_____

A STUDY OF USE OF SOCIAL MEDIA FOR BUSINESS BY WOMEN ENTREPRENEUR: A SPECIAL REFERENCE TO WHATSAPP

Dr. Sunil Uttamrao Suryawanshi
Associate Professor, Department of Commerce, Swami Vivekanand Senior College, Mantha.
_____

ABSTRACT :

    Information and communication technologies (ICTs) have been increasinglypromoted as a key solution for comprehensive development, poverty eradicationand the empowerment of historically disadvantaged groups, such aswomen and minorities. Women constitute around half of the total world population. They are, therefore regarded as the better half of the society. In traditional societies they were confined to the four walls of houses performing household activities. In modern societies they have come out of the four walls to participate in all sorts of activities. The global evidences buttress that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. Now they have started their own business with help of social media and run successfully from their home. Therefore while discussing on entrepreneurial development it seems in the fitness of the context to study about the development of women entrepreneurs in the country.

KEYWORDS : *Information and communication technologies (ICTs), empowerment of historically.*

INTRODUCTION

    Women entrepreneurs may be defined as a "Woman or a group of women who initiate, organize and run a business enterprise". Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise.Normally, women entrepreneurship is found in the extension of their kitchen activities, mainly in preparing commercially the 3"P"s namely, Pickles, Papads and Powder. Few of them venture into services industry relating to hospitality, catering, educational services, consultation or public relations, beauty clinics, etc. but nowadays women can started their business with home by using their smartphone and social media apps like Instagram, Facebook and whatsApp. For many years now, Information and Communication Technologies (ICTs) such asmobile phones have become widespread in rural and low-income communities. Thishas resulted in positive beliefs about the potential role of mobile phones in bringingabout significant societal transformations which could include the promotion of genderequality and women's empowerment.

OBJECTIVE & RESEARCH METHODOLOGY

    Present paper is try to attempt the find out role of WhatsApp in business run by the women from their home. For present study the both primary and secondary data was collected. The main focus of the study on primary data so the 30 respondent engaged in Business on WhatsApp were choose by the

_____

_____

researcher and interviewed them with structured questioner and analyze the collected data with simple statistical tool like percentage method.

SOCIAL MEDIA

Social media is considered to comprise of websites and applications that are utilized via deviceswhich include cell phones, laptops and tablets. Social media allows users to post and sharecontent including text, photos, links and videos, all as means of communicating with others. Social media provide platforms that are used for communication between friends, relatives andcompanies, creating spaces for virtual, social and professional interaction across a vast rangeof sites; these include Facebook, WhatsApp, LinkedIn, YouTube, Pinterest, and Instagram. Social mediaplatforms aid a wide spectrum of purposes; it encompasses social communication, business,marketing, advertising, banking, acquiring information and entertainment (Malin, 2014). Mostsocial media applications and websites are free to use, apart from other costs such as the datadownloading and subscription fees for some social media applications. These applicationsfacilitate freedom of communication and expression. Moreover, users are able to disseminateonline content and communicate almost instantly with others thousands of miles away. Withjust a few clicks and a decent internet connection, a businessman traveling in Hong Kong isable, for example, to speak with his family in the USA, via platforms such as Skype.

SOCIAL MEDIA IN BUSINESS

In the contemporary digital world, many websites and mobile phone applications are used forcommunication, commercial purposes and for social connections. Online social networkingsites and applications created to improve social connections between friends and relatives werenot initially intended for business functionality (apart from the websites/applicationsthemselves). However, it was soon understood that social media could serve as viable andeffective platforms for business purposes. Increasingly, international and domesticcorporations and entrepreneurs are using social media sites and mobile phone applications toadvance their businesses. Today, Facebook, Instagram, LinkedIn, Twitter and YouTube are themost widely-known social media sites and mobile phone applications being used for businessactivity. Social media sites and mobile phone applications like those aforementioned have completelyrevolutionized communication between users worldwide. In addition, online social media applications have transformed marketing, advertising, public relations and a wide range ofother commercial purposes

SOCIAL MEDIA MARKETING - BENEFITS

Advertising has evolved in line with the digital shift in recent years and uses newcommunication technologies to reach target audiences online.As social media is an alternative for expensive and time consuming marketingcampaigns small businesses have utilized it well. Itis a very effectivetechnique in tracking consumer behaviour, which helps to identify new marketing strategies. Along with building brand awareness social media gives thebrands more credibility as it enhances brand image. Last but not least, the mostessential benefit is creating a communication bridge between the brands and thecustomers.

WHATSAPP

WhatsApp Messenger is a freeware, traverse IP (VoIP) administration possessed by Facebook. It enables clients to send instant messages and voice messages, make voice and video calls, and offer pictures, records, client areas, and other media. WhatsApp's customer application keeps running on cell phones, but at the same time is open from Windows and Mac work stations, as long as the client's cell phone stays associated with the Internet while they utilize the work area application. The administration expects clients to give a standard cell versatile number for enlisting with the administration. Clients could initially discuss just with people or casual gatherings on WhatsApp, yet in January 2018, WhatsApp discharged an independent business application focused at entrepreneurs, called WhatsApp Business, to enable

_____

organizations to speak with clients who utilize the standard WhatsApp client.WhatsApp Business is an allowed to download application, and was worked considering the entrepreneur. With the application, organizations can communicate with clients effectively by utilizing instruments to computerize, sort, and rapidly react to messages.

RESULTS & FINDINGS

The distribution of the respondent by their education and marital status the table no 1 shows that maximum 80% women are married however 73.33% women are graduate. It is concluded that the Married women are more interested to do the business from their home with help of WhatsApp.

Table No. 1: Distribution of Respondent by their education and marital status

Education / Marital Status	SSC	HSC	Graduate	Post Graduate	Total
Married	02	03	18	01	24
Single	00	01	04	01	06
Total	02	04	22	02	30

Table No. 2: Distribution of Respondent by their business type

Business Type	No of Respondent	Percentage
Clothing and Handlooms	18	60.00%
All type Beauty Products	04	13.33%
Beauty Parlor Service	01	03.34%
Vestige/ Oriflame Products	04	13.33%
Home need Products	03	10.00%
Total	30	100.00%

Table No. 3: Distribution of Respondent by reason for choosing WhatsApp as a marketing tool

Reason	No of Respondent	Percentage
Inexpensive	22	73.33%
Userfriendly	28	93.33%
Socialprestige	19	63.33%
Free ofRegulation	25	83.33%
Betterexposure(widely)	30	100.00%

Table No. 4: Distribution of Respondent by their experience in this business

Reason	No of Respondent	Percentage
Less than 1 year	11	36.67%
1 years	08	26.67%
2 years	06	20.00%
3 years	04	13.33%
More than 3 years	01	03.33%
Total	30	100. 00%

_____

Table No. 5: Distribution of Respondent by their income form this business (Per Month)

Reason	No of Respondent	Percentage
<`1000	05	16.67%
`1000 to `2000	07	23.33%
`2000 to `4000	14	46.67%
`4000 to `7000	03	10.00%
>`7000	01	03.33%
Total	**30**	**100. 00%**

Table No. 5: Distribution of Respondent by problem faced by them

Reason	No of Respondent	Percentage
Poor Network & Internet	26	86.67%
Cancelation of order	12	40.00%
Mobile Hang problem	25	83.33%
Can to fulfill all enquiries	15	50.00%
Other Problem and Work Life	12	40.00%

CONCLUSION

The study has found that WhatsApp was efficiently used by womenentrepreneurs, especially for home-based businesses. Numerous marketing strategieswere created to ensure brand awareness and customer engagement. The mosthighlighted feature of WhatsApp was the fact that it is in-expensive and user friendly, aswell as providing high exposure for the products. The basic idea of relying onrelatives and friends. It also provides women the privacy they need without mixing with strangers,especially from the opposite sex, and this allows them to practice their business freelywithout any social pressures. Several interesting cultural facets were revealed duringthe study and the researchers hope to pursue this further. It could also be extended toa larger cohort. Use of WhatsApp by male businessmen could also be explored. Itwould be interesting to replicate the study after an interval of time as the social mediatrends change constantly and more applications can emerge while others candisappear.

REFERENCE

- Abdou, E, Fahmy, A, Greenwald, D, Nelson, J (2012). Social entrepreneurship in the Middle East. Towards sustainable development for the next generation. https://www.brookings.edu/wpcontent/uploads/2016/06/04_social_entrepreneurship.pdf. Accessed 22 August 2016.
- AlghAamdi, E. & Reilly, D. (2013). Social Media Based Business in Saudi Arabia. In Dalhousie Computer Science In-House Conference (DCSI) (pp. 1-3). Nova Scotia: Dalhousie University.Retrieved from http://dcsi.cs.dal.ca/DCSI2013/proceedings/files/paper10.pdf
- Dr. R. Radhikadevi& N. Soundarya (2016). E-Commerce-Tool of Women Empowerment. International journal of Advanced Scientific Research & Development, pp 353-359.
- www.academia.edu/A Study on Status of Women Entrepreneur in E-Commerce Environment in India.
- www.conferenceworld.in/women-empowerment-through-cyber-entrepreneurship:implications-through- caselets
- Al Tenaiji, A &Cader, Y 2010, "Social Media Marketing in the UAE', European, Mediterranean & Middle Eastern Conference on Information Systems 2010", viewed 25 April 2014,

_____

_____

http://www.academia.edu/1180767/SOCIAL_MEDIA_MARKETING_IN_THE_UAE

- Dubai School Of Government, 2011, "Role of Social Media in Arab Women's Empowerment", Arab Social Media Report, November Vol. 1, No. 3, viewed 25 April 2014, http://www.arabsocialmediareport.com/UserManagement/PDF/ASMR%20Report%203.pdf
- Hopkins, J, Turner, J, 2012, "The New Rules of Social Media: Go Mobile", John Wily& sons, Inc., Hoboken, New Jersey.

_____