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## Social Media Usage by Entrepreneurs – A review paper

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### Abstract

This paper aims to build a review of the literature on the field of Entrepreneurs in business. This literature review will provide an archive of past research points and methodologies related to the studies of the reach and engagement that affect the use of social media for entrepreneurs to explore, analyse and develop a clear understanding of the different research topics and methodologies implemented in published articles. The paper also tries to understand the researches done on Women Entrepreneurs and try to find a research gap combining the two phenomena.

**Keyword:** Entrepreneurs, Social Media Advertising, Social Media.

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### Introduction

Women Entrepreneurship in India has been uplifted in recent years. There have been numerous problems faced by Women to overcome and place themselves equal in a society dominated by men. Women were not given a platform where they could do business and also carry out the responsibilities that the Indian society puts upon a woman. (Siddiqui, 2012)

Women Entrepreneurs are defined as “the women or a group of women who initiate, organize and operate a business enterprise”. (Kaushik, 2012)

Social media has changed the marketing mix and the way businesses advertise and market their products/services. Social media is used to engage with customers, spread awareness about product availability, information on offers, and consumer purchase decisions also take place on social media. (Kumar et al., 2016)

### Research Methodology

This research has been carried with a qualitative longitudinal approach. This study has helped in understanding the varied literature available and the gap that exists in the chosen topic.

### Research Scope

The Scope of the research is to study literature in the areas of Social Media Usage by the business owner, companies, and brands as well as to understand the studies carried out on Women Entrepreneurs.

## Objectives

1. To find the variables of Usage of Social Media.
2. To examine which demographics, theories, research methodology, and geographical areas have been covered, used, found, or worked upon in past studies.
3. Issues emerging from past studies.

## Literature Review

### Women Entrepreneurs

India's entrepreneurship history is closely connected with its ethos, tradition, and beliefs which have given shape to its ecosystem, and hence it has advanced with those societal shared values and beliefs as the entrepreneurial foundation in the country (Rizvi, A. F., & Gupta, 2009).

With the advancement in the country Women in India have also been changing with times and developing entrepreneurial skills especially in the changes in socio-cultural norms of the country. India's democracy has stated equal rights to men and women, despite that it still has a patriarchal sentiment attached to it. With special entrepreneurship in view, it is considered as something that is a male prerogative. (Rincy V. Mathew and N. Panchanatham, 2012). These aspects made women entrepreneurs not being able to create their enterprises and be independent. Thus making it a very recent occurrence that is acceptable in society (Dileepkumar, 2006; Khanka, 1998). This scenario in the developed nations is extremely different and Women are rather considered an equal counterpart where entrepreneurial skills are considered (Blim, 2001; Parker, 2008; Zhang et al., 2009).

India as a developing country has numerous societal norms in the patriarchal society which do not enable women to do many things. Even though Women have a very high aptitude for leadership is generally hidden due to many constrictions of the social, political, and economic order (Nelasco, 2008). This also hinders the progress of extraordinary Women Entrepreneurs at an individual level in India.

With the changing times, the entrepreneurial ecosystem for Women has also changed and the age-old cultural and shared beliefs are challenged to give Women Entrepreneurs the opportunity. The success now depends upon the women entrepreneur's "imagination, vision, innovativeness and risk-taking ability" (Rincy V. Mathew and N. Panchanatham, 2012). Thus, not connected with the age-old obsolete norms of the past. Moreover, Women Entrepreneurs contribute a very important aspect in the local economies and a hefty chunk of micro-enterprises in the countries especially with developing economies (Kaushik, 2012).

The literature vividly has the presence of difficulties and challenges that Women Entrepreneurs have faced and overcome in respect to business (Nayyar et al., 2007) and society (Das, 2001; Kaushik, 2012).

To bring prosperity and growth Women Entrepreneurs now in recent times have become the driving force for welfare and also termed as the "rising star of the economies" in the developing nations (Singh, 2014)

When it comes to Women Entrepreneurs it becomes a battlefield because they need to cope with business demands as well as the societal, family, personal as well as household demands and needs. This leads to blatant Work-Life balance (Rincy V. Mathew and N. Panchanatham,

2012) problems arising. They face issues like “role overload, health maintenance problems, poor time management, dependent care issues and lack of sufficient support networks” (Rincy V. Mathew and N. Panchanatham, 2012).

The challenges of the business remain the same or even grow more for Women Entrepreneurs like the high cost of some business operations has a direct and negative relationship with the development of Women Entrepreneurs. Women Entrepreneurs even though have a high-risk taking capacity have to deal with family bias and notion e.g. when they wish to install new machinery for expansion, finance does not come easily from the family to women as compared to men (Siddiqui, 2012). With the societal norms in place even though Women with high-risk capacity become timid and doubt themselves with business and this leads to less courage and confidence.

Women have the courage, willpower, and potential to “setup, uphold and supervise their enterprise in a very systematic manner, appropriate support and encouragement from the society, family, the government can make these women entrepreneur a part of the mainstream of the national economy and they can contribute to the economic progress of India” (Singh, 2014).

With the Government's efforts in fields of education especially for girls, education has expanded their perspective and arose a desire to become an entrepreneur and broaden their horizon on the core of business being planning and growth (Ellis et al., 2007). Even though they start small but being independent is one way towards a better civilization for women to stand equal to men.

Women Entrepreneurs have received in recent years the fast-growing category of entrepreneurship which has resulted in them getting attention for varied researches in the academic front as well. Literature does advocate the significant involvement in entrepreneurial activities (Noguera et al., 2013) and economic development (Brush et al., 2017; Hechavarria et al., 2019) creating new jobs and taking up the economic condition into a lucrative position (Ayogu & Agu, 2015; Bahmani-Oskooee et al., 2013). Though the proportion of Women deciding to carry out an enterprise is less than their counterparts (Elam et al., 2019), and this variance increases as compared to the development of the country (Coduras & Autio, 2013).

### **Social Media Advertising and Entrepreneurs**

Social Media has become an integral part of the communication channel for every individual, brand, or company. (Kumar et al., 2016).

Investing in propagating a firm's/company's social media collaterals can substantially strengthen customer-firm relationships which will ultimately lead to a conclusive (Kumar et al., 2016) bearing on the revenue and profits of the enterprise.

While entrepreneurship and especially small business owners have provided avenues for development and taking into consideration the benefits of social media (Madra-Sawicka et al., 2020). Social Media does provide a platform for growth but until and unless it is used to its optimum it will lead to variable benefits. So, to make the most of the platforms an enterprise needs to capitalize on the presence it shows on Social Media (Nath, 2006).

On one hand, preparing a complete archive of the past publications in the field of Women Entrepreneurs will help in determining the different gaps in the literature and consequently help in directing future research in the field. On the other hand, as the theory in the field of Women Entrepreneurs is still in its infancy stage and yet not well established there is a need for having more well-established studies that can be considered as a step toward a theory-building in the field of Women Entrepreneurs. These well-established studies need to implement the most suitable methodology to the nature of Women Entrepreneurs. The current study aims to participate in achieving this objective by providing a clear picture about the methodological issues related to studies of Women Entrepreneur.

Facebook with the largest users has easy accessibility also giving users the power to express their content and beliefs (Parsons, 2013).

Facebook pages are maintained by Top brands so that they can have two-way communication and stay connected to users. (Lee et al., 2018).

Facebook works on the attitude-intent-behavior relationship in the context of social media sites (Rauniar et al., 2014).

When compared to advertising on traditional communications, online channels were observed to attract more traffic with the word of mouth that went around on Social Media (Pfeiffer & Zinnbauer, 2010). The way businesses use Social Media is not only because they have to be on Social Networking sites to be visible but rather has now changed to the different facets of business-like management, marketing, networking, and operations. (Rauniar et al., 2014)

There were days when phones were only used for calls but the advent of smartphones has made lives smart and it is rather more used widely to communicate via text messaging and media sharing on WhatsApp (Latiff & Safiee, 2015). Now WhatsApp is used for all kinds of commerce activities (Wally & Koshy, 2014).

Even though Instagram is considered to be the platform that serves branding activities the best but it needs to have a complimentary application that works as a supplement for the functions of Instagram (Vyas et al., 2020). Even though Instagram has all the features to communicate it lacks in the ease that WhatsApp provides to communicate once the client is interested in a purchase (Latiff & Safiee, 2015). WhatsApp becomes an important platform once the advertisement aspect is concluded and the purchase decision is to be considered by the customer with some additional information.

The reason Social Media has got a successful use by the firms and is increasing is because of the reach that Social Media gives them without the geographical boundaries and with the fact that it is very affordable to **reach** their audience without spending what traditional media would cost (Kumar et al., 2016).

With this unprecedented reach, it has become all the more important for firms to **engage** on Social Media and with their potential customer just with a click on their smartphones. The main reason engagement becomes very important is because that is a driving factor for sales

(Kumar et al., 2016). Engagement also leads to creating the Social Media version of Customer Relations as well and nurture it with time and content. (Kumar et al., 2016)

Since Social Media has become an integral part of the Integrated Marketing Communication channel it is all the more important for businesses to interact with their current prospective customer. The interaction on Social Media becomes specific and precise with younger generations because Social Media websites have been popular among them. This is a reason companies are taking the benefit to market the specific products and services understanding their audience (Gaber & Wright, 2014).

Social media can be defined as " a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010)

Social Media has sharing platforms which consist of social online networks(e.g. Facebook, Twitter, and LinkedIn)and multimedia sharing sites (e.g. YouTube, Instagram, and Flickr) (Heinriches et al., 2011) sharing their views, showing their lives, and reviewing products/serves and/or influencing people as well.

There have been occasions for growth and trials that the companies either advertising or branding on Social Media has to face because of the instant feedback they receive. The audience on Social Media is not the passive one who cannot do anything about a wrong message shared by a company which makes the recipient (audience) active and makes their voices heard. The marketing on Social Media is more customer-centric than where interaction or dialogue is possible between the audience and companies (Hutter et al., 2013)

Due to the characteristic of two-way communication, companies are benefitted from their audience when they can get feedback for their developmental stages of a product, advertising campaign, or even insights for market research (McAfee et al., 2011). While Social Media is used for the latter it also is very beneficial in "serving customers, listening to customers, monitoring customer feedback, encouraging dialogue, and establishing connection" (Nair, 2011)

### **Facebook**

The advancement of Social Media Sites has provoked advertisers and companies to understand advertising on Facebook and recognize the consumer attitude because of the reason Facebook being a widely accepted social media network worldwide especially with the Electronic-Word of Mouth that prevails on the Social Networking sites (Chu, 2009).

.According to research by the level of online engagement can be gauged by the content that the company posts and the ones that were found to be more engaging were posts that were informative, entertaining, or had some kind of benefit for the customer. Engagement leads to better e-WOM and that in turn yields better brand exposure which would then lead to better profits and credibility on the social media platforms (Chu, 2009; Cvijikj & Michahelles, 2013; Cvikikj & Michahelles, 2011; Dolan et al., 2019).

The advantage that Facebook as a platform has its interactivity since Facebook was the first to tap into this it became the first place where marketers advertised. Since research also found that engagement is something that ties together the efforts of marketers and the customers' expectation it was even more important to produce content which could engage and produce

a positive attitude and customer can contribute to the content that they are exposed to (Gaber & Wright, 2014).

Engagement on Social Media has taken over the need to just establishing a brand image that the customer knows, companies are more focused on the need to create a dialogue because the platforms work on a two-way communication model (Parsons, 2013).

### **Instagram**

Instagram as a particular platform has managed to attract more of the younger audience as a majority with a diverse demographic. (Salomon, 2013)

Facebook has more members in terms of the platform but when it comes to Instagram the active audience is more. This could also be termed as “Facebook Fatigue”. Literature shows that this can be because of the filtering that Facebook does to show content that the platforms want by filtering out the content. While on Instagram a user is exposed to whatever they wish to see from the accounts that they follow (Salomon, 2013).

Instagram has also become a learning tool for new businesses (Salomon, 2013).

Analytics has helped Instagram be a more user-friendly Social Media Platform for business because of the information that can be used by marketers to have better reach and engagement. (Salomon, 2013)

Social Media accounts have to be more responsive and need to have intriguing content, keeping up with the current trends (Phan, 2011).

It is recommended for companies on Instagram to be active and interesting to reach a wider audience (Kaplan & Haenlein, 2010)

Instagram makes it possible for a discussion between the company and customer which in turn gives a sense of belongingness with it (Bäckman, 2013).

Instagram not only gives a platform for a dialogue between the customer and brand/company but also provides a networking community for all the customers following the same account of the brand/company. This offers customers to share their experiences and this benefits the company when it is positive feedback working as a testimonial for them (Bäckman, 2013).

### **WhatsApp**

Instagram does work as an advertising platform creating buzz and exchange of information but it cannot work as an e-commerce website since it does not have those features and to supplement the platform of E-commerce on Social Media WhatsApp is widely used when it comes to communicating with the customers specifically for the small businesses (Latiff & Safiee, 2015).

WhatsApp is used for not used for mere communication but has become an integral channel for business process. It has become a resource for business information and cultivating strategic partnerships with buyers and sellers. It also works as marketing because sharing multimedia on WhatsApp is extremely easy with live video features (Naneetha, 2018).

Instagram gives analytical tools to make it easier for marketers to be updated on what kind of content that they post gets more likes or comments. When marketers miss out on using those analytical tools to their potential they also miss out on tapping what their customer wants from them and what kind of content is appreciated (Latiff & Safiee, 2015).



### Conclusion

Literature supports the fact that Social Media has become the New Marketing model for big companies/brands and also for SMEs.

The Role of Social media has increased from only an Information provider to more of a discussion generator platform.

Entrepreneurs are taking the most advantage of Social Media to reach a wide audience and engage with them. It is also very important in this process that Entrepreneurs make the most of what Social Media Platforms have to offer in terms of the ease they get through analytics and a better marketing campaign that can be done. Use analytics gives the businesses an idea about the audience and the content that they should create.

Women Entrepreneurs have indulged in a lot of unorganised sectors and working on their free will being independent with the advent of Social Media. Many countries have realized this and working on promoting Women Entrepreneurs and uplifting them. At the same time in a country like India where the businesses in the Household industry operate in residences, Women Entrepreneurs are increasing by the day.

There have been past studies identifying why Social Media was adopted for varied demographics but specifically for Women Entrepreneurs.

Usage of Social Media can be understood if it is been done to its full potential by the Importance that business is giving to Engagement, Reach and how optimally they can use the platform features that a Social Media Platform provides them with.<sup>91</sup>

The role of social media in the empowerment of women is a little-explored phenomenon(Ajjan et al., 2014)

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