group helps to Increase brand exposure

Increased brand exposure	Frequency	Percent
Never	81	18.0
A few times	4	.9
Average	101	22.4
Very Good	264	58.7
Total	450	100.0
Mean 3.80, Mode 5, Std. Deviation 1.560		

Graph No.4.3.46: Facebook group helps to Increase brand exposure



Data analysis:

The table 4.3.46 and graph 4.3.46 have projected that Facebook group helps to Increase brand exposure. Out of 450 respondents 18percent of them have stated as never, .9 percent of them state as a few times, 22.2 percent of state that they have only average helps, and 58.7 percent of them have stated that Facebook group helps to Increase brand exposure.

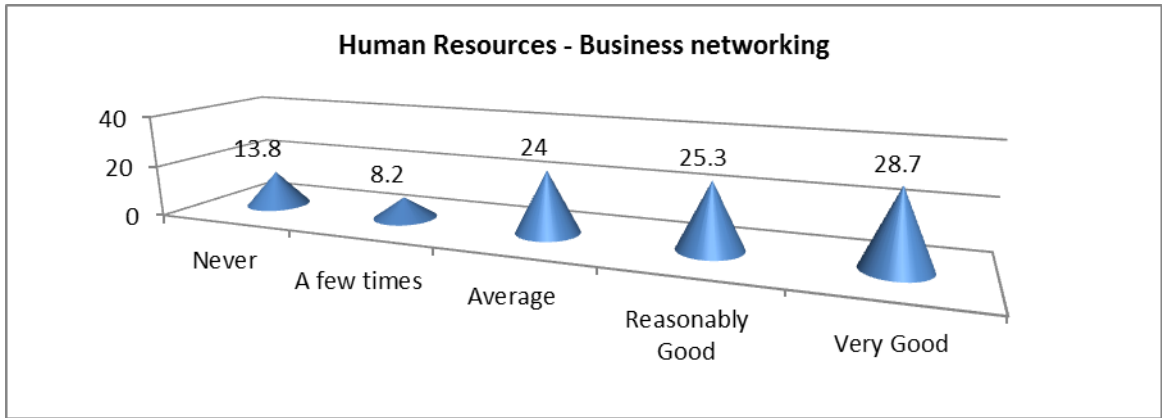
Data interpretation:

From the analysis it is noted that that Facebook group helps to Increase brand exposure. The data reveals that 58.7% of them have stated that the Facebook group helps to Increase brand exposure. Other studies too have cited that social media marketing has a positive relationship with the brand Awareness and exposure (Amin, 2018)and influence the firm’s brand image/associations in a positive way (Coelho, 2014). The mean value (3.80) in this particular study vouchsafes the same. Therefore, the study proves that Facebook group helps to Increase brand exposure.

4.3.47 Facebook group helps Human Resources - Business networking**Table No.4.3.47: Facebook group helps Human Resources - Business networking**

Human Resources - Business networking	Frequency	Percent
Never	62	13.8
A few times	37	8.2
Average	108	24.0
Reasonably Good	114	25.3
Very Good	129	28.7
Total	450	100.0
Mean 3.47, Mode -5, Std. Deviation-1.348		

Graph No.4.3.47: Facebook group helps Human Resources - Business networking



Data analysis:

The table 4.3.47 and graph 4.3.47 have projected that Facebook group helps Human Resources Business networking. Out of 450 respondents 13.8 percent of them have stated as never, 8.2 percent of them state as a few times, 24 percent of state that they have only average helps, 25.3 have stated that reasonably good help received and 58.7 percent of them have stated that Facebook group helps Human Resources and Business networking.

Data interpretation:

From the analysis it is noted that that Facebook group helps Human Resources and Business networking. The data reveals that 28.7 % of them have stated the very well and 25.3% have stated rather well that the Facebook group helps Human Resources Business networking. Studies have noted that online social networking platform has a specific aim of furthering professional development (Bodell, 2011) and offers training for employees through the appropriate use of social networks and further competitive advantage across the whole range of HR practices. (Roberts, 2014). The mean value (3.47) in this particular study vouchsafes the same. Therefore, the study proves that Facebook group helps Human Resources and Business networking.

4.3.48 Facebook group helps Human Resources - Facilitated Recruitment

Table No.4.3.48: Facebook group helps Human Resources - Facilitated Recruitment

Facilitated Recruitment	Frequency	Percent
Never	96	21.3
A few times	56	12.4
Average	65	14.4
Reasonably Good	145	32.2
Very Good	88	19.6
Total	450	100.0
Mean 3.16, Mode 4, Std. Deviation 1.435		

Graph No.4.3.48: Facebook group helps Human Resources - Facilitated Recruitment



Data analysis:

The table 4.3.48 and graph 4.3.48 have projected that Facebook group helps Human Resources facilitating recruitment. Out of 450 respondents 21.3percent of them have stated as never, 12.4 percent of them state as a few times, 14.4 percent of state that they have only average helps, 32.2 have stated that reasonably good help received and 10.6 percent of them have stated that Facebook group helps Human Resources facilitating recruitment.

Data interpretation:

From the analysis it is noted that that Facebook group helps Human Resources facilitating recruitment. The data reveals that 32.2% of them have stated that reasonably well and 19.6%

have stated very well that the Facebook group helps Human Resources facilitating recruitment. Studies on the topic have found various advantages like brand awareness, cost efficient, improved quality of hired, chance to reach out to passive candidates, quick and wider population by tapping to social networks (Archana, 2015). Another study note that the social media is an important asset to organizations, which if handled strategically, can benefit them by simplifying and augmenting several critical human resource management functions and processes encompassing personnel selection, employee engagement, teambuilding, employee productivity, and organizational image (Kluemper, 2016). Therefore, the study proves that Facebook group helps recruitment process easily through social media.

4.3.49 Facebook group helps Human Resources – Recruitment Cost Reduction

Table No.4.3.49: Facebook group helps Human Resources - Recruitment Cost Reduction

Reduce Recruitment costs	Frequency	Percent
Never	83	18.4
A few times	64	14.2
Average	80	17.8
Reasonably Good	106	23.6
Very Good	117	26.0
Total	450	100.0
Mean 3.24, Mode 5, Std. Deviation 1.449		

Graph No.4.3.49: Facebook group Recruitment Cost Reduction



Data analysis:

The table 4.3.49 and graph 4.3.49 have projected that Facebook group helps Human Resources Recruitment Cost Reduction. Out of 450 respondents 18.4 percent of them have stated as never, 14.2 percent of them state as a few times, 17.8 percent of state that they have only average helps, 23.6 have stated that reasonably good help received and 26 percent of them have stated that Facebook group helps Human Resources Recruitment Cost Reduction.

Data interpretation:

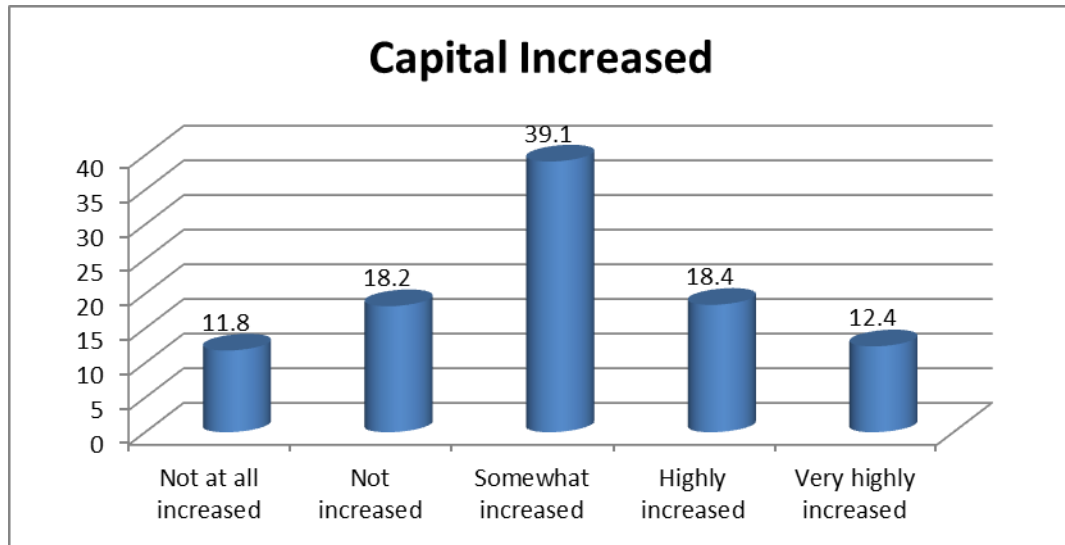
From the analysis it is noted that through Facebook the recruitment cost of human resource is being reduced. The data reveals that 23.6 % of them have stated that reasonably well and 26% have stated very well that through Facebook the recruitment cost of human resource is being reduced. The study argues recruitment through Facebook is cost efficient in comparison to other traditional job advertisements the recruiting-related transactional costs are lower (Archana, 2015). Therefore, the recruitment through Facebook is cost efficient and faster.

4.3.50 Capital Increased due to use of social media

Table No.4.3.50: Capital Increased due to use of social media

Increase due to use of social media - Capital	Frequency	Percent
Not at all increased	53	11.8
Not increased	82	18.2
Somewhat increased	176	39.1
Highly increased	83	18.4
Very highly increased	56	12.4
Total	450	100.0
Mean 3.02, Mode -3, Std. Deviation-1.157		

Graph No.4.3.50: Capital Increased due to use of social media



Data analysis:

The table 4.3.50 and graph 4.3.50 have projected the increased Capital due to use of social media. Out of 450 respondents 11.8percent of them have stated as not at all increased, 18.2 percent of them state as a not increased, 39.1 percent of state that somewhat increased, 18.4 have stated that highly increased and 12.4 percent of them have stated that very highly increased Capital due to use of social media.

Data interpretation:

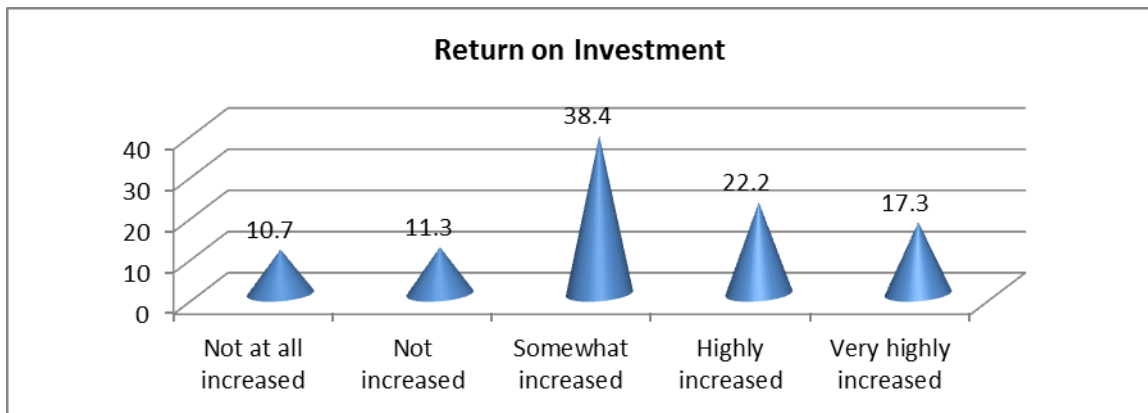
From the analysis it is noted that Capital Increased due to use of social media The data reveals that 39.1% of them have stated that the capital has somewhat increased, only 18.4 and 12.4 assented highly increase and highly increased. But a study has reported categorically there is a significant positive relationship between social capital, human capital and financial capital and the performance of SMEs (Fatoki, 2011) and positive impact on capital directly.(Fu, 2019). Hence it is proved that the use of social media increased Capital in enterprises.

4.3.51 Use of social media- Increased Return on investment

Table No.4.3.51: Use of social media- Increased Return on investment

Return on Investment	Frequency	Percent
Not at all increased	48	10.7
Not increased	51	11.3
Somewhat increased	173	38.4
Highly increased	100	22.2
Very highly increased	78	17.3
Total	450	100.0
Mean- 3.24, Mode -3, Std. Deviation-1.183		

Graph No.4.3.51: Use of social media- Increased Return on investment



Data analysis:

The table 4.3.51 and graph 4.3.51 have projected the respondents' statement that Increased Return on investment. Out of 450 respondents 10.7 percent of them have stated as not at all increased, 11.3 percent of them state as a not increased, 38.4 percent of state that somewhat increased, 12.2 have stated that highly increased and 17.3 percent of them have stated that very highly increased Return on investment.

Data interpretation:

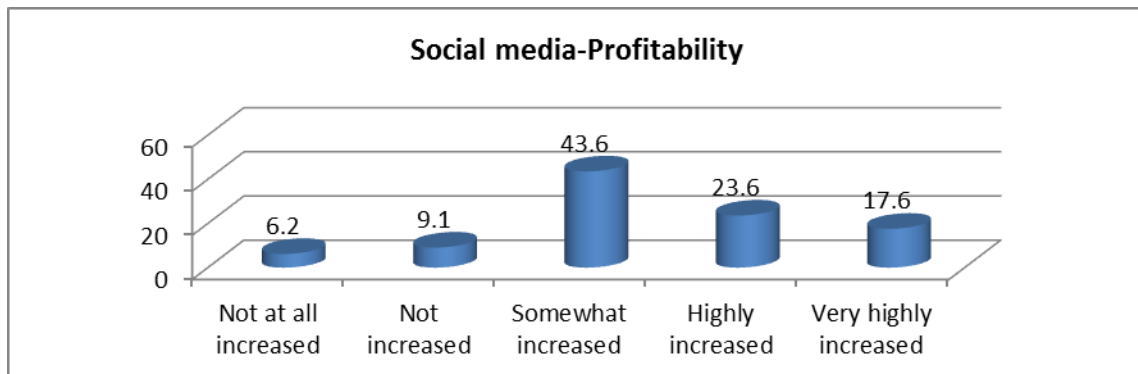
From the analysis it is noted that Return on Investment increased due to the use of social media. The data reveals that 38.4% of them have stated that the Return on investment has somewhat increased, only 22.2 and 17.3 assented highly increase and very highly increased. Social Media and Return on Investment measurement is within the context of business process/performance management (Gilfoil, 2012) and marketing managers are the ones connected with investment, ROI evaluation and measures of SMM effectiveness (Silva, 2020). Hence the respondents are not able to state categorically the effectiveness of social media marketing and return on investment.

4.3.52 Use of social media- Profitability

Table No.4.3.52: Use of social media- Profitability

Social media-Profitability	Frequency	Percent
Not at all increased	28	6.2
Not increased	41	9.1
Somewhat increased	196	43.6
Highly increased	106	23.6
Very highly increased	79	17.6
Total	450	100.0
Mean -3.37, Mode- 3, Std. Deviation- 1.069		

Graph No.4.3.52: Use of social media- Profitability



Data analysis:

The table 4.3.52 and graph 4.3.52 have projected the respondents' statement on Profitability. Out of 450 respondents 6.2 percent of them have stated as not at all increased, 9.1 percent of them state as a not increased, 43.6 percent of state that somewhat increased, 23.6 have stated that highly increased and 17.6 percent of them have stated that very highly profitable.

Data interpretation:

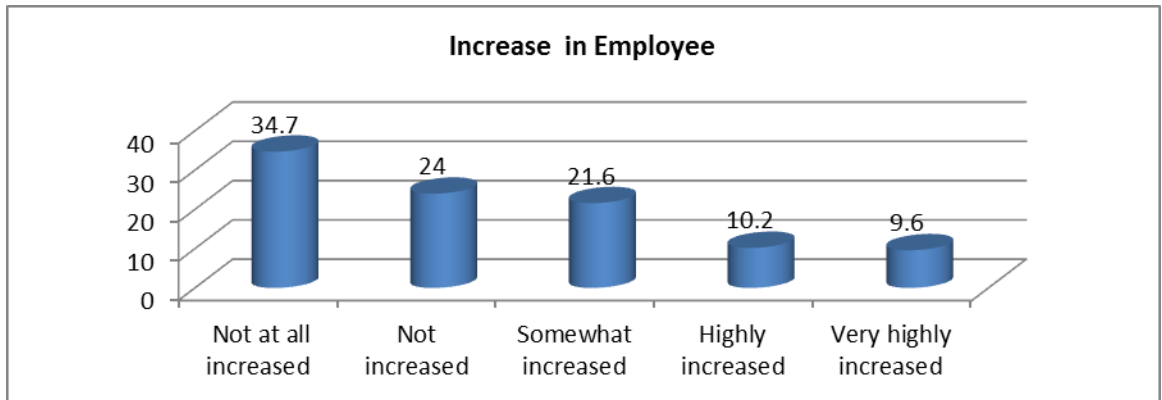
From the analysis it is noted that the profitability increased due to the use of social media The data reveals that 43.6% of them have stated that profitability has somewhat increased, only 23.6 and 17.6 assented highly increase and very highly increased the profitability. A study analysed the content of the works produced in the applications of the social media and businesses can help us better understand the growth trend in this area (Pourkhanian, 2019). Further another study notes the social media participation has led to the increase in the frequency of customer visits, exhibition of a strong patronage with the firm, purchase of premium products, customer profitability and create sustainable business value (Ramkumar, 2013).The mean value 3.37 of the study is satisfactorily high. Therefore, it could fairly say the use of social increase the profitability of the customer.

4.3.53 Use of social media- Increase in Employee

Table No.4.3.53: Use of social media- Increase in Employee

Increase in Employee	Frequency	Percent
Not at all increased	156	34.7
Not increased	108	24.0
Somewhat increased	97	21.6
Highly increased	46	10.2
Very highly increased	43	9.6
Total	450	100.0
Mean- 2.36, Mode -1, Std. Deviation-1.306		

Graph No.4.3.53: Use of social media- Increase in Employee



Data analysis:

The table 4.3.53 and graph 4.3.53 have projected the respondents’ statement on increase in employee. Out of 450 respondents 34.7 percent of them have stated as not at all increased, 24 percent of them state as a not increased, 21.6 percent of state that somewhat increased, 10.2 have stated that highly increased and 9.6 percent of them have stated that very highly beneficial in increase in employee.

Data interpretation:

From the analysis it is noted that the number of employees increased due to the use of social media The data reveals that 34.7% of them have stated that number of employee due to the use of social media has not at all increased, 24% of them stated that not increased and only 21.6% of them partially assented in the increase of employees. The mean value is 2.36 and the Mode is 1. Hence the use of social media and increase in employees do have only very little positive relation.

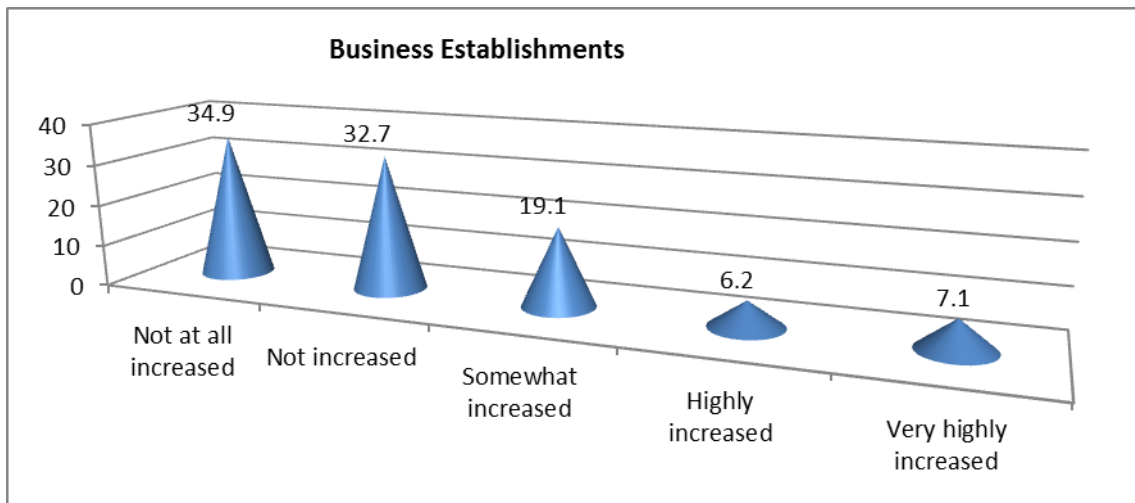
4.3.54 Use of social media- Increase in Business Establishments

Table No.4.3.54: Use of social media- Increase in Business Establishments

Increase in Business Establishments	Frequency	Percent
Not at all increased	157	34.9
Not increased	147	32.7
Somewhat increased	86	19.1

Highly increased	28	6.2
Very highly increased	32	7.1
Total	450	100
Mean- 2.33, Mode -1, Std. Deviation-1.280		

Graph No.4.3.54: Use of social media- Increase in Business Establishments



Data analysis:

The table 4.3.54 and graph 4.3.54 have projected the respondents’ statement on increase in business establishments. Out of 450 respondents 34.9 percent of them have stated as not at all increased, 32.7 percent of them state as a not increased, 19.1 percent of state that somewhat increased, 6.2 have stated that highly increased and 7.1 percent of them have stated that very highly beneficial in increasing business establishments.

Data interpretation:

From the analysis it is noted that increase in Business Establishments due to the use of social media. The data reveals that 34.9% of them have stated that Business Establishments due to the use of social media has not at all increased, 32.7 % of them stated that not increased and only 19.1% of them partially assented in the increase in business establishments. The mean

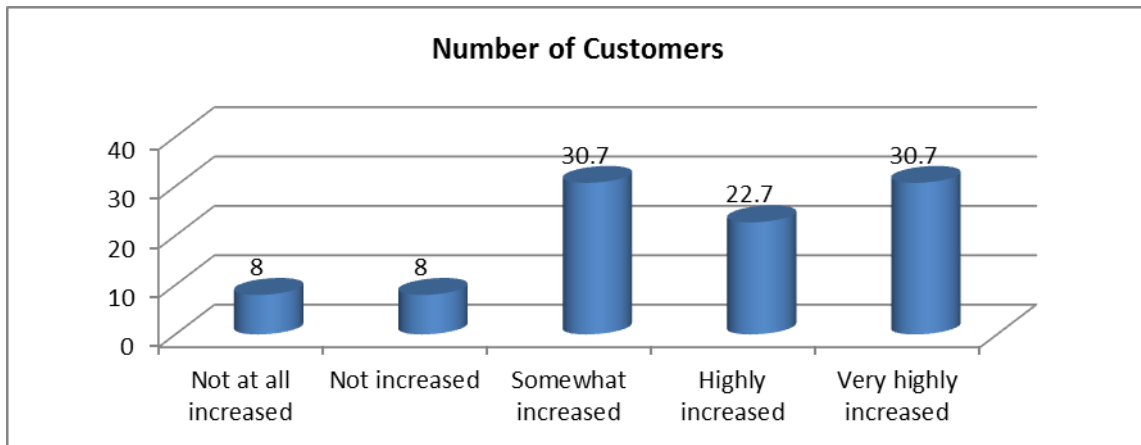
value is 2.33 and the Mode is 1. Hence the use of social media and increase in business establishments do have only very little positive relation.

4.3.55 Use of social media- Increase in Number of Customers

Table No.4.3.55: Use of social media- Increase in Number of Customers

Number of Customers	Frequency	Percent
Not at all increased	36	8.0
Not increased	36	8.0
Somewhat increased	138	30.7
Highly increased	102	22.7
Very highly increased	138	30.7
Total	450	100.0
Mean- 3.60, Mode- 3, Std. Deviation- 1.223		

Graph No.4.3.55: Use of social media- Increase in Number of Customers



Data analysis:

The table 4.3.55 and graph 4.3.55 have projected the respondents' statement on Increase in Number of Customers. Out of 450 respondents 8 percent of them have stated as not at all increased, 8 percent of them state as a not increased, 30.7 percent of state that somewhat increased, 22.7 have stated that highly increased and 30.7 percent of them have stated that very highly beneficial in increasing Number of Customers.

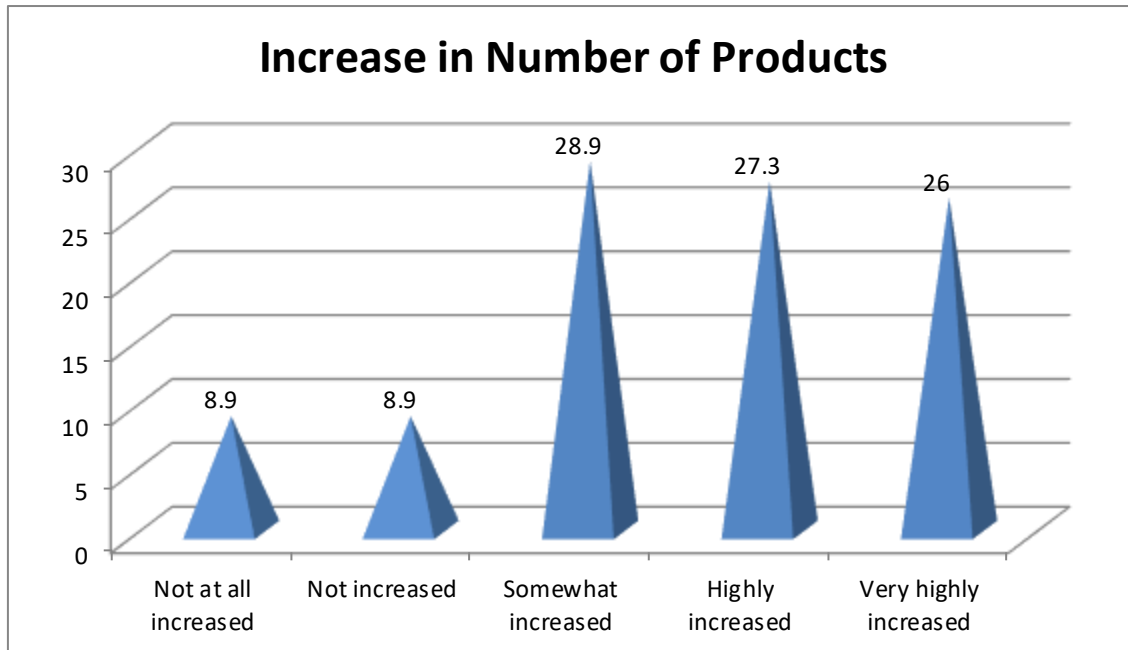
Data interpretation:

From the analysis it is noted that through the use of social media the increase in number of customers. The data reveals that 30.7% of them have stated that due to the use of social media the number of customers has very highly increased, 22.7% have stated as highly increased and 30.7 have stated as somewhat increased. The literature argues customers engagement in purchase depends on the trust in information, concern for privacy, perception of reliability, security in social media and use of social media. These have a significant impact on customer engagement and purchase behavior (Farook, 2016). The mean value is 3.60 is fairly good. Hence the use of social media and increase in customer is positively related.

4.3.56 Use of social media- Increase in Number of Products**Table No.4.3.56: Use of social media- Increase in Number of Products**

Number of products	Frequency	Percent
Not at all increased	40	8.9
Not increased	40	8.9
Somewhat increased	130	28.9
Highly increased	123	27.3
Very highly increased	117	26.0
Total	450	100.0
Mean- 3.53, Mode -3, Std. Deviation- 1.218		

Graph No.4.3.56: Use of social media- Increase in Number of Products



Data analysis:

The table 4.3.56 and graph 4.3.56 have projected the respondents’ statement on Increase in Number of products. Out of 450 respondents 8.9 percent of them have stated as not at all increased, 8.9 percent of them state as a not increased, 28.9 percent of state that somewhat increased, 27.3 have stated that highly increased and 26 percent of them have stated that very highly beneficial in increasing Number of products.

Data interpretation:

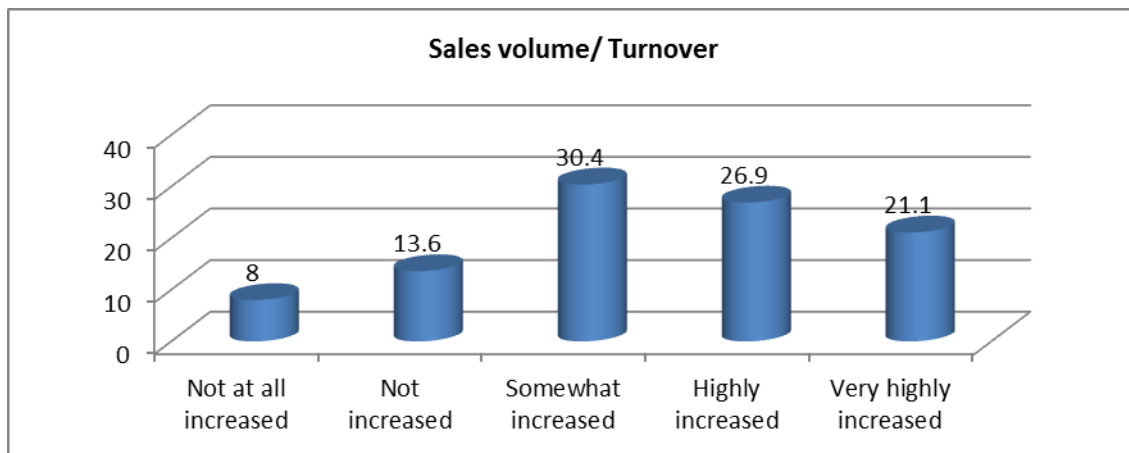
From the analysis it is noted that through the use of social media the increase in number of products. The data reveals that 26% of them have stated that due to the use of social media the number of customers has very highly increased, 27.3% have stated as highly increased and 28.9 have stated as somewhat increased. Literature affirms social media is an effective, useful and fast channel for obtaining this customer information through interactive online channels. This interactive communication improves the quality and variety of ideas for new products (Liu, 2015) Further this study stated the mean value as 3.53 which is sound. Hence it is proved that social media an effective tool which enables the company to produce new products as the customers’ needs.

4.3.57 Use of social media- Increase in Sales Volume/Turnover

Table No.4.3.57: Use of social media- Increase in Sales Volume/Turnover

Sales volume/ Turnover	Frequency	Percent
Not at all increased	36	8.0
Not increased	61	13.6
Somewhat increased	137	30.4
Highly increased	121	26.9
Very highly increased	95	21.1
Total	450	100.0
Mean- 3.40, Mode -3, Std. Deviation- 1.190		

Graph No.4.3.57: Use of social media- Increase in Sales Volume/Turnover



Data analysis:

The table 4.3.57 and graph 4.3.57 have projected the respondents' statement on Increase in Sales Volume/Turnover. Out of 450 respondents 8 percent of them have stated as not at all increased, 13.6 percent of them state as a not increased, 30.4 percent of state that somewhat increased, 26.9 have stated that highly increased and 21.1 percent of them have stated that very highly beneficial in increasing Sales Volume/Turnover.

Data interpretation:

From the analysis it is noted that through the use of social media the increase in Sales Volume/Turnover. The data reveals that 21.1% of them have stated that due to the use of

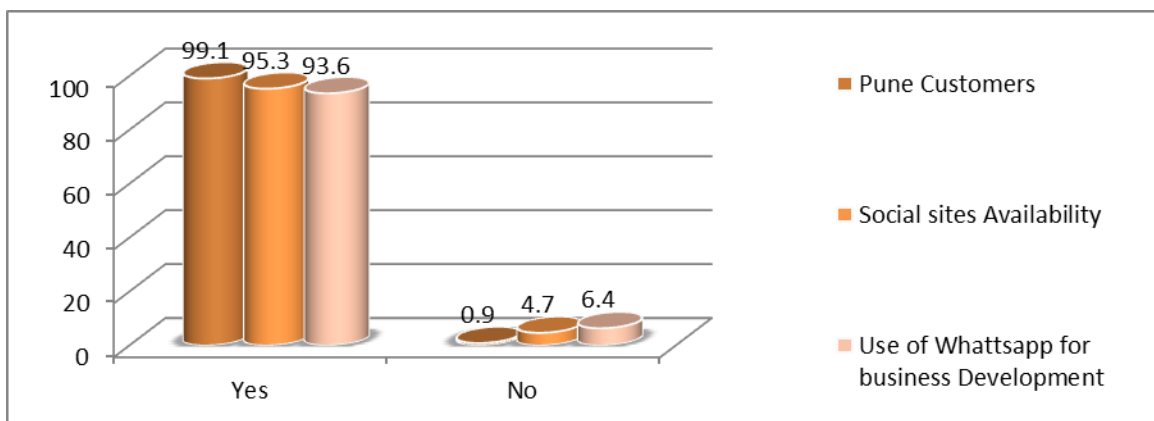
social media that the Sales Volume/Turnover has very highly increased, 26.9% have stated as highly increased and 30.4% have stated as somewhat increased. Other studies note that there is greater use of social media networks in the earlier stages of the selling process than in the latter stages. The focus should be on watching customer comments, both affirmative and undesirable, and sharing company news (successes and community involvement) (Schuldt, 2015). Hence it is proved that social media influences sales volume and turnover positively.

4.3.58 Potential Use of social media

Table No.4.3.58: Potential Use of social media

Yes/No	Pune Customers	Social sites Availability	Use of WhatsApp for business Development
Yes	99.1	95.3	93.6
No	.9	4.7	6.4
Total	100.0	100.0	100.0
Mean, Mode & Std. Dev	1.01, 1 & .094	1.05, 1 & .211	1.06, 1 & .246

Graph No.4.3.58: Potential Use of social media



Data analysis:

The table 4.3.58 and graph 4.3.58 have projected the respondents' response on the potential use of social media on Customers from Pune are active on social media, wider accessibility of

social sites to the customer and WhatsApp as social platform for business development. A thumbing majority of the respondents have assented positively on these queries. Of the 450 respondents 99.1% of them stated that Pune customers are active, 95.3% have stated that customers have access to social media and 93.6% stated that WhatsApp is the present social platform for business development.

Data interpretation:

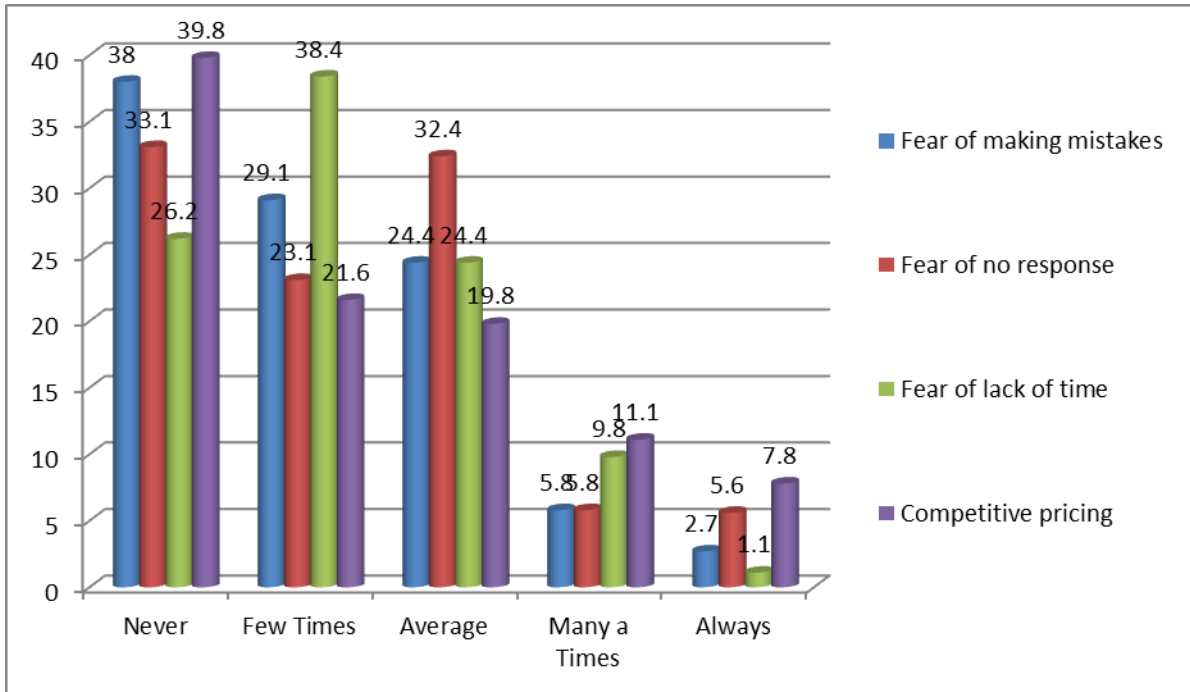
From the analysis it is noted that a nearly total number (99.1%) of assented that Pune customers are active social media for the business purposes, a thumbing majority (95.3%) have stated that customers have access to social media and a vast majority of 93.6% stated that WhatsApp is the present social platform for business development. Since only an insignificant number of them negative opinion the study confirm that Pune customers are active, have access to social media and WhatsApp is the present platform for business development.

4.3.59 Challenges faced while using social media

Table No.4.3.59: Challenges faced while using social media

Response	Fear of making mistakes	Fear of no response	Fear of lack of time	Fear of Competitive pricing
Never	38.0	33.1	26.2	39.8
Few Times	29.1	23.1	38.4	21.6
Average	24.4	32.4	24.4	19.8
Many a Times	5.8	5.8	9.8	11.1
Always	2.7	5.6	1.1	7.8
Total	100.0	100.0	100.0	100.0
Mean, Mode & Std. Deviation	2.06,1,1.046	2.28,1,1.146	2.21,2,.977	2.26,1,1.296

Graph No.4.3.59: Challenges faced while using social media



Data analysis:

The table 4.3.59 and graph 4.3.59 have projected the challenges faced by them fear of while using social media; making mistakes while operating social media, no response on social media used for communication executed by the customer, lack of time management while using social media and competitive pricing. Out of 450 respondents most of their answers were either never (38.0%, 33.1%, 26.2%, 39.8%) or a few times (29.1%, 23.1%, 38.4%, 21.6%) respectively. A good many of them have expressed as average (24.4%, 32.4%, 24.4%, 19.8%) respectively. Others who stated many times and always were very few.

Data interpretation:

From the analysis it is noted that projected the challenges faced by them while using social media are: fear of making mistakes while operating social media, no response on social media used for communication executed by the customer, lack of time management while using social media and competitive pricing. The respondents who cited it as challenges are

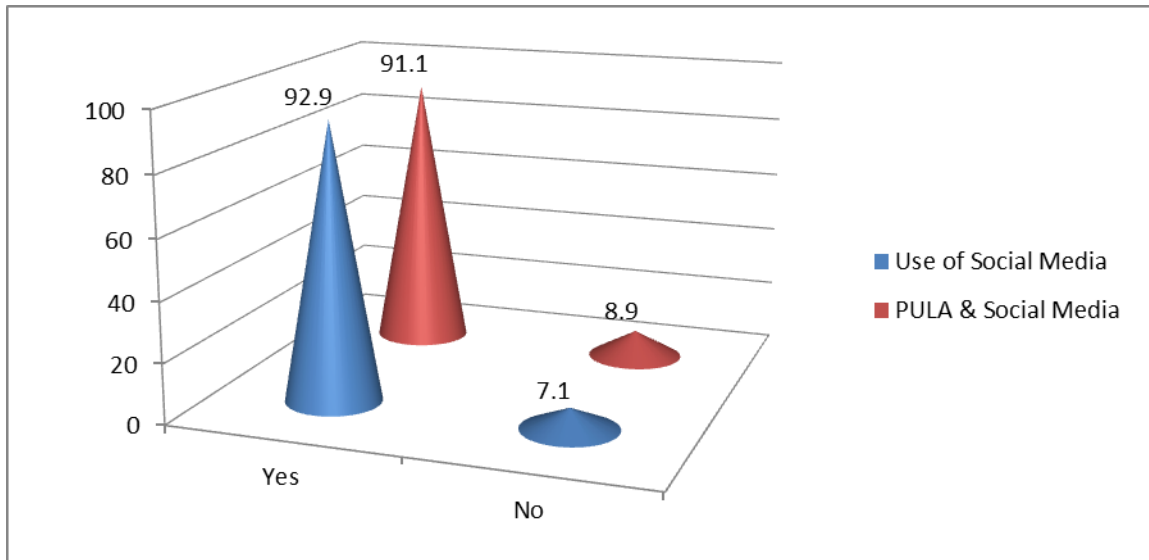
insignificant numbers. These are the responses; Many a Times responses are 5.8% 5.8%, 9.8% 11.1% respectively and Always 2.7%, 5.6%, 1.1%, 7.8% respectively. The real challenges noted in social media marketing in various studies are shielding user privacy, safeguarding the user’s personal data (Behera, 2019) the increasing demand for customized products, redesign of production, stocking, logistics distribution, and other internal processes. The most substantial challenge is the customer empowerment, and they must treat them as sophisticated and creative individuals, or even as potential partners (Lin, 2013). There the challenges cited are not real challenges faced in social media marketing.

4.3.60 Increased Confidence/ Motivation

Table No.4.3.60: Increased Confidence

Increased Confidence/ Motivation	My use of social media increased my confidence	PULA & its social media has motivated me to start the business
Yes	92.9	91.1
No	7.1	8.9
Total	100.0	100.0
Mean, Mode & Std. Deviation	1.07,1,.257	1.09,1,.285

Graph No.4.3.60: Increased Confidence/ Motivation



Data analysis:

The table 4.3.60 and graph 4.3.60 have projected the respondents' response on increase of confidence through the social media and PULA activities. A thumbing majority of the respondents have assented positively on these queries. Of the 450 respondents 92.9% of them stated that social media activities have increased confidence in themselves and 91.1 % have stated that PULA and its activities have increase confidence in them. Those who denied are 7.1 percent and 8.9 percent of them.

Data interpretation:

From the analysis it is noted that a towering majority (91.1% and 92.9%) of the respondents have asserted that there is an increase of confidence in them through the use of social media and through the social media activities of PULA respectively. A study has noted that the students who use Facebook often, but controlled way increases their self-esteem, self-recognition, self-actualization and self-confidence (Jan, 2017). Hence it is proved that social media and PULA activities builds self-confidence.

4.4 Interview of PULA Entrepreneurs:

Five women entrepreneurs that included founder of PULA group, two were from admin team and two women members of the PULA group were interviewed. Ms. Soniya Konjeti helped with the insights on when PULA as a women group started and the objective behind it was informed. Amin team women helped with the functioning of the group and how new members are added to the group, how rules and regulation are communicated and observed by every member of the group. The regular functioning of the group was understood through the interview of these five members of PULA group. It helped in exploring the opportunities and challenges faced by women entrepreneurs and all these inputs were crucial for developing the questionnaire for pilot study. With the help of the answers researcher developed the questionnaire and collected responses.

It was beyond questionnaire, few women wanted to share something in confidence. They were asked few questions and the findings are as below:

1. There is a tendency of customers on PULA that they request for a product and there are only enquires and deal closing is not under control, as other women entrepreneurs join the bargain and only competitive discussions and rounds of discussions happen.
2. It has also been brought into discussion that due to open bargain system women entrepreneurs are suffering from competitive pricing system. In the competitive bargain system women entrepreneurs lower the price of products considering the prices adopted by their competitor women entrepreneurs.
3. Another important aspect that was reported was that of negative review system. It has been observed that there are few cases where reviews are biased, and it displays the opinions of few women rather than constructive feedback which rarely help but harm more to the respective women entrepreneurs.

4.5 Testing of Hypotheses

Research Premise: Women entrepreneurs make low to moderate use of social media for development and growth of their business. There is a large potential for the impact of social media for the business development and growth of women entrepreneurs.

On the basis of above research premise following statistical research hypothesis are made by the researcher:

Hypothesis 1:

H₀ -There is no significant difference in the usage of social media platforms for business promotion & growth.

H₁ - There is a significant difference in the usage of social media platforms for business promotion & growth.

To test this hypothesis, the question no. 10 from the questionnaire has been considered. 'Z' test has been used to test the hypothesis.

Table No.4.5.1: Z test – Usage of Social Media Platforms

Use of Social Media	Test Value = 0					
	z	df	Sig. (2- tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Facebook personal profile	51.513	449	.000	3.258	3.13	3.38
Facebook Page	69.152	449	.000	3.747	3.64	3.85
Facebook Group	66.434	449	.000	3.811	3.70	3.92
WhatsApp	88.399	449	.000	4.131	4.04	4.22
Instagram	42.780	449	.000	2.900	2.77	3.03
Facebook Market place	34.927	449	.000	1.409	1.33	1.49

In order to reject the null hypothesis and accept the alternate hypothesis the significance value should be less than 0.05. In this case the significance value is less than 0.05 in all the cases. Hence it can be said that there is a significant difference in the usage of social media platforms for business promotion & growth.

Hypothesis 2:

H₀ -There is no significant impact of usage of social media platforms on business growth.

H₁ - There is a significant impact of usage of social media platforms on business growth.

To test this hypothesis, the question no. 10& Q. 16 from the questionnaire has been considered. `Chi-square` test has been used to test this hypothesis.

Table No. 4.5.2: Chi-square significance values between use of social media and the extent it has helped in the business growth (values of table shows significance value)

Increase due to use of social media	Facebook Personal Profile	Facebook Page	Facebook Group	WhatsApp	Instagram	Facebook Market place
Capital	0.000	0.000	0.000	0.000	0.000	0.000
Return on investment	0.000	0.000	0.000	0.000	0.000	0.000
Profitability	0.000	0.000	0.000	0.000	0.000	0.000
Employee	0.000	0.000	0.000	0.000	0.000	0.000
Own office/ Shop	0.000	0.000	0.000	0.000	0.023	0.000
Branches	0.000	0.000	0.000	0.032	0.002	0.000
Number of customers	0.000	0.000	0.000	0.000	0.000	0.000
Number of products	0.000	0.000	0.000	0.000	0.000	0.000
Sales volume/ Turnover	0.000	0.000	0.000	0.000	0.000	0.000

The above table displays the Chi-square significance values between use of social media and the extent it has helped in the business growth. In order to reject the null hypothesis and accept the alternate hypothesis the significance value should be less than 0.05. In this case it can be seen that the significance value is lesser than 0.05 in all the cases. Hence it can be said that there is a significant impact of use of social media on business growth.

Hypothesis 3:

H₀ – There is no significant impact of use of social media on business development.

H₁ - There is a significant impact of use of social media on business development.

To test this hypothesis, the question no. 10 & Q. 15 from the questionnaire has been considered. `Chi-square` test has been used to test this hypothesis.

Table : Chi-square significance values between use of social media and the extent it has helped in the business development

Extent to which help your business	Facebook Personal Profile	Facebook Page	Facebook Group	WhatsApp	Facebook marketplace
Facebook group activities help business positively	0.003	0.000	0.000	0.001	0.000
Facebook marketplace helps to grow business	0.000	0.000	0.000	0.000	0.000
Facebook marketplace helps me to boost business activities	0.000	0.000	0.000	0.000	0.000
Facebook marketplace is a tool for business development	0.000	0.000	0.000	0.000	0.000
Marketing using Facebook helps- Increased brand exposure	0.000	0.000	0.000	0.000	0.000
Marketing using Facebook helps- Build awareness	0.000	0.000	0.000	0.000	0.000
Marketing using Facebook helps - Brand reputation management	0.000	0.000	0.000	0.000	0.000
Marketing using Facebook helps - Increased targeted traffic	0.000	0.000	0.000	0.000	0.000
Marketing using Facebook helps - Improved Search Engine Optimization	0.000	0.000	0.000	0.000	0.000

Marketing using Facebook helps - Reduced marketing costs	0.000	0.000	0.000	0.000	0.000
Facebook group helps your business growth - Customer interaction – Reviews	0.000	0.000	0.000	0.000	0.000
Facebook group helps your business growth - Real-time and personalized support	0.000	0.000	0.000	0.000	0.000
Facebook group helps your business growth - Recommendations & mentoring	0.000	0.000	0.000	0.000	0.000
Facebook group helps your business growth - Increased customer retention and loyalty	0.000	0.000	0.000	0.000	0.000
Use of Facebook helps research and development- Market insights on pricing	0.000	0.000	0.000	0.000	0.005
Use of Facebook helps research and development- Competitor’s monitoring	0.000	0.000	0.000	0.000	0.000
Use of Facebook helps research and development- New ideas from community/Trending	0.000	0.000	0.000	0.000	0.000
Branding on Facebook group is economic - It is cost effective	0.000	0.000	0.000	0.000	0.000
Branding on Facebook group is economic - Reduce costs in	0.000	0.000	0.000	0.034	0.000

marketing, customer service and recruitment					
Facebook group helps public relations - Communication in real-time	0.000	0.000	0.000	0.000	0.000
Facebook group helps public relations - Increased brand exposure	0.000	0.000	0.000	0.000	0.000
Facebook group helps Human Resources - Business networking	0.000	0.000	0.000	0.000	0.002
Facebook group helps Human Resources - Facilitated recruitment	0.000	0.000	0.000	0.000	0.001
Facebook group helps Human Resources - Reduce recruitment costs	0.370	0.001	0.000	0.000	0.071

The above table displays the Chi-square significance values between use of social media and the extent it has helped in the business development. In order to reject the null hypothesis and accept the alternate hypothesis the significance value should be less than 0.05. In this case it can be seen that leaving two cases (Reduce recruitment cost with respect to Facebook personal profile & Facebook marketplace) the significance value is lesser than 0.05 in all the rest of the cases. Hence it can be said that there is a significant impact of use of social media on business development.

Hypothesis 4:

H₀ -There is no significant difference in the challenges faced while using of social media for business development & growth.

H₁ - There is a significant difference in the challenges faced while using of social media for business development & growth.

To test this hypothesis the question no. 23, 18, 11 & 12 from the questionnaire has been considered. `Z` test has been used to test the hypothesis.

One-Sample Test

	Test Value = 0					
	z	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q11A-Use & Nature of PULA Services- Verified seller posts on Bazaar Days	47.701	449	.000	1.198	1.15	1.25
Q11B-Use & Nature of PULA Services-Not a verified seller, business done through response to Requests or help asked on PuLa page	69.666	449	.000	2.433	2.36	2.50
Q12 Support system	30.024	449	.000	1.433	1.34	1.53
Q18A-Challenges faced - Fear of making mistakes while operating social media	41.772	449	.000	2.060	1.96	2.16
Q18B-Challenges faced - Fear of no response on social media used for communication	42.117	449	.000	2.276	2.17	2.38
Q18C-Challenges faced - Fear of lack of time management while using social media	47.989	449	.000	2.211	2.12	2.30
Q18D-Challenges faced - Fear of Competitive pricing	36.933	449	.000	2.256	2.14	2.38
Q23A- Challenges faced while using social media- Facebook Group	36.954	449	.000	1.816	1.72	1.91
Q23B- Challenges faced while using social media- Facebook Page	39.153	449	.000	1.838	1.75	1.93

One-Sample Test

	Test Value = 0					
	z	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q11A-Use & Nature of PULA Services- Verified seller posts on Bazaar Days	47.701	449	.000	1.198	1.15	1.25
Q11B-Use & Nature of PULA Services-Not a verified seller, business done through response to Requests or help asked on PuLa page	69.666	449	.000	2.433	2.36	2.50
Q12 Support system	30.024	449	.000	1.433	1.34	1.53
Q18A-Challenges faced - Fear of making mistakes while operating social media	41.772	449	.000	2.060	1.96	2.16
Q18B-Challenges faced - Fear of no response on social media used for communication	42.117	449	.000	2.276	2.17	2.38
Q18C-Challenges faced - Fear of lack of time management while using social media	47.989	449	.000	2.211	2.12	2.30
Q18D-Challenges faced - Fear of Competitive pricing	36.933	449	.000	2.256	2.14	2.38
Q23A- Challenges faced while using social media- Facebook Group	36.954	449	.000	1.816	1.72	1.91
Q23B- Challenges faced while using social media- Facebook Page	39.153	449	.000	1.838	1.75	1.93
Q23C- Challenges faced while using social media- WhatsApp	36.023	449	.000	1.669	1.58	1.76

In order to reject the null hypothesis and accept the alternate hypothesis the significance value should be less than 0.05. In this case the significance value is less than 0.05 in all the cases. Hence it can be said that there is a significant difference in the challenges faced while using of social media for business development & growth.

Research Premise Result:

Women entrepreneurs make use of Facebook Personal Profile, Facebook page, Facebook group and WhatsApp many times and frequently for development and growth of their business. There is significant impact of use of social media on business development and growth of women entrepreneurs. Facebook personal profile and Instagram are two exceptions as they do not make significant impact for reducing recruitment cost. The women entrepreneurs are facing numerous challenges (as mentioned in findings of chapter number 5) while using these social media platforms for their business growth and development.

4.6 Conclusion:

The study has noted in length that social media is an effective tool in doing business today and brings out innovative strategies out of companies that used to be very monotonous. The study has gone in depth on various details. The analysis on various social media on its activities came to the conclusion that Facebook is the most popular and widely used for marketing management, human resource management and business development. It is also popularly used for research and development, to get insights on pricing of the product, monitoring the competitors and to know the community trends in purchasing behavior. Women entrepreneurs used Facebook networking, groups and sharing of business promotional activities. Addition to the customer base increased as and when more and more people are added to the personal profile and improved networking through Facebook. PULA as a platform for women entrepreneurs has helped in the process of enhancing the business reach for these entrepreneurs. Further the study gone to the social media's capacity to analyze and evaluate the creditability of the firm, return on investment, customers Profitability, infrastructure developments of business establishments, product developments

and customization and sales volume or turnover. In all this analysis a strong positive relationship is noted, and social media is an effective to continue various business activities of PULA Facebook Group.

Women entrepreneurs handled their personal profile and PULA group to gather information on products and services. They identified opportunities for doing small business. They are also motivated and supported by other women entrepreneurs who are doing similar kind of activities. Various activities conducted by PULA boosted business activities of women entrepreneurs. Social media and PULA interaction has helped women entrepreneurs in improving market share, product expansion, obtaining human resources and developing their business.

CHAPTER 5

FINDINGS, CONCLUSION, SUGGESTIONS & RECOMMENDATIONS

FINDINGS, CONCLUSION, SUGGESTIONS & RECOMMENDATIONS

5.1 Introduction

5.2 Findings

5.3 Suggestions

5.4 Recommendations

5.4.1 Recommendations to women entrepreneurs in general

5.4.2 Recommendations to PULA group administration and decision makers

5.4.3 Recommendations to the academics

5.4.4 Recommendations to Government and Private institutes and training centres giving entrepreneurial trainings

5.5 Contribution to

a. Academics

b. Industry

5.6 Area for further study

5.7 Conclusion

5.1 Introduction

This chapter brings forth conclusions on the basis of the findings. In the beginning, major findings of the study are drawn up. Subsequently the chapter presents the suggestions and recommendations. The chapter gives the conclusion of the overall research and also mentions the area for further study. The original contribution made to academics and industry is also narrated.

5.2 Findings

Table: 5.2 Summary of Findings

Statistical Hypotheses	Question Number	Finding Number	Suggestion Number
H1	10 [Variables-06] 13 [Variable-01] 20[open ended] 22[open ended]	9, 10,11, 12,13	1,3
H2	10[Variables-06], 19[Variable-02] 16[Variables-08] 21[open ended]	30,31,32	5,6,7
H3	10[Variables-06], 15[Variables-27]	17to29	3, 4, 5
H4	11[Variables-02], 14[Variable-02], 17[Variable-03] 12[Variables-01], 18[Variables-04], 23[Variables-03]	34,35,36	3,8
	Total number of questions including variables: 62 Excluding 9 demographic questions		Recommendations: 04

5.2.1 Findings of the Study

From the detailed analysis and interpretation of the information retrieval about the use of social media (PULA) for the business by the women entrepreneurs of Pune, the findings are summarized below.

1. The majority respondents are married, between 26 to 40 years of age group and have completed the education till graduation.
2. Majority of the respondents are in the entrepreneurial activities related to beauty, fitness, and wellness while a smaller number of respondents belong to fashion industry.
3. Majority of the women entrepreneurs have purely homebased ventures; second largest number is that of partnership ventures and third highest is that of women entrepreneurs who have ventures where single person is handling the entire business activities.
4. Majority of the respondents have maximum of ten employees working for the business activity and the second largest number is that of respondents with no employees.
5. Majority of the respondents have less than 100000 financial investments and second largest number is of such respondents who have 100000-200000 financial investment for their business capital purposes.
6. Majority of the respondents have business income less than 50000. Maximum of respondents reached per annum are up to 500 customers and majority of respondents get up to 500 customers from around the globe per annum.
7. Majority of the respondents reach out to up to 500 customers from the India and state.
8. Majority of the respondents receive 500 customers, and 344 (76.4%) respondents receive up to 500 customers from Pune.
9. Majority of respondents use the following for their business development:

- Facebook personal profile.
 - Facebook page.
 - Facebook group.
 - WhatsApp
10. Majority of respondents rarely use Instagram and Facebook Marketplace for their business development purposes. The reason behind this is that they do not have expertise and comfort in the use of it.
 11. Majority of the respondents have positively agreed to have a PULA verified seller posts on Bazaar Days.
 12. Majority of the respondents are stated that Use and Nature of PULA Services- Unverified seller Business on Requests through PULA page is not applicable for them.
 13. Majority of respondents depended on themselves or family members for promotion and marketing of their products.
 14. Majority of respondents spent less than 11 hours per week on social media for promotion.
 15. Majority of respondents have a good computer knowledge
 16. Majority of respondents have the expertise of media skills on smartphone.
 17. Majority of respondents agreed that Facebook activities help their business very much.
 18. There is a moderate positive response of respondents regarding Facebook Marketplace for their business growth.
 19. Majority of the respondents agree that Facebook Marketplace good in boosting business activities.
 20. Majority of the respondents agree that Facebook Marketplace is good tool to helps for business development.
 21. Majority of respondents agreed that Marketing using Facebook helps:
 - a. Increased brand exposure
 - b. Helps to build brand awareness
 - c. Brand reputation management
 - d. To increase targeted traffic of customer
 - e. Search engine optimization
 - f. Reduce marketing cost

22. Majority of respondents agreed that Facebook is very good for business growth, customer interaction and reviews.
23. Majority of respondents have stated that in marketing strategy Facebook helps to business growth, real-time and personalized support.
24. Majority of respondents agreed that Facebook helps in recommendation and mentoring.
25. Majority of respondents agreed that Facebook helps to business growth, customer retention and loyalty through marketing.
26. Majority of respondents agreed that Facebook helps
 - a. Market insight and pricing.
 - b. Competitor's monitoring.
 - c. To find new ideas from community/Trending.
 - d. Increase brand exposure.
 - e. Human Resources Business networking
 - f. Human Resources facilitating recruitment
 - g. Reduce the recruitment cost
27. Majority of respondents agreed that branding on Facebook group is economic and cost effective.
28. Majority of respondents agreed that Facebook marketing reduce costs in marketing, customer service and recruitment.
29. Majority of respondents have stated that the Facebook's support on public relations - communication in real-time.
30. Majority of respondents agreed that usage of social media increased:
 - a. Capital
 - b. Return on investment
 - c. Profitability
 - d. Customers
 - e. Products
 - f. Volume/Turnover
31. Majority of respondents agreed that there is no increase in employees because of usage of social media.
32. Majority of respondents stated that there is no increase in business establishment by using social media.

33. Majority of Pune customers use social media for business purposes, a gazing majority of customers have access to social media, and a vast majority of customers believe WhatsApp is the current social platform for business development.
34. Majority of the respondents did face the challenges like fear of making mistakes while operating social media, no response on social media used for communication executed by the customer, lack of time management while using social media and competitive pricing.
35. Majority of respondents agreed that use of social media increased confidence and majority of respondents agreed that PULA & use of social media increased confidence.
36. In interviews with five women entrepreneurs, including the founder of PULA, it was discovered that consumers prefer to simply enquire about products or engage in bargaining discussions. It also leads to a negative review system as a result of skewed opinions, which is extremely harmful to women entrepreneurs.
The use of social media platforms leads to business promotion, development, and growth.

5.3 Suggestions

The majority of the respondents have income of less than 50,000 and are able to reach an average client of about 500 or less per year. As a result, the researcher suggests that the greater emphasis be placed on increasing clients in order to improve business income through efficient and effective use of PULA bazar, PULA promotions and PULA customer connect.

1. Along with the platform of PULA, women entrepreneurs should use other social media platforms like Facebook Marketplace and Instagram.
2. Women entrepreneurs can use PULA platform in more robust ways and enhance their skills for making creative posts to create pull for their business purposes.
3. Women entrepreneurs should undergo training for the effective use of various social media platforms for making effective promotion through effective design of their business appeal.
4. Social media platforms provide a more appealing approach for women entrepreneurs to get their products into the hands of buyers. As a result, they will be

able to employ advanced marketing strategies to attract more customers and promote new products.

5. Create content that your customers will look forward.
6. When generating material for a post, find out what is doable for a business schedule and what can be maintained so that it becomes part of the customer's habit.
7. On social media, hashtags, keywords, and other trends are easy to monitor. So, use these tactics to increase your customer base.
8. Women entrepreneurs must deal with challenges such as the negative review system, and they must learn how to cope with bad feedback constructively.

5.4 Recommendations

5.4.1 Recommendations to women entrepreneurs in general

The researcher has made several recommendations based on the research findings, which are outlined below.

1. Women entrepreneurs should make use of social media more to promote their product, which will help them to increase the profit.
2. It's a wonderful method to keep track of social media trends and figure out what people want.
3. Prepared a social media plan to help with posting the right content to the right social channels at the right time. This calendar should incorporate a content mix strategy.
4. Maintain a regular posting schedule for product-related posts.
5. Keep an eye on consumer reviews of your products to get a sense of what they think.
6. Using competitions and branded hashtags to collect user-generated material for your social feed is a fantastic way to acquire high-quality content. Even better, sharing content from supporters on social media may aid in the development of ties with other followers.
7. Women entrepreneurs should do certificate course or diploma in effective use of social media.

8. Women entrepreneurs should ensure that their personal profile matches their business profile, and they are able to create a professional impression.
9. Many women entrepreneurs do not have their social media business page though they personal profile on the social media platforms. Therefore, it is recommended that women entrepreneurs should prepare very professional and impactful business profile for the strong presence on social media.
10. Many women entrepreneurs neglect one more social media that is websites. Therefore, it is recommended that even though their businesses are small and medium they should have their websites.

5.4.2 Recommendations to PULA group administration and decision makers

- It is recommended that PULA establish a mechanism that avoids needless discussions such as negotiating and product cost inquiries, similar to Flipkart or Amazon.
- This will also aid in the reduction of bad customer reviews and irrational behaviour.

5.4.3 Recommendations to the academics

As these days many students opt for career in start-ups it is essential that they know the challenges and opportunities in the effective use of social media for business development. Therefore, it is recommended that under all the disciplines in all the courses, an awareness building and capacity building training on use of social media for business development be given. [Refer to Appendix no.2]

5.4.4 Recommendations to Government and Private institutes and training centres giving entrepreneurial trainings

Many female entrepreneurs are unaware of the benefits of using technology and social media in their businesses. Government and private institutes might establish such courses to raise knowledge of technology and its use for business growth.

5.5 Contribution of the Research

5.5(a) Contribution to academics

- The study has made material available to better understand women entrepreneurs and their social media usage patterns and challenges and opportunities.

5.5(b) Contribution to industry

- It is beneficial for understanding the influence of social media on business, which will help in the development of plans to boost corporate growth.
- It helps in comprehending the positive and negative aspects of social media when used for business.
- The findings of this study may be used by businesses to not only develop plans, but also to improve their services.

5.6 Area for further research

- The study can be conducted on the use of social media of women entrepreneurs other than PULA group and on the male entrepreneurs.
- The study can be conducted on the entrepreneurs beyond Pune city and on the entrepreneurs from rural area, semi-urban area and metropolitan cities.
- Comparative study can be conducted on the business development, opportunities with and without use of social media.
- The study can be conducted for the entrepreneurs who have developed business well without the use of social media at all. It would be interesting to know the reasons behind not using social media but still have sustained well and developed.

5.7 Conclusion

Women entrepreneurs as female members of the family by and large do the multitasking for carrying out various roles. For example, as a home maker, a bread winner, a family task force member, a coordinator, a motivator, and as a problem solver and decision maker. Due to social media, they are able to keep themselves updated on all fronts be it personal, social or entrepreneurial. It has become necessary for women entrepreneurs to adopt to new technologies like social media which are proving to be crucial tool for marketing and

business promotion. Social media works as a support system in the context of business promotion and strategic decision making. Across the globe social media has proved to be an aid for women entrepreneurship development helping them explore their potential.

The study concludes that Facebook Groups play a very important role in women Entrepreneurship development. Entrepreneurship facilitated by PULA; a Facebook women group is influenced by four distinct factors: firstly, it is economic development that has created opportunities for women in the group who were smart enough to tap the gap between supply and demand. Secondly it is the culture of strong familial bonding that has created a healthy environment of trust and transparency leading to motivating more and more women to believe in themselves to start a venture that functions on their terms and convenience. Third important aspect to this PULA based business development is technological development that has geared the use of technology and spread of smartphones, which has become a catalyst for women entrepreneurship development. The final factor that has been incremental to the business development and growth is education. The factor of education has impacted very positively as it has implanted a strong faith in themselves that ‘they can do it’. But, in spite of being well educated, many women are unable to invest time and money for their wish of being an entrepreneur. That is the reason educated homemakers have turned into successful entrepreneurs and techpreneurs of the social media aware urban population of India.

The social media in terms of Facebook, WhatsApp and Instagram should be government supported to make it mainstream media of entrepreneurship development. The Facebook groups can be realised as virtual self-help groups and with this approach support and necessary changes should be adopted in the policy to boost economic growth as well as motivating women entrepreneurship development.

ANNEXURE

1. Main Survey Questionnaire

Dear PULAite,

Warm Greetings!

This is Pratibha Jagtap, a teaching faculty who is working with a renowned university and PhD student of Dr. Rashmi Hebalkar, at Tilak Maharashtra Vidyapeeth, Pune, request you to help me out with your valuable response. I am doing research on **“Impact of Social Media on Business Development and Growth; on Women Entrepreneurs with special reference to PULA (Pune Ladies).”** Please be assured that your responses will be used only for academic research purpose.

I Demographic Information

- 1 **Your Name (optional)** Married: Unmarried:
- 2 **Age** Less than 25yrs 26-30yrs 31-35yrs 36-40 yrs 41-45yrs 46&above
- 3 **Education** SSC HSC Graduate Post Graduate or Above Other
- 4 **Name of your organization:** **Year of Establishment:**
(optional)
- 5 **Nature of business/ activity:**
- 6 Sole Proprietorship company Partnership Company

Type of Organization Private Limited company Public Limited company
 Other (please specify in short) Not registered

7 Number of Employees working for your organization: Total number of persons:

Technical : Marketing : Specially Trained :
 Administrative : Untrained : No employees/ One man show business:

8 Your Financial investment Initial investment: Additional: Total:

9 Your business Volume per annum 1 to 2 Lakhs 2 to 3 Lakhs 3 to 4 Lakhs 4 to 5 Lakhs Above 10 Lakhs

Your Business Reach (average customer per annum) Number :-

Geographical area :-

Client base from Pune :

Client base from Maharashtra :

Client base from India :

Client base from Global :

II Your use of Social Media (Please tick wherever / whichever is applicable)

10 To what extent you use the following Social Media for Business Promotion and Growth						
		Never	Few Times	Average	Many a Times	Always
A	Facebook personal profile					
B	Facebook Page					
C	Facebook Group					
D	WhatsApp					
E	Instagram					
F	Facebook Market place					
G	Other(Please mention):					

11 Your use of PULA Services for media of marketing and sales:

	Nature of PULA services	Yes	No	Not applicable
A	Verified seller posts on Bazaar Days			
B	Not a verified seller, business done through response to Requests or help asked on PULA page			

12 Your support system for use of social media for business promotion & Growth

I do it myself/Family member <input type="checkbox"/>	I have recruited employee/s <input type="checkbox"/>
I have hired an agency that takes care of digital marketing <input type="checkbox"/>	Not required as I use only PULA as my media for promotional purposes <input type="checkbox"/>

13 How much time do you spend weekly on Social media to promote your business:

0 – 10 hours 11– 20 hours 21 –30 hours 31 – 40 hours 40 and above hours

14 How well trained and comfortable are you with the following (Please tick wherever/whichever is applicable):

Scale and media handling skills:	No knowledge	Now learning and reached beginner level knowledge	Good level of knowledge used for promotional & growth purpose	Expert in use for promotional & growth purpose
A	Computer			
B	Smartphone			

III 15 To what extent the following have helped your business . (Impact of Social media on your business):

		Little	Very Little	Substantially	Reasonably Good	Very Good
A	Facebook group activities help business positively					
B	Facebook market place helps to grow business					
C	Facebook market place helps me to boost business activities					
D	Facebook market place is a tool for business development					
E	Marketing using Facebook helps in following ways: <ul style="list-style-type: none"> Increased brand exposure Build awareness Brand reputation management Increased targeted traffic Improved Search Engine Optimization Leads generation Reduced marketing costs 	Little	Very Little	Substantially	Reasonably Good	Very Good
F	How do the people of the Facebook group help you grow your business: <ul style="list-style-type: none"> Customer interaction – Reviews Real-time and personalized support Improve my customer experience Increased customer retention and loyalty Recommendations Mentoring 					
G	Facebook helps research and development in following ways: <ul style="list-style-type: none"> Market insights on pricing Competitor’s monitoring New ideas captured from community/Trending 					
H	Branding on Facebook group is economic in following ways: <ul style="list-style-type: none"> It is cost effective Reduce costs in marketing, customer service and recruitment 					
I	Facebook group helps public relations in following ways: <ul style="list-style-type: none"> Communication in real-time Increased brand exposure 					
J	Facebook group helps HUMAN RESOURCES in following ways: <ul style="list-style-type: none"> Business networking Facilitated recruitment Reduce recruitment costs 					

16 To what extent there is increase in the following due to use of social media:

		Not at all increased	Not increased	Somewhat increased	Highly increased	Very highly increased
A	Capital					
B	Return on investment					
C	Profitability					
		Not at all increased	Not increased	Somewhat increased	Highly increased	Very highly increased
D	Employee					
E	Business Establishments - Branches /Own office/ Shop					
F	Number of customers					
G	Number of products					
H	Sales volume/ Turnover					

17 Potential for use of Social media in your city:

		Yes	No
A	Customers from Pune are active on social media		
B	The social sites are widely used for customer reach		
C	WhatsApp is a new social platform that is widely used for business development purposes		

18 Challenges faced by you regarding use of social media for your business:

		Never	Few Times	Average	Many a Times	Always
A	Fear of making mistakes while operating social media					
B	Fear of no response is case of social media used for communication					
C	Fear of lack of time management while using social media					
D	Competitive pricing					

19	Increased Confidence/ Motivation	Yes	No
A	My use of social media increased my confidence		
B	PULA & its social media has motivated me to start the business		

20 According to you for more use of social media for your business, what do you plan to do?

21 Please Mention on the contribution of social media in the development of your business?

22 What else you expect from PULA to help your business development?

23 a) Do you face any challenges while using social media for your business development & growth ?

Facebook Group: Never Few Times Average Many a Times Always

Facebook Page: Never Few Times Average Many a Times Always

WhatsApp: Never Few Times Average Many a Times Always

Other:

24 Apart from Social Media what other means of sales Promotion do you use?

25 Anything else you want to share on use of social media & PULA

2. Training Plan

Session No.	Session details	Methodology	Duration
I	<ul style="list-style-type: none"> • Welcome • Icebreaker • Overview of the Program and context setting • Understanding social media, its types, implications, and advantageous use 	PPT and open discussion	5 min 15 min 15 min 55 min
Tea Break			15 min
II	Brand building and promotions	Case study, group discussion and presentations	90 min
Lunch Break			
III	Art and craft of communication on social media <ul style="list-style-type: none"> • Principles of communication and 7Cs • Designing personal profile on Facebook • Designing professional profile on Facebook 	PPT and Open discussion Demonstration and hands on experience through facilitation	20 min 30 min 40 min
Tea Break			15min
IV	Creating strong presence on social media <ul style="list-style-type: none"> • Confidence building for marketing on social media • Building network for networth • Essence of influence on strong presence on social media 	Management game Group discussion and presentations Role play	30min 30min 30min

3. Pilot Study Questionnaire

Dear PULAite,

Warm Greetings!

This is Pratibha Jagtap, a teaching faculty who is working with a renowned university and PhD student of Dr. Rashmi Hebalkar, at Tilak Maharashtra Vidyapeeth, Pune, request you to help me out with your valuable response. I am doing research on **“Impact of Social Media on Business Development and Growth; on Women Entrepreneurs with special reference to PULA (Pune Ladies).”** Please be assured that your responses will be used only for academic research purpose.

I	Demographic Information						
1	Your Name (optional)				Married: <input type="checkbox"/>	Unmarried: <input type="checkbox"/>
2	Age	Less than 25yrs <input type="checkbox"/>	26-30yrs <input type="checkbox"/>	31-35yrs <input type="checkbox"/>	36-40 yrs <input type="checkbox"/>	41-45yrs <input type="checkbox"/>	46&above <input type="checkbox"/>
3	Education	SSC <input type="checkbox"/>	HSC <input type="checkbox"/>	Graduate <input type="checkbox"/>	Post Graduate or Above <input type="checkbox"/>		Other <input type="checkbox"/>
4	Name of your organization: (optional)			Year of Establishment:			
5	Nature of business/ activity:						
6	Type of Organization	Sole Proprietorship company <input type="checkbox"/>			Partnership Company <input type="checkbox"/>		
		Private Limited company <input type="checkbox"/>			Public Limited company <input type="checkbox"/>		
		Other (please specify in short) <input type="checkbox"/>			Not registered <input type="checkbox"/>		
7	Number of Employees working for your organization:		Total number of persons:				
	Technical :	Marketing :		Specially Trained :			
	Administrative :		Untrained :	No employees/ One man show business:			
8	Your Financial investment	Initial investment:		Additional:		Total:	
9	Your business Volume per annum	1 to2 Lakhs <input type="checkbox"/>	2 to 3 Lakhs <input type="checkbox"/>	3 to 4 Lakhs <input type="checkbox"/>	4 to 5 Lakhs <input type="checkbox"/>	Above10 Lakhs <input type="checkbox"/>	
	Your Business Reach (average customer per annum)	Number :-					

		Geographical area :-	
		Client base from Pune :	Client base from Maharashtra :
		Client base from India :	Client base from Global :

II Your use of Social Media (Please tick wherever / whichever is applicable)

10	To what extent you use the following Social Media for Business Promotion and Growth					
		Never	Few Times	Average	Many a Times	Always
A	Facebook personal profile					
B	Facebook Page					
C	Facebook Group					
D	WhatsApp					
E	Instagram					
F	Facebook Market Place					
G	Other(Please mention):					

11 Your use of PULA Services for media of marketing and sales(Please tick wherever / whichever is applicable):

	Nature of PULA services	Yes	No	Not applicable
A	Verified seller posts on Bazaar Days			
B	Not a verified seller, business done through response to Requests or help asked on PuLa page			

12 Your support system for use of Social Media for business promotion & Growth

I do it myself/Family member <input type="checkbox"/>	I have recruited employee/s <input type="checkbox"/>
I have hired an agency that takes care of digital marketing <input type="checkbox"/>	Not required as I use only PULA as my media for promotional purposes <input type="checkbox"/>

13 How much time do you spend weekly on Social media to promote your business(Please tick wherever / whichever is applicable):

0 – 10 hours 11– 20 hours 21 –30 hours 31 – 40 hours 40 and above hours

14 How trained and comfortable are you with the following (Please tick applicable):

Media handling skills:	No knowledge	beginner knowledge	Good of knowledge	Expert Knowledge
Computer				
Smartphone				

III 15 To what extent the following have helped your business(Please tick wherever / whichever is applicable):

		Little	Very Little	Substantially	Reasonably Good	Very Good
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A	Facebook group activities help business positively					
B	Facebook market place helps to grow business					
C	Instagram helps me to boost business activities					
D	Facebook Market Place is a tool for business development					
E	Marketing using Facebook helps in following ways: <ul style="list-style-type: none"> • Increased brand exposure • Build awareness • Brand reputation management • Increased targeted traffic • Improved Search Engine Optimization • Reduced marketing costs 					
F	Facebook group helps your business growth by: <ul style="list-style-type: none"> • Customer interaction – Reviews • Real-time and personalized support • Improve my customer experience • Increased customer retention and loyalty • Recommendations • Mentoring 					
G	Use of Facebook helps research and development in following ways: <ul style="list-style-type: none"> • Market insights on pricing • Competitor’s monitoring • New ideas from community/Trending 					
H	Branding on Facebook group is economic in following ways: <ul style="list-style-type: none"> • It is cost effective • Reduce costs in marketing, customer service and recruitment 					
I	Facebook group helps public relations in following ways: <ul style="list-style-type: none"> • Communication in real-time • Increased brand exposure 					
J	Facebook group helps Human Resources in following ways: <ul style="list-style-type: none"> • Business networking • Facilitated recruitment • Reduce recruitment costs 					

16 To what extent there is increase in the following due to use of social media(**Please tick wherever / whichever is applicable**):

		Not at all increased	Not increased	Somewhat increased	Highly increased	Very highly increased
A	Capital					
B	Return on investment					
C	Profitability					
D	Employee					
E	Own office/ Shop					
F	Branches					
G	Number of customers					
H	Number of products					
I	Sales volume/ Turnover					

17 Potential for use of Social media in your city(Please tick wherever / whichever is applicable):

		Yes	No
A	Customers from Pune are active on social media		
B	The social sites are widely used for customer reach		
C	WhatsApp is a new social platform that is widely used for business development purposes		

18 To what extent PULA sellers use following social media for Business Development & Growth (Please tick wherever / whichever is applicable):

		Never	Few Times	Average	Many a Times	Always
A	Facebook(personal)					
B	Facebook Page					
C	PULA Facebook Group					
D	WhatsApp group, broadcast list					
E	Instagram					
F	Facebook Market Place					
G	Other(Please mention):					

19 Challenges faced by you regarding use of social media for your business (Please tick wherever / whichever is applicable):

		Never	Few Times	Average	Many a Times	Always
A	Fear of making mistakes while operating social media					
B	Fear of no response on social media used for communication					
C	Fear of lack of time management while using social media					

D	Competitive pricing					
---	---------------------	--	--	--	--	--

20 Motivation/Attitude (Please tick wherever / whichever is applicable):

		Yes	No
A	My use of Social Media increased my confidence		
B	PULA & its social media has creased my confidence to start the business		

21 According to you for more use of Social Media for your business, what do you plan to do?

22 Please Mention on the contribution of social media in the development of your business?

23 What else you expect from PULA to help your business development?

24 a) Do face any challenges while using social media for your business development & growth ?

Facebook Group: Never Few Times Average Many a Times Always

Facebook Page: Never Few Times Average Many a Times Always

WhatsApp: Never Few Times Average Many a Times Always

Other:

25 Apart from Social Media what other means of sales Promotion do you use?

26 Anything else you want to share on use of Social Media & PULA

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