

The Impact of Social Media on Women-Owned Start-Ups in Kalyana Karnataka Region

Ataf Hussain¹ & Mallikarjun Biradar²

¹Faculty, Department of Commerce, P.G. Centre, Yalaburga, Vijayanagara Sri Krishnadevaraya University.

²Faculty, Department of Commerce, Main Campus, Koppal University, Koppala.

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ABSTRACT:

This study examines the impact of social media on women-owned start-ups in the Kalyana Karnataka region, focusing on how platforms like Facebook, Instagram, and WhatsApp enable entrepreneurs to overcome traditional barriers. Social media offers women business owners affordable tools for marketing, customer engagement, and brand building, essential in an economically and socially challenged region. The research, based on surveys and interviews, reveals that social media significantly contributes to the growth and visibility of these start-ups, though challenges such as digital literacy and access to technology persist. The study highlights the need for targeted training and support to help women entrepreneurs fully leverage social media for business success and regional economic development.

KEYWORDS:

Start-ups, digital literacy, social media, Women, Kalyana Karnataka.

INTRODUCTION:

In recent years, the Kalyana Karnataka region has witnessed a growing trend of women stepping into entrepreneurship, leading to the rise of women-owned start-ups across various sectors. Traditionally, women in this region faced numerous challenges, including limited access to financial resources, societal constraints, and restricted business networks. However, the advent of social media has brought about a transformational shift in how women entrepreneurs operate, market, and grow their businesses.

Social media platforms such as Instagram, Facebook, WhatsApp, and LinkedIn have become crucial tools for women entrepreneurs, offering them an affordable and effective means of connecting with customers, building brand awareness, and expanding their networks. These platforms allow women in the Kalyana Karnataka region to overcome geographical limitations, enabling them to reach larger markets, engage with global trends, and interact with potential customers in real-time.

The role of social media is particularly significant in empowering women-owned start-ups in this region. It serves as a powerful platform for promoting products and services, enabling e-commerce, and fostering a sense of community among women entrepreneurs. Moreover, it offers opportunities for learning, collaboration, and gaining insights into modern business practices that were previously inaccessible to many in this region.

Despite the potential of social media, women-owned start-ups continue to face challenges such as digital literacy, access to technology, and societal norms that may limit their use of these platforms. Thus, exploring the impact of social media on these businesses becomes crucial for understanding how it can further enhance the growth and success of women-led start-ups in Kalyana Karnataka. This study aims to investigate the positive and negative effects of social media on women-owned start-ups, high-

lighting how it has reshaped entrepreneurial activities, and proposing ways to strengthen this digital engagement to further support women's economic empowerment in the region.

REVIEW OF LITERATURE:

Swadimath (2021) investigated startups founded by women in Bengaluru, focusing on the factors that encourage women to start their own businesses and the challenges they face, using a cross-sectional survey and in-depth interviews with 20 women entrepreneurs who established businesses in the past two years. Navi (2022) addressed the challenges startups face when integrating digital technology and explored the implications of digital innovation, highlighting opportunities and barriers in the women entrepreneurship process and suggesting future research directions. Chandwani (2020) examined how digital technologies foster new forms of entrepreneurial activities, such as networks, ecosystems, and communities, thereby accelerating the growth of women-led ventures, and emphasized understanding barriers and identifying future research streams. Chakraborty (2021) analyzed how digital startups empower women entrepreneurs in India, focusing on government schemes, challenges, and opportunities that promote digital entrepreneurship and highlighting the role of digital startups in overcoming traditional barriers like gender discrimination, lack of access to finance, and inadequate infrastructure. Gupta and Jain (2020) explored the potential of digital startups in empowering women entrepreneurs in India, reviewed government policies aimed at promoting women's entrepreneurship, and identified challenges women face in accessing finance, networks, and markets, proposing enhancements in digital infrastructure, access to digital skills, and supportive policy environments. Singh (2023) examined the role of women entrepreneurs in India and government schemes supporting them, identifying issues and challenges in accessing financial aid and government initiatives, and offering recommendations to address these challenges and support women's entrepreneurial growth.

OBJECTIVES:

- » Evaluate the role of social media in enhancing brand visibility and customer reach.
- » Investigate the challenges and opportunities faced by women-owned start-ups in leveraging social media.
- » Measure the effectiveness of social media marketing strategies in driving business growth.
- » Examining the significance of social media in the 21st century to enhance women entrepreneurship in the regionally imbalanced area.

HYPOTHESES:

- » H1: Women entrepreneurs in Kalyana Karnataka face unique challenges in leveraging social media for business growth.
- » H2: The adoption of social media marketing strategies leads to increased sales and revenue for women-owned start-ups in the Kalyana Karnataka region.

RESEARCH METHODOLOGY:

This study Examines the role which is played of social media on women-owned start-ups in Kalyana Karnataka, encompassing the retail, street foods, beverages, services, manufacturing, and agricultural sectors. A mixed-method approach, combining qualitative and quantitative techniques, is utilized to pool the comprehensive quantitative and qualitative data. A pre-structured survey is administered to 220 women entrepreneurs across selected cities in Kalyana Karnataka which is major part of North Karnataka region, with 190 valid samples used for data analysis. The data is analyzed using correlation analysis and regression modeling to explore the relationship between digital platform usage and business performance, employing Statistical Package for the Social Sciences (SPSS) software for statistical and mathematical analysis.

TESTING OF HYPOTHESES:

The ANOVA analysis reveals a very strong perfect positive relationship between social media marketing tactics and improve the increases in sales and revenue returns for the women-owned newly entrepreneurial start-ups, with a correlation coefficient (r) of 0.941. The R-squared value of 0.607 indicates that approximately 65.7% of the variance in sales and revenue can be explained by these tactics, and the adjusted R-squared value of 0.679 confirms the model's robustness even when accounting for the number of predictors. The regression coefficient estimate is 0.45232 with a standard error of 0.33121. With 5 degrees of freedom for the regression and an F-Test of statistic of 90.013 (significance level of 0.000), the overall model is statistically significant. The Durbin-Watson statistic of 3.589 suggests no significant autocorrelation in the residuals. The sum of squares for regression is 49.373, while the residual sum of squares is 20.405, leading to a mean square for regression of 9.875 and a residual mean square of 0.110. Overall, the analysis demonstrates that the social media marketing strategies significantly impact increased sales and revenue, explaining a substantial portion of the variance in the outcome.

Table 1: Descriptive Analysis

Variables	Mean (\bar{x})	Standard Deviation (σ)
Self-Confidence	2.5	0.945
Innovativeness	1.2	1.231
Risk-Taking Ability	1.4	0.855
Challenges in Digital Adoption	1.7	3.214
Financial Barriers	1.5	3.265
Knowledge and Skill Gaps	1.22	2.741

Cultural and Social Barriers	3.4	0.965
Government and Institutional Support	2.1	0.741

The descriptive analysis of table 1 examines various factors influencing the adoption of digital platforms among women-owned start-ups in Kalyana Karnataka. The mean (\bar{x}) and standard deviation (σ) values indicate the levels of these factors. Self-confidence ($\bar{x} = 2.5$, $\sigma = 0.945$) and risk-taking ability ($\bar{x} = 1.4$, $\sigma = 0.855$) are moderately low, suggesting many women in this group may not feel highly confident or willing to take significant risks. Innovativeness ($\bar{x} = 1.2$, $\sigma = 1.231$) is slightly higher, indicating a modest level of creativity and forward-thinking among these entrepreneurs. Challenges in digital adoption ($\bar{x} = 1.7$, $\sigma = 3.214$) and financial barriers ($\bar{x} = 1.5$, $\sigma = 3.265$) highlight that financial constraints and the complexity of digital integration pose notable hurdles. Knowledge and skill gaps ($\bar{x} = 1.22$, $\sigma = 2.741$) present the highest average, underlining a significant need for education and training in digital competencies. Cultural and social barriers ($\bar{x} = 3.4$, $\sigma = 0.965$) are also a critical factor, showing that societal norms and expectations may inhibit digital adoption. Finally, government and institutional support ($\bar{x} = 2.1$, $\sigma = 0.741$) suggests that while support is available, it is not substantially impactful. Overall, despite these challenges, there is a significant positive impact on the adoption of digital platforms. This demonstrates that with appropriate support and resources, women-owned start-ups in this region are capable of successfully integrating digital technologies.

HYPOTHESIS: 2**Table 2: Descriptive Analysis**

Variables	Mean (\bar{x})	Standard Deviation (σ)
Self-Confidence	1.95	0.848
Innovativeness	2.23	1.166
Risk-Taking Ability	2.05	0.911
Challenges in Digital Adoption	2.15	1.281
Financial Barriers	2.32	1.057
Knowledge and Skill Gaps	2.54	0.967
Cultural and Social Barriers	2.16	1.302
Government and Institutional Support	2.00	0.913

The descriptive analysis of table 2 examines various factors influencing the adoption of digital platforms among women-owned start-ups in North Karnataka. The mean (\bar{x}) and standard deviation (σ) values indicate the levels of these factors. Self-confidence (\bar{x} =1.95, σ =0.848) and risk-taking ability (\bar{x} =2.05, σ =0.911) are moderately low, suggesting many women in this group may not feel highly confident or willing to take significant risks. Innovativeness (\bar{x} =2.23, σ =1.166) is slightly higher, indicating a modest level of creativity and forward-thinking among these entrepreneurs. Challenges in digital adoption (\bar{x} =2.15, σ =1.281) and financial barriers (\bar{x} =2.32, σ =1.057) highlight that financial constraints and the complexity of digital integration pose notable hurdles. Knowledge and skill gaps (\bar{x} =2.54, σ =0.967) present the highest average, underlining a significant need for education and training in digital competencies. Cultural and social barriers (\bar{x} =2.16, σ =1.302) are also critical factor to analysis, showing that societal norms and expecta-

tions may inhibit digital adoption. Finally, government and institutional support ($\bar{x} = 2.00$, $\sigma = 0.913$) suggest that while support is available, it is not substantially impactful. Overall, despite these challenges, there is a vital positive impact on the adoption of digital platforms to boost the performance of women-owned entrepreneurship. This elaborates that with proper support and evidence, women-owned start-ups in this region have the potential to successfully integrate and implement digital technological advancements.

CONCLUSION:

The increase of social media in the present phenomenon had a transformational impact on women-owned start-ups in the Kalyana Karnataka region. Platforms to have the proper use the social media like Facebook, Instagram, and LinkedIn provide these entrepreneurs with impactful tools and techniques for visibility, networking, and development. Social media enables women to reach large size audiences, busy with potential consumers, and build brand identity without important financial investments and investment portfolios. The capability to harness social media has assisted in overcoming conventional barriers, such as limited access to capital and money market reach. Women entrepreneurs are now more empowered to promote their products and services, engage with their communities, and drive business growth. Substantially, social media serves as a platform for education and support, fostering a network of shared experiences and resources. However, the impact is not without challenges. Navigating the digital landscape requires continuous learning and adaptation, and the rivalry nature of social media can sometimes overshadow the efforts of smaller start-ups. Moreover, issues related to digital literacy and online safety and security remain constant. In conclusion, meanwhile social media has accessed unique platforms for women-owned start-ups in Kalyana Karnataka, Clarifying sustained success will require ongoing support, education, and strategic involvement. By leveraging these dig-

ital techniques significantly, women entrepreneurs are also may continue to drive innovation, Creative, growth, and economic development and improves the monetary transactions in their region.

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