



Social Media and Digital Marketing of Women Entrepreneurs in NCR

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ABSTRACT: In the present Era, Digital marketing and Social media has become an important tool to spread awareness, promotion of products & services and to connect the customers and to stimulate new business. This platform is creating opportunities to the existing as well as upcoming business venture. Social media is the way to connect the customers directly by identifying their needs and it also helps in customizing the product & services as per the requirement of customers. It is cheapest way of communication regarding the promotion of product and services. There are many types of social media platforms which serves as a podium to prospective entrepreneurs to set up their business and job creation and skill development.

Whether women working or homemaker are all contributor in the development of social system. Social media is playing an important role in change of the women's personality, carriage abs their passion. There are many women entrepreneur who belongs to the small cities but building big businesses and living their dreams. There are many examples like Ms Akansha founder of Celebrity Club in 2017 with less amount to invest, Kids Clothing brand listed on "Meesho" and other E-commerce platforms. She had turnover of Rs 5 crore in 2018 itself. She is also connected through WhatsApp and Instagram which helps her reaching to the customers directly and getting feedback immediately.

According to the sixth economic census, Ministry of Statistics and Program Implementation, women comprise around 14% of the total number of entrepreneurs based in India. As per World Bank Report 2018, India has been ranked on 120th position among 131 countries in terms of female labour force participation. The Indian government has announced many schemes for women owned businesses like Bhartiya Mahila Bank Commercial Loan Scheme, Dena Shakti Scheme, Udyogini Scheme, Mahila Udyam Nidhi Scheme and Stree Shakti Scheme.

With the assistance of social media, the business has no geographical boundaries for costumers. The target of this paper is to spot the adherence and dependency of women entrepreneurs on the social media platform through Primary knowledge assortment. This paper focuses on how social media is used sagely to empower ladies during a conservative culture like India.

KEYWORDS: Social Media, Digital Marketing, Women, NCR, Entrepreneurs

1. INTRODUCTION

In earlier period women were deprived from doing work outside. But with the increase in the urge of independency and sometimes due to some other factors, they are coming out of the house to work outside. Sometimes they start the business with full enthusiasm

but due to family factors, they had to discontinue the business.

During this current period, it has been observed that women are more oriented towards social media to earn as well as get recognition in the society. They are using this platform for the Digital marketing also which has changed the methods of establishment of their business,

doing promotion of the business Product, and promotion of new schemes. Digital marketing provides the information to the prospective customers. Digital marketing consists of both online and offline promotion strategies. It consists of Canvas, Google Analytics, Google Ads, Mail Chimp, Trello, Slack, Yoast SEO, Survey, Ahrefs, Semrush. These tools help in reaching the target customer and make the visual content which helps the business to attract the attention of the customers. Social media is one of the component of digital marketing.

Digital marketing provides the opportunity for the customers to get customized marketing channels as per their budget, target customer, to make customers aware about their brand and to add up the value in sale. Digital marketers keep changing the channels of advertisement as per the brand requirement. Digital Marketing provides attractive pamphlets and templates and audio-visual content. In this lead, Social media is considered fast and cheap mode of advertisement of the product.

In the present study, we focused only on social media. It has become a popular tool for mouth publicity which works very fast. Mostly businesses are using this tool to reach the customer globally. With help of social media, they can start their business with very less investment and can make it online advertise without spending more money. Now a day it has become a culture to promote the business online and to connect with their customers directly. It really gives them motivation to work upon their product in respect of quality as well as price. Customers are also getting regular updates regarding the launch of new products, drop in price of product or sale period without going anywhere. Social media is kind of window through which prospective customers can attract to the desired products and innovative products without roaming here and there. Through this platform, women entrepreneurs are engaging themselves in businesses as well as creating job opportunities for others also. This social media platform is giving the opportunity to them to do the business without considering any geographical boundaries. In this digital era, they are open to promote their products worldwide and getting orders.

With the help of digital marketing, they are creating innovative content to promote their products. Even through Facebook live, you tube live, Instagram and other live modes they are directly showcase their products to their idle customers and they can resolve the queries of their customers on the spot. This has totally changed the culture of doing business. They need only a device and active internet connection to connect with their customers. This is not only helping in connection of the Business to customer(B2C) but also connecting to the Business to Business(B2B) in case of wholesale and retail products. Even once videos are made, they get stored on that platform and desired customer can access those video for the products whenever they required.

2. SIGNIFICANCE OF THE STUDY

The purpose of the study is to find out those factors which motivates the women to have their own start-ups. As we know Digital marketing providing global exposure to new start-ups and gives a boost to business. It does not motivate gender biasness as it creates online unseen layer of the seller identity. As there is no opening and closing time for the business, it is 24*7.

This study will help the Government to consider the importance of digital marketing concept should be introduced at school level itself.

The purpose of the study is to make Government and Non-Government agencies realize that how young women entrepreneurs are using social media as one of the tools of Digital Marketing to promote their business. More Digital marketing-oriented courses should be launched for women at free of cost or nominal charges

3. Objectives of the Study

- To find out the adoption level of digital marketing and social media among women entrepreneurs
- To study the factors which impact the awareness among women entrepreneurs regarding Digital marketing tools
- To examine the impact of digital marketing and social media on the business owned by women entrepreneur
- To study the impact of digital marketing and social media in Covid-19 pandemic period on the business owned by women entrepreneur

4. Hypothesis

Ho: There is no significant difference in the adoption level of digital marketing and social media among women entrepreneurs

Ho: There is no significant difference due to the factors which impact the awareness among women entrepreneurs regarding Digital Marketing tools

Ho: There is no significant difference in the impact of digital marketing and social media on the business owned by women entrepreneur

Ho: There is no significant difference in the impact of digital marketing and social media in Covid-19 pandemic period on the business owned by women entrepreneur

5. Review of literature

Anusuah (2018) Social Media has motivated women to start new business ventures with less amount as capital to invest. These social networking societies are playing very important role in the women empowerment in such Indian stereotype society. These are also encouraging civic participation among women in India.

During Covid-19, many entrepreneurs were facing financial challenges but social media provided a platform for the existing businesses to sustain as well as to set up new innovative business ventures. With the

help of social media instruments women entrepreneurs were able to connect their customers and aggressive brand promotion through facebook live, Instagram for pictures and whatsapp to get personally connect with the customers. (Rahayu, Ninik Sri 2021)

Social media has given platform to beat problems and challenges of women through blogs, chats, on-line campaign, on-line discussion forums and on-line communities which is generally not disseminated or propagated by thought media. (Kumari, Madhu 2020)

As a result of the development of social media as part of contemporary technological advancements, businesspeople are now able to conduct their operations successfully online. An increasing number of female business owners are transitioning their enterprises from the traditional brick and mortar business model to the online environment. (Queen Chioma Nworgu 2020).

Sometimes women pursue entrepreneurship because they want to start their own company or because they want to learn and grow their business knowledge and abilities. Alternatively, they may have wanted to start their own business in order to provide for their family by working at their own pace and for a consistent income, particularly during periods of unemployment or fear of unemployment. (Nworgu, Achinewhu-Nworgu & Natrajan, 2019)

Jonsson (2015), Through their network support, particularly online financial assistance, social media specifically helps companies function better. Nevertheless, several earlier studies have only briefly examined various forms of assistance or sources, regardless of how female entrepreneurs respond to and utilise social media in their regular company operations. Are doing This calls into question how well women company owners understand and utilise social media to assist their operations. Entrepreneurship is an initiative, innovation, and decision-making skills with respect to capital and responsibility (Cadaru & Badulescu, 2015).

According to Achinewhu-Nworgu (2014), more individuals have the chance to further their education, build successful careers for themselves, and enjoy family and personal life. These possibilities must be investigated and used in some way. However, there are difficulties associated with any possibility that is offered. The urge to run our own business can present both problems and rewards. It might be more difficult to start a business as a woman, especially if you're young and have no business expertise.

Online networking provides a real-time asset in terms of information, buyer requirements and market trends These materials can be used by businesses to make changes and build unique focused on features for future products and promote messages. Businesses may assess if their brands are truly adapted to customers' needs and can figure out which features of their items make them stand out or exceptional in the buyer's view Organizations can benefit from web-based social

networking and allow customers to participate in the creation of new brands (Cox, 2010).

Women who engage in entrepreneurial activities and take risks by creatively combining resources provide them the opportunity to take advantage of opportunities in their community by producing goods and services. (Mordi, C., Simpson, R., Singh, S., & Okafor, C. (2010).

Based on demographic characteristics (Lall, Madhurima, and SahaiShikha, 2008) established psychographic variables such as degree of commitment, entrepreneurial hurdles, and future growth plans. The study identified firm owner characteristics including self-perception, self-esteem, entrepreneurial enthusiasm, and operational difficulties as being important for future development and expansion ambitions. Despite the fact that the number of women opting to work in family companies has significantly increased, the poll indicated that they still have a lower status and face more operational difficulties. To begin with, businesses may gather an unlimited amount of feedback on their products and brands by monitoring customer internet chats, allowing them to spot trends endeavor to improve future brand performance (Madupu, 2006).

The customer's behavioural intents, perspective, perception of the system's utility and simplicity, and perceived usefulness of the structure all have an impact on how one uses an advancement system either indirectly or directly. According to the Technology Advancement Model, external influences should have an impact on intention and certifiable usage through mediated outcomes for perceived utility and ease of use (Venkatesh & Davis, 2000).

6. RESEARCH METHODOLOGY

In this study we focused on the women entrepreneurs in National Capital Region. For this study, a self-structured questionnaire was sent to sample size of 600 women who have established their business in NCR. The main objective of the study is to study the factor analysis of social media and Digital marketing which use by women entrepreneurs, to study the impact of digital and social media marketing on women entrepreneurs and to study the impact of digital and social media marketing in COVID-19 pandemic period. The study was administered to a sample of 553 women entrepreneurs because of non-response from the other women entrepreneurs. The convenient random sampling technique has been used by the researchers. The responses have been collected using a self-prepared questionnaire survey.

7. Results and Findings

The study was conducted on a sample size of 553 female entrepreneurs in NCR. Among the respondents 50.8% lies in the age group of below 25 years old and 29.3% belongs to the age group of 25-35-year-old and 14.5% falls between 35-45 years of age. When we study the

educational qualification 56.8% respondents are graduate while 22.1% are post-graduate. When we look into the marital status of the respondents, 61.3% are unmarried while 36.3% are married only. When we study source of initial capital for the establishment of the business, 40.3% invested from personal savings and 27.5% got it from spouse and family while 15.4% from financial institutions and 16.8% from others. When we study experience using social media for business, 34.7% respondents are using from more than 1 year but less than 3 years, 25.1% are using more than 3 but less than 5 years, 19.2% more than 5 years and 21% less than 1 year. For digital marketing, 41.2% women entrepreneurs are using Mobile phone only while 30.2% are using mobile phone and laptop both. When we study the region respondents belongs to, 72.8% belongs to Delhi, 13.3% Gurugram and 10.7% Noida and remaining to Faridabad. When we study Nature of business, it is found that 34.5% in Retail Business, 44.7% in Professional service and 20.8% Miscellaneous firm. When we study the year of establishment of business, 38.2% during 2010-2020 while 36.3% after 2020. It shows how women entrepreneur owned start-ups and small level scale businesses are growing up because social media and Digital marketing has given them a platform to connect with their customers even they can showcase their product live to their customers through Livestreaming.

	N	Minimum	Maximum	Mean	Std. Deviation
Age(in Years)	553	1	4	1.75	.898
education	553	1	4	2.19	.762
Marital Status	553	1	4	1.67	.558
Annual Income	553	1	4	1.82	.937
Nature of Activity	553	1	3	1.86	.732
Year of Establishment	553	1	4	3.04	.911
Type of ownership	553	1	2	1.23	.419
ources of initial capital	553	1	4	2.09	1.106
Experience in social media	553	1	4	2.42	1.024
Intensity of usage	553	1	4	2.01	.690
Internal Motivational factors	553	1.00	5.00	3.3119	.88086
External Motivational Factors	553	1.00	5.00	3.2399	.96534
Impact of Covid-19	552	1.00	5.00	2.9565	.75338
Valid N (listwise)	552				

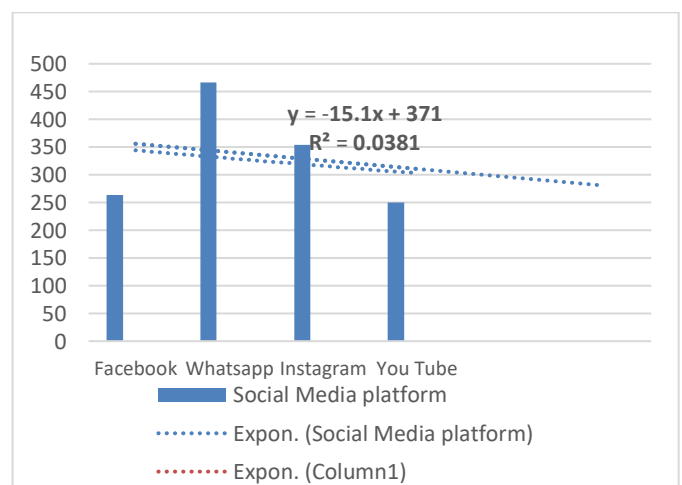
Table 7.1 represents the descriptive statistics for demographic variables (age, educational qualification, marital status, annual income, nature of activity, year of establishment of business, type of ownership & sources of initial capital) of the respondents. This table also represents the descriptive statistics of main characteristics variables (Intensity of usage of social media, Internal motivational factors, External motivational factors and impact of covid-19) used to measure the impact of these on adoption of social media and digital marketing by women entrepreneur to enhance and develop their business in NCR region. The mean value of variable is given in this table.

The success of any primary data based research depends on the reliability and validity of the instruments/variable scale used in the questionnaire to get the required response from the sample respondents, so in order to test the reliability of variable scales, used in the questionnaire, Cronbach's alpha statistics (Cronbach, 1971) is calculated and shown in the Table:7.2

Variable	Number of Items	Cronbach's Alpha
Internal Motivational Factors	17	0.950
External Motivational Factors	3	0.759
Covid-19 Factors	7	0.803

The values for Internal and External Motivational factors & Covid-19 factors are 0.950, 0.759 and 0.803 are more than 0.7 which is acceptable.

In order to study the impact of usage of social media applications and digital marketing, R2 was calculated (Graph-1). But, in the study researcher have been find out very low significance of social media and digital marketing of women entrepreneurs. May be due to less awareness of women entrepreneurs and they don't know how to use of apps for the marketing purposes.



Graph-7.1

Impact of motivational factors on the adoption of social media and digital marketing by women entrepreneur

Year of establishment of business clearly depicts that the more motivation women entrepreneurs are getting through adoption of social media and digital marketing. For this purpose, motivational factors have been categorized into two categories i.e., Internal factors and External factors. The One-Way ANOVA test statistics conducted which compares the means of one or more groups based on one independent variable (or factor).

The most important assumption of One-Way ANOVA is that the variances amongst the groups must be similar. The table -7.3 shows the Levene’s test of homogeneity of variances, which tests the hypothesis of similar variances. The Levene’s test statistics is not significant since the p-value is less than 5% level of significance value of 0.05. Therefore, the assumption of homogeneity of variance is not met (except covid-19). So to further analyse equal variance assumption of one-way Anova, the robust tests of equality of means is reported in Table-7.5

		Levene Statistic	df1	df2	Sig.
Internal_MF	Mean	5.716	3	549	<.001
	Median	3.926	3	549	.009
	Median and with adjusted df	3.926	3	532	.009
	Trimmed mean	5.411	3	549	.001
External_MF	Mean	2.728	3	549	.043
	Median	2.297	3	549	.077
	Median and with adjusted df	2.297	3	544	.077
	Trimmed mean	2.649	3	549	.048
Covid_19	Mean	1.102	3	548	.348
	Median	.844	3	548	.470
	Median and with adjusted df	.844	3	544	.470
	Trimmed mean	1.085	3	548	.355

Table-7.4 represents the output of Anova analysis and whether there is a statistically difference between the group means. For Internal Motivational the significance level is <0.001(p-value=<.001) which is below 0.05. Therefore, there is a statistically difference in the mean internal motivational factors between women entrepreneurs with different year of establishment of business. Similarly, impact of covid-19 on the adoption of social media and digital marketing is statistically different between the two categories. But external motivational factor is not statistically different between the two categories. We can see that the significance value of the external factors (p-value=0.056) is higher than 0.05. Therefore, there is no statistically significant difference in the external motivational factors on growing number of business establishments.

		Sum of Squares	df	Mean Square	F	Sig.
Internal Motivational Factors	Between Groups	14.228	3	4.743	6.288	<.001
	Within Groups	414.079	549	.754		
	Total	428.306	552			
External Motivational Factors	Between Groups	7.038	3	2.346	2.539	.056
	Within Groups	507.357	549	.924		
	Total	514.395	552			
Covid_19	Between Groups	5.357	3	1.786	3.183	.024
	Within Groups	307.380	548	.561		
	Total	312.736	551			

As per discussion in previous paragraph, there is a violation of the assumption of homogeneity of variances while determining the effect of internal & external motivation factors and impact of Covid -19 on the growing number of establishment of the businesses. This can be determining whether there were significant differences between the groups by using Welch test (see Table-7.5). Like the ANOVA Test, the significance value(p-value) is less than than 0.05 (except external motivational factors, p-value=0.056) thus are statistically significant differences between groups.

		Statistic	df1	df2	Sig.
Internal Motivational Factors	Welch	5.753	3	147.830	<.001
external Motivational Factors	Welch	2.580	3	149.168	.056
Impact of Covid-19	Welch	2.954	3	148.008	.035

a. Asymptotically F distributed.

8. CONCLUSION

In this study, it was find out that internal motivational factors play very important role in the increasing number of business establishments by women entrepreneurs. While External motivational factors like-are government schemes helpful for getting funds, importance of government support in learning digital marketing strategies and role of government in conducting awareness programmes regarding government schemes, respondents found that these factors don’t make any difference in the adoption level of social media and digital marketing.

The study reveals that the impact of Covid-19 on women owned business that it definitely leads to decline in the sale but for very short period of time and it gave them an opportunity to adopt social media and digital marketing

to give a boost to their business. It was found out that social media helped them to connect with their customers directly and get feedback immediately regarding their products and services. But again there is negative relationship between role of government in supporting of their business during Covid-19.

The study found that there are so many government schemes for women Entrepreneur but due to lack of awareness they are not able to avail them. Government is also considering the contribution made by women entrepreneurs in the socio-economic of the country. For this to encourage women entrepreneurs, NITI AAYOG launched 'Women Entrepreneurial and Innovation Cell', Mudra Micro loan scheme and mentorship to women entrepreneurs. But still there is lack of awareness regarding these schemes. In order to this, government should conduct awareness programmes regarding schemes in schools and educational institutes. So that upcoming women entrepreneur could be aware of these schemes and could be motivated to have their own start-ups.

Due to global reach and flexibility in digital marketing leads to women entrepreneur to manage their business entirely on internet. It is also known as cost effective strategy because there is no involvement of any middle agent and this leads to direct contact between buyer and seller as well as low cost of the product which motivates buyer to shop online. Through whatsapp, Instagram and facebook etc, customer can easily connect with seller and seller can get immediate feedback of the product. This leads to make business communication more easy. It provides fastest means of executing financial transactions under digital marketing. Customers can make online payments effortlessly.

9. LIMITATIONS OF THE STUDY

This study is limited to only Delhi & N.C.R i.e., Noida, Faridabad and Gurugram and Sample Size also limited. Digital Marketing has so many tools. But this study has mainly limited to the one of the digital marketing strategies i.e Social Media. In order to have a more comprehensive study with a greater impact, the study may be further expanded to the other Metropolitan cities around the nation.

10. SUGGESTIONS

- Government should provide a platform for women entrepreneurs who owned micro and small businesses can get expert assistance for digital marketing strategies. Even leadership qualities and other features to become an entrepreneur should be inculcated in the curriculum itself at the very beginning stage. All kinds of necessary information regarding how to start their own ventures should be made available on single portal
- Government should conduct awareness programmes on regular basis to make women entrepreneur regarding the existing schemes

especially available for them. So that they can make full utilization of those existing schemes.

- Government should provide the aid to the women entrepreneurs networking groups so that those groups can conduct networking sessions on regular basis. It will give opportunity to small business owned women entrepreneurs to connect with networking groups and can do business in the targeted groups.
- Government should recognize the women entrepreneurs work on regular basis, it will give motivation to the women to have their own start-ups and business.
- So that a greater number of women entrepreneurs may actively participate in entrepreneurial activities and become entrepreneurs, even entrance and exit primarily SME's should be loosened and made simple for women entrepreneurs.

In the present scenario, there is a need of adoption of digital marketing tools to boost comprehensive business since it may result in business across all religions, castes, geographical locations, genders, etc. This will definitely help in growing in the number of new ventures which is the ultimate purpose of our government to promote "Make In India".

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