

The Usage Of Digital Media Among Young Women Entrepreneurs

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Abstract - It is a study on the Usage of Digital Media among Young Women Entrepreneurs. This study helps in understanding the young women entrepreneurs' usage towards digital media for their businesses. The study is based on a survey of the women from Hyderabad city between the age group of 18- 29 years old. A self-administered questionnaire distributed to over 100 women entrepreneurs in Hyderabad to achieve the set aim of the study. The study reveals that the usage of Digital Media is largely influencing young women entrepreneur's businesses. It has become a medium for them to showcase their product to the whole world in the comfort of their homes.

Index Terms - *Digital media, Social Media, Women entrepreneurs, Businesses, Motivational patterns, challenges, growth.*

I. INTRODUCTION (HEADING 1)

An entrepreneur is an individual who creates a new business, taking on risks and enjoying rewards. Women entrepreneurs are women who initiate and run their own businesses. They have become increasingly prominent, with their percentage growing each year. Digital media products, such as smartphone apps and social media platforms, have become successful due to their engaging nature and ease of use. Building digital media products requires a diverse team with technical, artistic, and analytical skills.

Digital media platforms have enabled women entrepreneurs to find new job opportunities, expand their businesses, and reach new markets. They have become an essential tool for promoting businesses and exploiting social networks for marketing. The spread of digitization, including in rural areas, has opened doors for women entrepreneurs. Women's increased presence as entrepreneurs has led to economic growth and job creation. They have utilized digital media platforms to find business prospects and sales leads, even starting businesses from home. E-commerce platforms have allowed women to sell various products and expand their client reach. Digital media has empowered women entrepreneurs by providing access to resources and connecting them with customers and other entrepreneurs. It has made marketing more efficient, allowing direct interaction with customers and increased collaborations. Digital media and networking platforms support women entrepreneurs by enabling connections, offering training, and bridging the technical gap. Women entrepreneurs are making their mark in the business world, with digital media playing a crucial role in their success. It has provided them with opportunities for growth, networking, and direct customer engagement. By utilizing digital media platforms, women entrepreneurs are creating sustainable businesses and contributing to economic development.

II. LITERATURE SURVEY

Dr. S. Kadeswaran , Ms. D. Brindha ,Dr. R. Jayaseelan (2020), 'Social Media as a Gateway for Accelerating Women Empowerment.'

Aim of the study was to find out whether social media plays as a tool for women's empowerment in the 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 get in-depth information. From the study Author understands Social media provides women with an online space to express their options and share content related to their emotions and they are also sharing the ideas and tips over there so they felt it is a reliable source to get all information about how to become successful entrepreneurs and increase confidence, financial status, self-development.

Madhu Kumari (2020), 'Social Media And Women Empowerment.'

The study focuses on how social media is used to empower women and encourage the women entrepreneurs from rural and urban parts of India. From the study, the author understands that social media has become the agent of social change, which helped and supported women's empowerment and encouraged the women entrepreneurs from rural and urban parts of India.

Ms. Afsana Salam, Dr. Vengalarao Pachava (2021), ' The Rising Trends of Digitalization: A Case Study On Women Entrepreneurs in Bangalore.'

The study analyses that women entrepreneurs are strongly establishing the usefulness of digital platforms, usage of digitalization in the business was easy to learn, clear, understandable, to control or track the employee's performance, generate reports and overall their intention to use digital had ease and flexible experience for their business.

Shoba Gunarasa, Dr. Oo Yu Hock, Yeop Ali Dubi, (2021), ‘Success Factors of Women Entrepreneurs in the Digital Economy.’

This study has identified that almost all the exploratory variables, namely Technical Adaptability, Work-life Balance, Network Building, Access to information, and Cost Efficiency have a significant influence on the dependent variable, i.e. Entrepreneurial Opportunity. The biggest challenge while operating a business online through social media platforms despite the immense popularity of social media is aspiring entrepreneurial opportunity among women, however, the easy access and user-friendly features are making the market more competitive.

Ena Ahuja, Aruna Asaf Ali (2022), ‘Social media: Empowering Women Entrepreneurs.’

This paper dwells upon the increasing presence of women as entrepreneurs have led to the change in the demographic characteristics of business and economic growth of the country. Women-owned businesses enterprises are playing a prominent role in society, inspiring others and generating more employment opportunities in the country.

Ambar Sari Dewi (2022), ‘Investigating the Impact of Instagram on Women Entrepreneurs’ Empowerment.’

Using qualitative content analysis, the study categorized the content of text and visual data on social media, particularly Instagram owned and operated by women entrepreneurs. 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 and control them. The study author understands that women's empowerment is shown how the women entrepreneurs studied the use of social media. Social media contents on these two accounts are one of the ways for these women to actualize.

Mr. Jaysing Bhosale (2020), ‘Usage of Social Media Marketing for Small Business: A comparative analysis of various actions on Social Media.’

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 and analyses the reasons or actions that prompt consumers to follow or unfollow a particular Brand on social media. From the study, Authors say that businesses can adopt Social Media Analytics 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.

III. RESEARCH METHODOLOGY**AIMS AND OBJECTIVES:**

The aim of the study is “To understand the usage of digital media among women entrepreneurs in Hyderabad.” The objectives of the study are:

1. To study the motivational factors those encourage young women to start their own business.
2. To understand the challenges faced by young women entrepreneurs in online business.
3. To know the patterns of social media adopted by young women entrepreneurs.

AREA OF STUDY:

Keeping the objectives of the study in mind, the researcher chose 100 women entrepreneurs that use digital media for their business between the ages of 18-29 years living in Hyderabad.

LIMITATIONS OF THE STUDY:

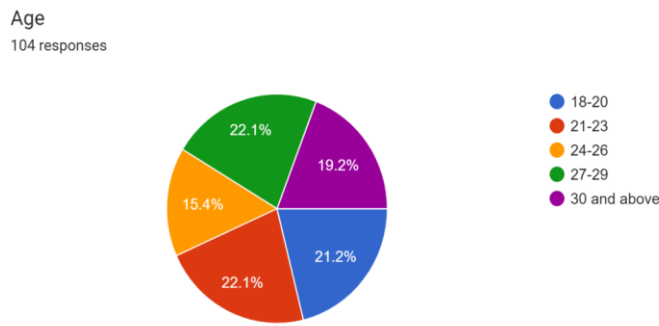
The study has been restricted to only 100 respondents belonging only from Hyderabad due to time constraint. This analysis shows quantitative methodology through a survey The Study on the usage of digital media by women entrepreneurs may require more in-depth interviews. For further research conducted on this topic, the limitation to the Age group and Regional areas can be avoided.

METHODS OF DATA COLLECTION

The study includes a survey with 39 questions and received a response from a small population of 100 women entrepreneurs residing in Hyderabad and belonging to the age groups 18 to 29 and above, who use digital media for their businesses. They took part in filling out the form that was circulated by the researcher online.

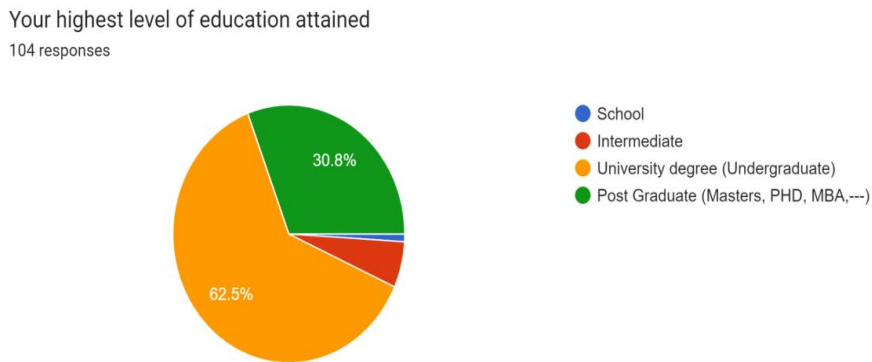
IV. DATA PRESENTATION AND ANALYSIS

Figure 1.1



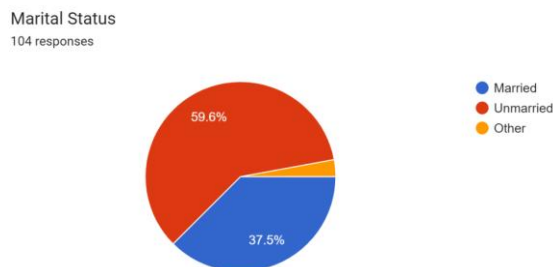
This study shows that the majority of the women entrepreneurs are of age 21-23 and 27-29 years old, which is 23, 22 of the entrepreneurs belong to the age group of 18-20 years, 20 of women entrepreneurs belong to age group 30 and above, lastly 16 are of 24-26 years old. .

Figure 1.2



This study shows that most (65) women entrepreneurs have attained their post graduation, 32 women entrepreneurs have completed their graduation and started their businesses, 6 of them have attained their intermediate and 1 of them attended school before starting a business.

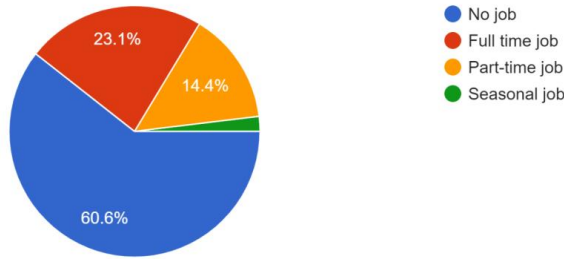
Figure 1.3



This study shows that 62 women entrepreneurs are unmarried and 30 of them are married and 3 of them belong to other category.

Figure 1.4

Currently, do you have any other job besides managing your own business?
104 responses

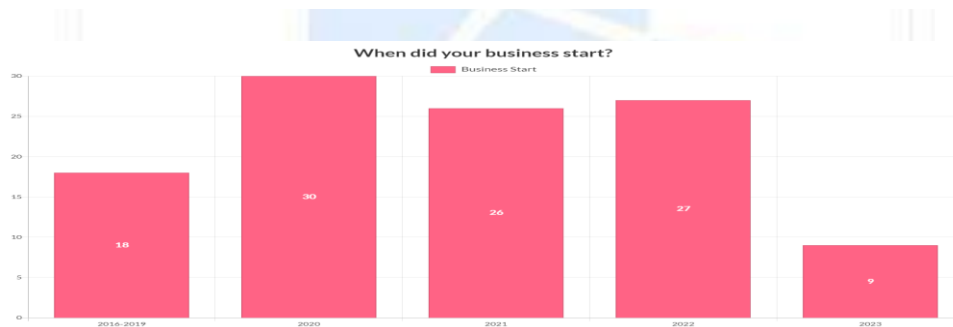


This study shows that 63 women entrepreneurs don't have another job and have their primary focus on their business, out of 104 respondents 24 of them have a full-time job along with their business, 15 of them do a part-time job and 2 of them do a seasonal.

Figure 1.5

When did this business start? (please insert year number)

104 responses

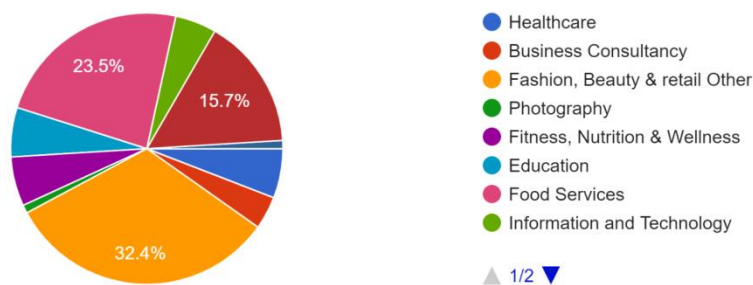


This study shows that out of 104 respondents, 20 of them started their business in 2020 and 17 of them started in 2022 and 16 of them in 2021, the rest started their business from 2009 to 2019.

Figure 1.6

To which sector do your products/service belong?

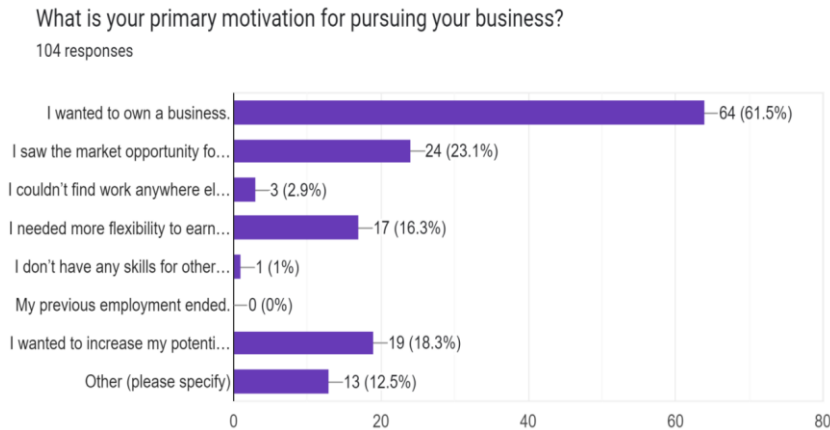
102 responses



The study shows that majority of the women entrepreneurs belong to fashion, beauty and retail businesses, 24 of them have food services company, 16 are into handcrafts and rest of them belong to healthcare (6), fitness,

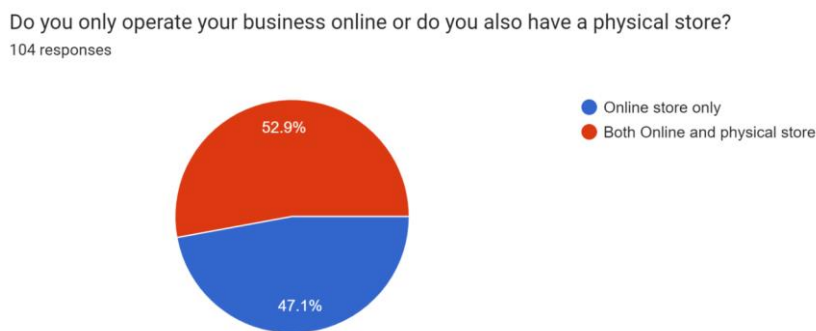
nutrition and wellness (6), Education (6), Information technology (5), photography (1) and lastly 10 of them belong to other category like construction, interiors, and a lot more.

Figure 1.7



The study shows that out of 104 women entrepreneurs, 64 of them wanted to own a business from the start, 24 of them saw a market opportunity and opened a business and 19 of them wanted to earn a higher income and started their business, 17 of them were looking for a flexible way to earn which was the primary motivation for them to start a business, and 14 of them have other reasons to start their business.

Figure 1.8



This study shows that out of 104 respondents, 55 of them have an online presence on websites or social media sites like Instagram, Facebook and WhatsApp, 49 of them have both physical and online presence.

Figure 1.9

In which year did this business make profits? (please insert year number)

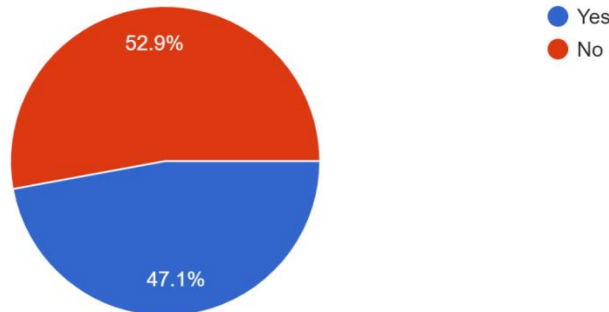
104 responses



This study shows that the majority of women entrepreneurs started making profits in the year 2022, 15 of them in 2021 and 11 of them in 2020. Only 8 of them saw profits in the year 2023. Few of them also didn't start making any profit whatsoever. Others have seen profits from 2004 to 2016.

Figure 2

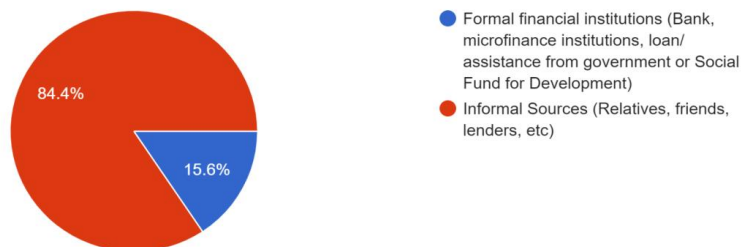
Did you seek financial help to start or support this business?
104 responses



The study shows that out of 104 women entrepreneurs, 55 of them didn't seek any sort of financial help and 49 of them took financial support to start their business.

Figure 2.1

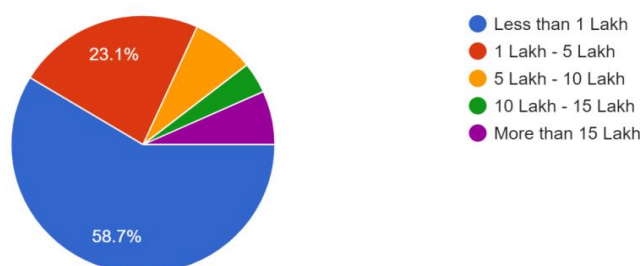
Where were these funds borrowed from?
96 responses



The study shows that out of 49 entrepreneurs who sought funds, the majority (83) of them took funds from informal sources i.e., friends, family and relatives and 15 of them took out formal funds from banks, microfinance institutions, loans, etc.)

Figure 2.2

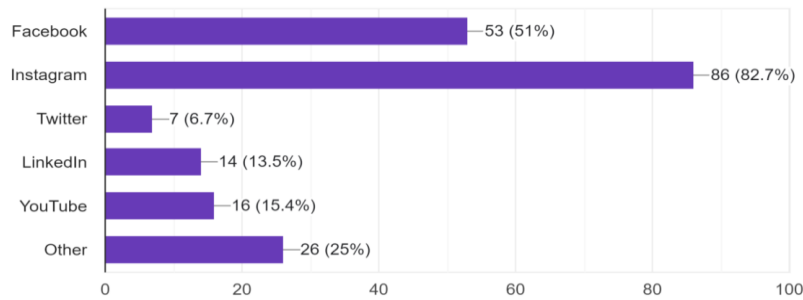
How much business revenue did you receive through social media on an yearly basis.
104 responses



This study shows that 61 of the respondents received less than 1 lakh revenue from social media and 24 of them received 1 Lakh - 5 Lakh and 8 of them received from a range of 5 Lakh - 10 Lakh and 7 of them in between over 15 Lakh and 4 of them from 10 Lakh - 15 Lakh.

Figure 2.3

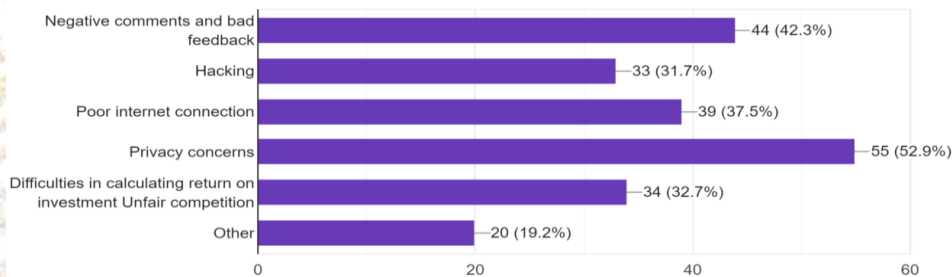
Which of the following social media platforms do you mostly used to run your business? (Choose up to 3)
104 responses



This study shows that the majority (86) of them use Instagram to run their business and 53 of them use Facebook and 26 of them use others like Amazon, Flipkart, WhatsApp and 16 of them YouTube and 14 of them use LinkedIn and 7 of them use Twitter.

Figure 2.4

Which of the following unpleasant sides of social media have you ever coped with? (Choose up to 3 options)
104 responses

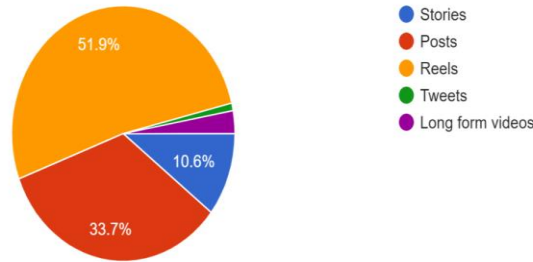


The study shows that the (55) majority of women entrepreneurs out of 100 find privacy concerns as a challenge or an unpleasant side of social media. The second unpleasant side is negative comments and bad feedback(33). Other unpleasant sides were Hacking, Poor internet connection, delayed payments and people disturbing at odd hours.

Figure 2.5

Which form of media has been more beneficial to you?

104 responses

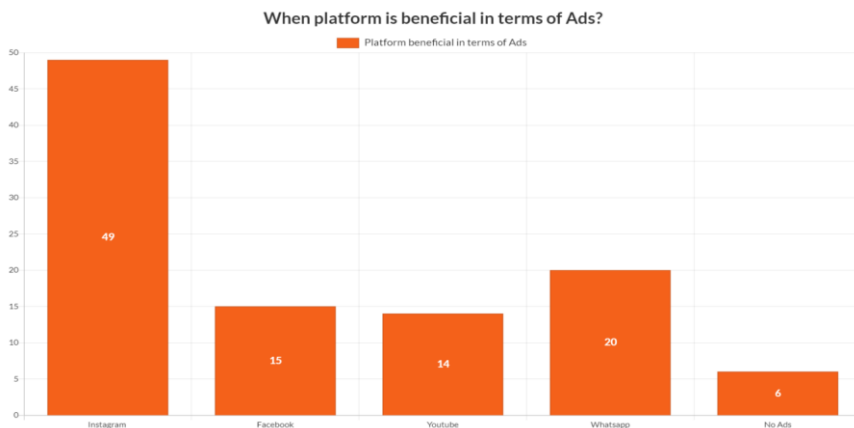


The study has shown for the majority of women entrepreneurs reels(54) has been a most beneficial form of media. Out of 100, 35 women entrepreneurs find posts to be the second beneficial media form. The least beneficial in the study is the long form videos.

Figure 2.6

Which platform is the most beneficial in terms of ads?

104 responses

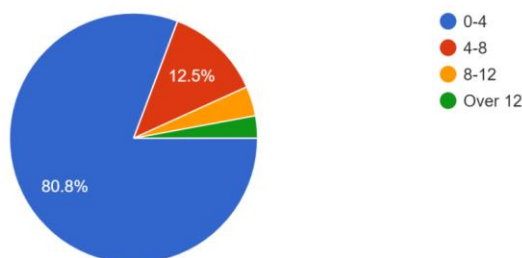


The study shows out of 100 entrepreneurs the majority(49) of entrepreneurs agree that Instagram is the most beneficial in terms of ads. The second beneficial platform is WhatsApp (20) and the least beneficial is No ads.

Figure 2.7

What is the frequency of your posts daily.?

104 responses

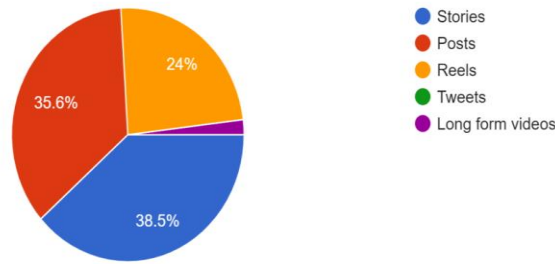


The study shows that out among 100 entrepreneurs, 84 respondents (majority) post at the frequency of 0 - 4 on a daily basis. The least was the frequency of over 12 posts.

Figure 2.8

What sorts of posts do you mostly post daily?

104 responses

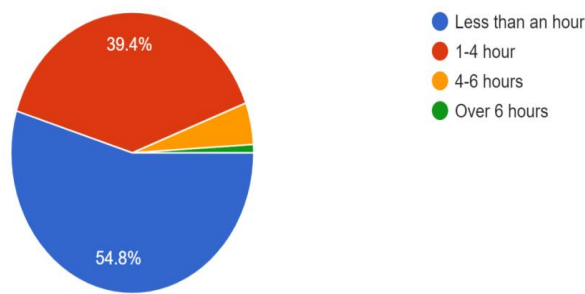


The study shows that the highest sorts of posts for the entrepreneurs among 100 respondents was stories(40). The second major was posts, 37 respondents which help them develop more brand awareness in terms of daily basis. The least beneficial is long form videos.

Figure 2.9

How much time do you take on social media to craft your messages and posts?

104 responses

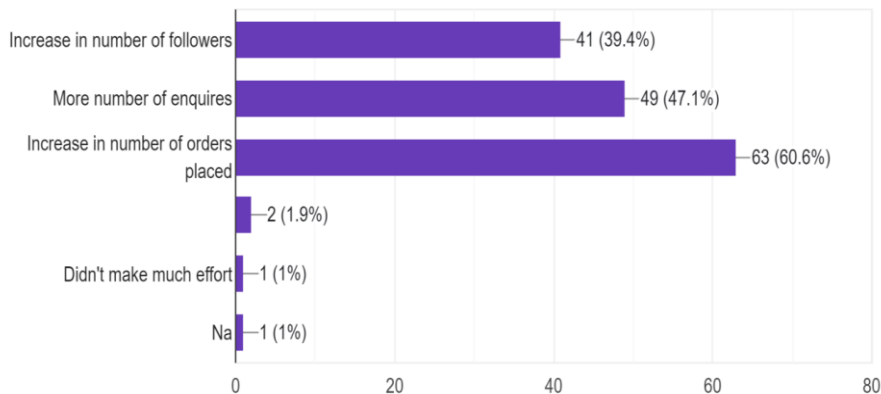


The study depicts that the majority(57) of these entrepreneurs take less than an hour to craft messages and posts and 41 of them take 1 to 4 hours to craft posts and messages.

Figure 3.0

How do you measure the success of your social media marketing efforts.?

104 responses

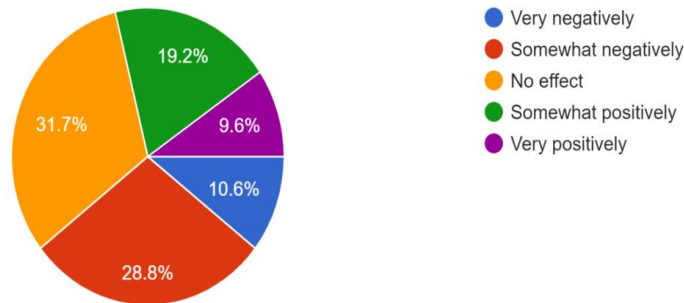


The study shows that out of 100 entrepreneurs, the majority 60.6% measure the success of increase in the numbers of orders placed. The second is the number of followers(47.1%) and the number of followers(39.4%). The least of the success was that I didn't make much effort and no effort.

Figure 3.1

To what extent is the COVID-19/corona virus affecting your business?

104 responses

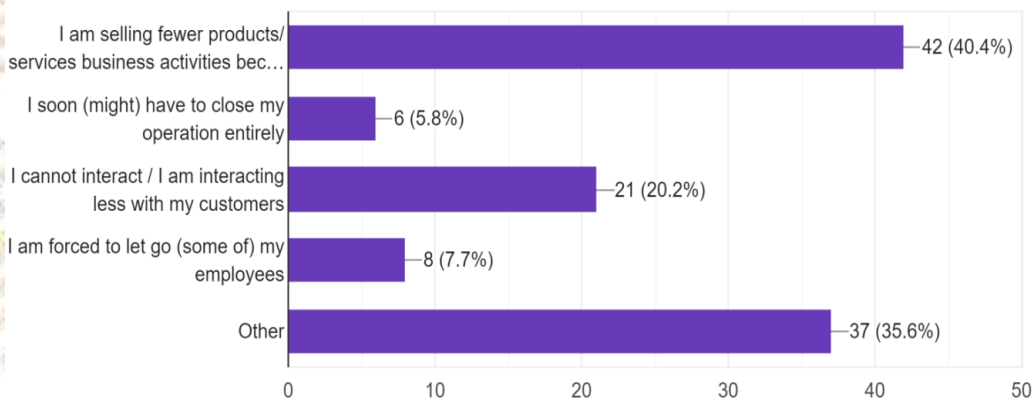


The study shows that out of 100 women entrepreneurs the majority, 33 respondents, have no effect of Covid - 19 on their business. There is a balance between the very negative and very positive effects of Covid - 19.

Figure 3.2

Which of the following statements related to the immediate effect COVID-19/coronavirus is applicable to your situation?

104 responses



The study shows majority 40.4% “I am selling fewer products/services business activities because my care-giving duties increased” relate to the statement on the immediate effect of COVID-19. The other responses from the entrepreneurs were that it Covid -19 had no effect on their business, led them to get more followers, queries and more orders.

V. Summary and Conclusion

Through a careful analysis of the data, the study has revealed key insights into the research problem, and these findings have important implications for our understanding of the subject matter. The major findings of the research study represent the most significant results that have been obtained.

Based on the conducted study, it can be observed that a significant proportion of young women entrepreneurs are in the age groups of 21-23 and 27-29 years. Additionally, the data collected indicates that 62.5% of these entrepreneurs had completed undergraduate education before starting their business. In terms of the business platform, the study revealed that the majority (60.6%) of the entrepreneurs had no job and had a primary focus on their business.

Furthermore, it was found that the majority (32.4%) of women started their business in the Fashion or Beauty category, and 52.9% of them chose online platforms as the mode of starting their business.

Regarding financial operations, the study showed that 52.9% of women entrepreneurs started their business with no financial help, while those who did receive financial aid had gone through informal sources like friends, family, or relatives (84.4%). The payment mode used by these entrepreneurs for their business was majorly through UPI. It was also found that the majority (58.7%) of the entrepreneurs earned less than a lakh through social media on a yearly basis.

The study also shed light on the impact of COVID-19 on women entrepreneurs, showing that 31.7% of them had no effect, while 28.8% had somewhat negative effects. Only 19.2% of women entrepreneurs experienced a positive effect due to the pandemic. The primary motivation for women entrepreneurs to start their business was their ambition to own a business (61.5%), and many saw the market opportunity for a profitable business (23.1%). Batch content helped 51 respondents out of 100 to work efficiently and manage time between their work and family, while 46 respondents out of 100 agreed that family members support more while running a home-based business.

In terms of digital media patterns, the study revealed that social media helps build a community and is easier to spread information, with 51 out of 100 respondents agreeing with this statement. Moreover, it is easier to promote products on social media than traditional media. Out of 100 respondents, 44 responded to all DMs and were always active, while 34 believed in consistently posting every day on social media. Influencer marketing is a big part of their strategy. However, the study also identified various challenges in using social media, such as growing competition, content copying, hacking, fake reviews, and changes in algorithms.

Overall, the impact of Digital Media usage on the success of women's businesses has been positive. As per one of the respondents, social media has provided women with the luxury of operating a business and creating profits right in the comfort of their homes, especially females from older generations and limited access to the markets. Hence, the use of social media platforms and tools by women entrepreneurs is a positive and progressive step. It has enabled women to work comfortably and enjoy their businesses on their own terms, and has given them the platform to sell their ideas, teach, and work without any loss. Women entrepreneurs who embrace social media will undoubtedly continue to reap the benefits and achieve success in their venture.

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