

# Role and Impact of Online Media in Development of Women Entrepreneurship

**Pragya Bharti**

Research Scholar, Dept of Management Studies, Kanya Gurukul Campus,  
Gurukul Kangri, Haridwar (Uttarakhand) India.

## ABSTRACT

*In today's time, the online media is one of the main sources of communication. Media plays a very crucial role in the advertising activities of any business. It is a way of communicating with the customer about products and services. Today's women are no less than men and giving tough and healthy competition in every aspect. They play a very significant role in the development of society. Women Entrepreneurs contribute immensely to the economic growth of a nation. This paper attempts to find out the role and impact of online media in encouraging and consequently in the development of women entrepreneurship in India. The outcome of the study shows that how the women entrepreneur effectively uses online media to advertise their product and services and thus promote their businesses.*

**Key Words:** Media, Women Entrepreneurship, Online, Advertisement, Social Media

## I INTRODUCTION

We live in a current age, where everything happens online Advertisement is one of the main activities of a business; the success of any business is largely depending upon the impactful promotion. Media plays a very important role in promotion. Media can classify into two categories one is traditional and the second is social or online media. Online media helps the business to increase their customer base and promote their product on a very large scale with the investment of very little amount.

Women Entrepreneurs are defined as a group of women who initiate, organize and operate a business or enterprise. The Government of India has defined women enterprises as — “an enterprise owned and controlled by women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the women”. There has also been a promising increase in the number of women entrepreneurs that are stepping into the entrepreneurship world in the form of small home-grown businesses, most of which have succeeded despite the pandemic. Much of this expansion and growth can be endorsed by social media.

Indian women never had an easy path to enter entrepreneurship and become financially independent. Traditionally, they have been discouraged from working or starting their independent businesses. But today's women are finding success by starting micro businesses that largely depend on and are influenced by various online tools like online media. Women entrepreneurs of India mainly depend on the different online media platforms for promotion.

## II OBJECTIVES AND METHODOLOGY

### (a) Objectives

- (i) To determine the role of online media on women's entrepreneurship in India
- (ii) To analyze the impact of online media on women entrepreneurship.

**(b) Methodology-** The present research is explanatory and based on an extensive study of secondary data. The data were collected from various published and online sources.

## III REVIEW OF LITERATURE

Merza, Z. (2019). The outcomes of this research showed that multi-channel, trust, and accessibility of social media have a positive effect on women entrepreneurship. Beninger, S., Ajjan, H., Mostafa, R. B., & Crittenden, V. L. (2016). The findings show that social media has an overall positive impact on the professional and personal lives of women entrepreneurs. Sarfaraz et al., 2014 suggests that woman can play a significant role in the economic development. Ajjan et al. (2014) theorized that social media should increase the control of a woman over her life and the choices she makes. Ukpere, C. L., Slabbert, A. D., & Ukpere, W. I. (2014) stated that both formal and informal businesses owned by women, adopt social media platforms to grow their communities as a medium to connect and get review and feedback about product or services from their current and new customers. Due to the current revolutionary digital era, large numbers of women are being encouraged to adopt and operate on social media platforms to take advantage of it (Johnson-Elie, 2013). Ramadani et al., (2013), stated that in developing countries, women entrepreneurship represents an important part of economic growth and

plays a significant role in generating productive work and income, reducing poverty, and promoting gender equality. Constantinidis (2011) reported that women who perceived themselves as a prominent part of 'women entrepreneurs' consider Facebook as a useful tool that helps to balance between networking and their family life. These social media networks do not depend on any physical infrastructure and are easily accessible to a large segment of the population (Elder and Rashid, 2009). According to Kotler, (2005), New-age proactive women entrepreneurs are adopting social network marketing to market their goods/services and expand and develop their businesses.

#### IV ROLE AND IMPACT OF ONLINE MEDIA IN DEVELOPMENT OF WOMEN ENTREPRENEURSHIP

The popularity and easy access of social media platforms give great opportunities for women who are interested to work independently and have the potential to do things differently. The proper use of social media helps women entrepreneurs to getting connected with like-minded female businesswomen of all worlds. It also gives new dimensions to their creativity, prospects, and business. Online media allow to these techno-savvy women entrepreneurs to discover various available options to empowering and financially independent themselves. Through the different online mediums, entrepreneurs can reach a large number of customers in very little time. Last year approx. 163 million women commenced various business and become a women entrepreneur

#### V IMPORTANCE OF ONLINE MEDIA

Online media come as a blessing for a woman, who thinks differently, has a mind filled with various amazing business ideas, and are interested in work independently and become financially well. Below are the few reasons in which the use of online media has benefited women entrepreneurship and making women entrepreneurs economically independent.

- (a) **Advertising:** The first and one of the important benefits of online or social media is that it is very cost-effective. These online media platforms help these businesswomen to target their new and existing customers without expanding heavy amounts on the advertisement. For this many social media platforms offer various low-cost advertising programs.
- (b) **Less Capital:** Huge investment and large infrastructure to start a business or for promotion are not necessary all the time. These social sites provide a platform for all talented women to use their skills and execute their business idea with very less or no investment.
- (c) **Work from Home:** Sometimes the situations and circumstances are not favorable for the aspirant's business-minded women. Here online medium work as a savior and provide a great opportunity for women to work from home. They don't have to left home and can perform all of their personal and professional responsibilities by sitting at home.
- (d) **Direct Communication with Customer:** With the help of proper access to online media various purpose of business-like, marketing, advertising, and promoting, etc. can perform simultaneously. Direct communication with the customer is another benefit of online media. Customers can directly give their feedback, query, complaint, and review about the product or services that are necessary to improve and develop any business. It also allows to the entrepreneurs to give respond to their customers quickly. Great customer service is very helpful in gaining loyal customers and maintaining long-term customer relationships.
- (e) **Research and Data:** Today everyone knows the importance of data; social media gives a complete advantage to entrepreneurs by using collective customer information and be updated about their competition.
- (f) **Trend tracking:** Current time is very much relying on the internet and trending. Anything can become a sensation and gain immense popularity in just a minute if the trend on various social platforms. Online media play an important role in business is to keep up with the latest trends, Hashtags, keywords, and other trends that are easy to monitor on social media.
- (g) **Skill Development:** Some social sites also provide different training and learning courses that are available to everyone mostly free of cost or sometimes with affordable fees. This is very helpful to the female to learn new skills or polish and improve their creativity and business idea. This gives the confidence to homemaker women to become independent and financially stable.
  - **Below are some statistics of online media platforms that are mostly used by women entrepreneurs for their business purpose:**
    - Facebook – 97%
    - Instagram – 90%
    - Pinterest – 80%
    - YouTube – 75%
    - Twitter – 69%
    - LinkedIn – 67%
    - Snapchat – 45%

## VI WOMEN ENTREPRENEURSHIP STATUS IN INDIA

Report 2018-19 (Government of India, Ministry of Micro, Small and Medium Enterprises) is given below:

The data relating to the status of women entrepreneurship in India (as presented in the Annual

**Table 1**  
**Percentage Distribution of Enterprises in rural and urban areas. (Male/ Female ownership category wise)**

Sector	Male	Female	All
Rural	77.76	22.24	100
Urban	81.58	18.42	100
<b>All</b>	<b>79.63</b>	<b>20.37</b>	<b>100</b>

Source – Annual Report 2018-19 (Government of India, Ministry of Micro, Small and Medium Enterprises)

**Table 2**  
**Percentage distribution of Enterprises by Male/Female Owners**

Category	Male	Female	All
Micro	79.56	20.44	100
Small	94.74	5.26	100
Medium	97.33	2.67	100
<b>All</b>	<b>79.63</b>	<b>20.37</b>	<b>100</b>

Source – Annual Report 2018-19 (Government of India, Ministry of Micro, Small and Medium Enterprises)

**Table 3**  
**State-wise Distribution of Proprietary MSMEs By Gender of Owners (NSS73<sup>rd</sup> Round)**

Sl. No.	State/UTs	Male	Female	All	Share of State among All MSMEs with Male Owners (%)	Share of State among All MSMEs with Female Owners (%)
1	West Bengal	5583138	2901324	8484462	11.52	23.42
2	Tamil Nadu	3441489	1285263	4726752	7.10	10.37
3	Telangana	1459622	972424	2432046	3.01	7.85
4	Karnataka	2684469	936905	3621374	5.54	7.56
5	Uttar Pradesh	8010932	862796	8873728	16.53	6.96
6	Andhra Pradesh	2160318	838033	2998351	4.46	6.76
7	Gujarat	2375858	826640	3202499	4.90	6.67
8	Maharashtra	3798339	801197	4599536	7.84	6.47
9	Kerala	1647853	495962	2143816	3.40	4.00
10	Rajasthan	2261127	380007	2641134	4.67	3.07
11	Madhya Pradesh	2275251	370427	2645678	4.70	2.99

12	Jharkhand	1250953	310388	1561341	2.58	2.51
13	Odisha	1567395	295460	1862856	3.24	2.38
14	Punjab	1183871	224185	1408056	2.44	1.81
15	Bihar	3239698	168347	3408044	6.69	1.36
16	Haryana	831645	98309	929953	1.72	0.79
17	Delhi	827234	86742	913977	1.71	0.70
18	Manipur	86383	86604	172987	0.18	0.70
19	Jammu & Kashmir	624056	74785	698841	1.29	0.60
20	Chhattisgarh	727203	71201	798403	1.50	0.57
21	Assam	1128411	66665	1195076	2.33	0.54
22	Himachal Pradesh	329595	50368	379963	0.68	0.41
23	Meghalaya	72191	39462	111653	0.15	0.32
24	Tripura	179169	28042	207212	0.37	0.23
25	Puducherry	65350	27072	92422	0.13	0.22
26	Uttarakhand	380000	20964	400964	0.78	0.17
27	Nagaland	65778	20865	86643	0.14	0.17
28	Mizoram	20439	13698	34137	0.04	0.11
29	Goa	57133	10815	67948	0.12	0.09
30	Arunachal Pradesh	16153	6274	22427	0.03	0.05
31	Chandigarh	44321	5560	49881	0.09	0.04
32	Sikkim	20880	5036	25916	0.04	0.04
33	A & N Islands	14302	4026	18328	0.03	0.03
34	Dadra & Nagar Haveli	12900	2629	15529	0.03	0.02
35	Daman & Diu	5880	1560	7441	0.01	0.01
36	Lakshadweep	1384	488	1872	0.00	0.00
37	<b>ALL</b>	<b>48450722</b>	<b>12390523</b>	<b>60841245</b>	<b>100.00</b>	<b>100.00</b>
Source – Annual Report 2018-19 (Government of India, Ministry of Micro, Small and Medium Enterprises)						

## VII CONCLUSION

Women's entrepreneurship is a key part of any country to achieve their economic and societal growth. Despite constituting around half of the total population in India, the participation of women in business is very minimal. Generally, the men are more involved in business and have more exposure to new age media i.e. various social sites. But now the

women also recognising the importance of social media in business. They are now constantly searching for various available new technologies for better understanding and running of their businesses. The easy access and lenient working condition of online media encourage women to become financially independent, explore their ideas and knowledge. The perfect use of online media helps women entrepreneurs to explore new opportunity, grow their

network, learn and share their knowledge and skills, become independent, and improve their professional as well as their personal and social life. Now the women entrepreneurs are proving the fact that “Profits do not differentiate between men and women”.

## REFERENCES

- [1] Merza, Z. (2019). The Role and Importance of Social Media on Women Entrepreneurship. Available at SSRN 3408414.
- [2] Dastourian, B., Kawamorita Kesim, H., Seyyed Amiri, N., & Moradi, S. (2017). Women entrepreneurship: effect of social capital, innovation and market knowledge. *AD-minister*, (30), 115-130.
- [3] Mack, E. A., Marie-Pierre, L., & Redican, K. (2017). Entrepreneurs’ use of internet and social media applications. *Telecommunications Policy*, 41(2), 120-139.
- [4] Beninger, S., Ajjan, H., Mostafa, R. B., & Crittenden, V. L. (2016). A road to empowerment: social media use by women entrepreneurs in Egypt. *International Journal of Entrepreneurship and Small Business*, 27(2-3), 308-332.
- [5] Ajjan, H., Beninger, S., Mostafa, R., & Crittenden, V. L. (2014). Empowering women entrepreneurs in emerging economies: A conceptual model. *Organizations and Markets in Emerging Economies*, 5(1), 16-30.
- [6] Sarfaraz, L., Faghih, N., & Majd, A. A. (2014). The relationship between women entrepreneurship and gender equality. *Journal of Global Entrepreneurship Research*, 4(1), 1-11.
- [7] Ukpere, C. L., Slabbert, A. D., & Ukpere, W. I. (2014). Rising trend in social media usage by women entrepreneurs across the globe to unlock their potentials for business success. *Mediterranean Journal of Social Sciences*, 5(10), 551-551.
- [8] Ramadani, V., Gërguri, S., Dana, L. P., & Tašaminova, T. (2013). Women entrepreneurs in the Republic of Macedonia: waiting for directions. *International Journal of Entrepreneurship and Small Business*, 19(1), 95-121.
- [9] Dominick, J. (2011). *The dynamics of mass communication: Media in the digital age* (11th edition). New York: McGraw-Hill
- [10] Watson, J & Hill, A. (2006). *Dictionary of Media and Communication Studies* (7th edition) London: Hodder Arnold
- [11] Hoag, A. (2005). *Media, Democracy and Entrepreneurship: Evidence and Theory for Public Policy*, refereed paper, Babson-Kauffman Entrepreneurship Research Conference, Wellesley, MA, June 9.
- [12] Audretsch, D.B. (2002). The dynamic role of small firms: Evidence from the U.S. *Small Business Economics* 18, 13-40
- [13] D’Cruz., N. K. (2003), *Constraints on Women Entrepreneurship Development in Kerala: An Analysis of Familial, Social and Psychological Dimensions*. Thiruvananthapuram, India, Centre for Development Studies
- [14] Lalitha, I. (1991), *Women entrepreneurs challenges and strategies*, Frederich, Ebert Stiftung, New Delhi.
- [15] *Social Media and the Woman Entrepreneur* (2020, December 19). Accessed on 26-03-2021 <https://www.entrepreneur.com/article/362021>
- [16] *Impact of Social Media on Women Entrepreneurship* Accessed on 26-03-2021 <https://www.empoweress.in/resources-for-women/impact-of-social-media-on-women-entrepreneurship/>