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Impact of Social Media in Women Entrepreneurship – Unlocking Potentials for Business Success

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Abstract

Today's era is the digital era and information is disseminated speedily through online social networks. Social media platforms are high in demand for business promotion and marketing as mass audience use this platform for their highly interactive feature. Social media is also becoming an influential tool for entrepreneurs. People are indulging in new business and in this information era, the entrepreneurs should extract the benefits from social media platforms to connect the audience to promote their goods, services or ideas. Social media is advantageous to consumers as it allows access to diversified markets and allows entrepreneurs in building a proper relationship with their client. It is a boon to business as it can elevate one's business by attracting customers, getting their reviews and thus building a customer loyalty. Acknowledging the active growth of the social media usage, it is required to study the importance of social networks in women entrepreneurship. Consequently, the purpose of this research is to examine how online social networks affect women's entrepreneurship, their perception of the factors that will influence entrepreneurship in social media along with its effect on the entrepreneurial activities led by women in food business and handloom business. Additionally, this study tries to comprehend how effective social media is as a tool for marketing and promotion as well as how it aids customers in making decisions about what to buy. The results revealed that social media influences women entrepreneurship and discusses their scopes and challenges while using the social media platforms for entrepreneurial activities. The study concludes that Facebook is the most opted platform for women indulging in business. Moreover, the authors have observed that there are challenges faced by women entrepreneurs such as negative comments using slangs, cyber bullying in the used online social media platforms.

Keywords: *Women Entrepreneurs, Social Networking Sites, Promotional tool, Entrepreneurship, Principal Component Analysis.*

1.0 Introduction

In the past two decades we have witnessed a radical transition in how business is managed and how individuals interact. Digital lifestyle is a part of our daily life now. Social media has transformed traditional ideas related to business and has been a bliss to many enterprises and organizations. This cyber environment facilitates individual profile construction, sharing contents and connecting members of the site by apps and groups found on the internet. Social networking sites allows audiences to connect to a social network, enhance and propagate relationships with anyone they want to. Users who bear benefits from using them tries to reach out to them for their need. The explosion in social

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media usage has made remarkable imprints on entrepreneurial practices. Social media enables women entrepreneurs to recognize entrepreneurial abilities and scopes through online selling. With minimal operation cost and online business through social media gets acclaimed and this encourages many women to start or run their business keeping intact their domestic responsibilities. Social networking sites are in high demand and the figures are continuously rising. According to Meta, Facebook now has 2.94 billion monthly active users with 1.96 billion daily active users. The users are visiting at least one of the Facebook's products which includes Facebook, Instagram, WhatsApp and Messenger. In the three months before April 2022, there were an additional 24 million Facebook users monthly, which represents an increase in the total user base. Moreover, as social networking sites needs a strong emphasis on user engagement and interaction, users are the key factor and crucial for the success of any website or group or digital content. Individual behaviour of using social networking sites can be explained from different theoretical approaches. Social media is oxygen in everyone's life. The digital technology and free, interactive online platforms have changed the way how information travels and the direction of people's communication. Rapid expansion of technology has impressed users in no time such as consumers and business managers.

In this present study two business has been considered. They are food business and handloom business. The Indian food industry is rapidly growing and is foreseeing high potential and wider customer base with the help of online food delivery options. The handloom sector is also an emerging sector gaining government's utmost importance. A total of 31.45 lakh families were involved in handloom production according to the Fourth All India Handloom Census.

2.0 Literature Review

According to Sicat (2007), women entrepreneurs are generally of two types where one belongs to low income households and are forced to generate income for the sake of the basic needs of the family known as subsistence entrepreneur. The second type is where the women is career oriented, outgoing and thriving towards self-actualization known as growth entrepreneur. The economic emancipation of women is now greatly aided by their business acumen and has a specific contribution in both family and society. In business, social networks can be used for communication with many such as communication with consumers, partners, target customers, suppliers, employees, etc as profile creation and maintaining is easy using social networks.

Social networks are a convenient platform for women micro entrepreneurs to advertise and market their goods, services while making use of the mobile technology in making payment to the client or for banking. This is quick and easy because all it requires is a smart phone and minimum knowledge to operate that. The mobile has itself become a medium and all social networking platform can be accessed with the aid of internet. Another benefit of social media in venture is the convergence of professionals working in divergent areas. Business entrepreneur or people related to business organisation can receive consultations and information on different aspects related to the business whether it is related to taxation, financial concerns, management issues or anything. It is necessary to take in account of the expert opinion as the technological environment is changing and means of communication has geared up[18].

Web 2.0 has enabled Consumer Generated Content (CGC) and it can be used for innovative purposely by outsourcing the product development from their customers. Business owners allow clients to comment on and rate the goods they produce[5]. Women entrepreneurs make prompt decisions based on accurate data and information made possible by mobile phones[9]. Social capital and networking are significant factors in women's business[1]. Women entrepreneurs throughout the world are developing numerous platforms for training and mentoring. This has led to network building with government officials and other important officials in the field. Entrepreneurial women have a right to benefit from technology. This right entitles them to access different markets and different business cultures[19]. All of these have made it possible for female business owners to actively speculate about the potential of their enterprises in global business environments[19]. Globally, women entrepreneurs are the first to grasp new social media platforms and will successfully use the platform and the associated tools to their own advantage[23].

Earlier majority of the entrepreneurial start ups were concentrated in urban areas[8] and now it has sprung up in rural areas as well[10]. Only 20% of India's 63 million MSMEs are owned by women, according to the MSME Ministry's Annual Report 2020–21. India has a large disproportionate percentage of small businesses held by women. Advent of social media has undoubtedly opened up avenues for women[15]. They have encouraged start ups on social media, and usage of the platform to raise the existing business through creating networks of customers[7]. Many researchers have pointed out that social media has paved newer ways of networking and establishing business. Some benefits drawn out from the researcher's findings reflected the relationship between women entrepreneurs and social media[12,23]. There has been a surge in academic interest in women entrepreneurs, but there have been few studies looking at how women add to entrepreneurship, the problems they faced during their own online ventures and also how social media has sped up women entrepreneurship, particularly in West Bengal.

3.0 Research Question

Recognizing the value of social media for women entrepreneurs, the following is the research question. How social media has merged in the lives of women entrepreneurs and how it has impacted on entrepreneurial behaviours in women entrepreneurs?

3.1 Objectives of the study

1. To interpret the influence (positively or negatively) of social media and the entrepreneurial behaviours of the women entrepreneurs.
2. To propose strategies for maintaining a sustainable business growth in future.
3. To propose strategies in minimizing gap between consumer's expectation and social media's performance to enhance efficacy and helping consumer in their buying and decision making.

4.0 Methodology

The study is descriptive in nature and is based on both primary and secondary data. Primary data for this research was collected through focus group discussions and questionnaires. Focus group discussion was done with 10 women entrepreneurs and questionnaires were distributed to 100 women entrepreneurs from Kolkata and North 24 parganas, West Bengal. Using the snowball sampling method, women business owners were chosen. Women entrepreneurs who promote their products through social media and use social networking sites for their business were considered. A close ended questionnaire was designed to analyse the impact and effect of social media, social networking sites and entrepreneurial activities. The questionnaire also included ten independent variables influencing women entrepreneurship in social media and was measured on a five-point Likert scale items. Factor analysis was done through SPSS, version 22. It is used to identify the factors that influences women entrepreneurship in food sector and handloom sector through social media. Respondents demographic data was also collected. Focus group discussion was also conducted for in-depth study. To cater to the privacy of the participants, each respondent was numbered R1, R2, R3, R4, R5, R6, R7, R8, R9 and R10. All the responses were recorded with due permission without violating the personal interest and privacy.

Secondary data was collected from various reports, news articles, research paper published in different journals and magazines.

5.0 Analysis and Findings

5.1 Social networking habits and Entrepreneurship perception

The questionnaire collected the background information of the women entrepreneurs and their perception on entrepreneurial activities, catering to social networking habits, their daily span of activeness on social media, idea on entrepreneurship, customer relation management and the significance of social media on entrepreneurial activities. Respondent's age show that 27 women entrepreneurs were between age 20-30, 34 women entrepreneurs were between age 31-40, 24 women entrepreneurs were between age 41-50, and 15 women entrepreneurs were between age 51-60 and above.

However, during the focus group discussion respondents also stated that YouTube is also used for the business purpose.

5.2 Entrepreneurial Aspects on Social Media

Responses from questionnaire and Focus group discussion reveal that they remain active on social media for various reasons. The reasons stated were to receive updated

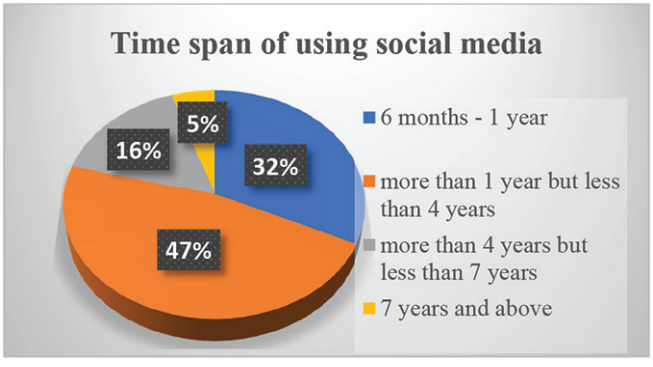


Figure 1: Time span of the establishment of the business in social media

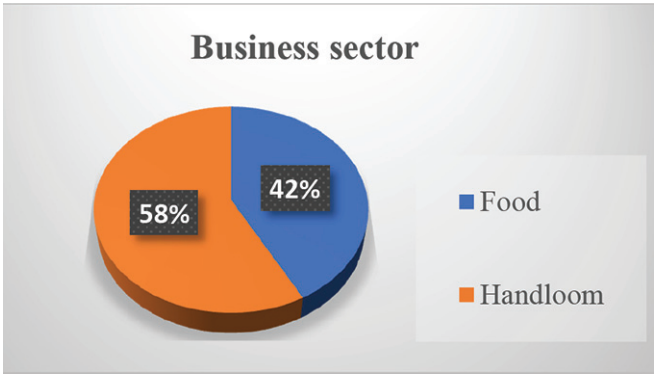


Figure 2: Type of business they own

information, client communication, promoting content, interaction with probable and existing customer. However, during the Focus group discussion everybody stated their preferred platforms were Facebook and WhatsApp due to their popularity.

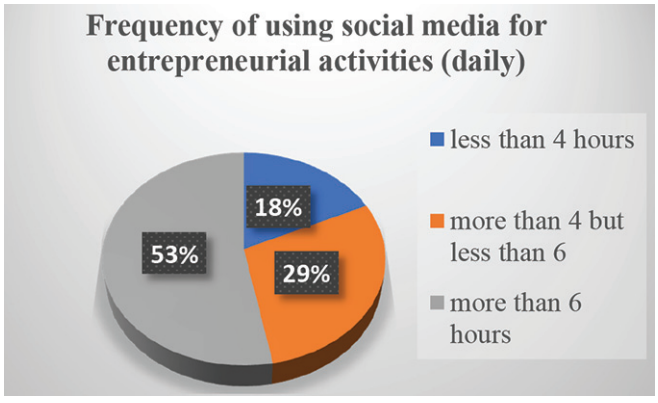


Figure 3: Frequency of using social media in entrepreneurial activities

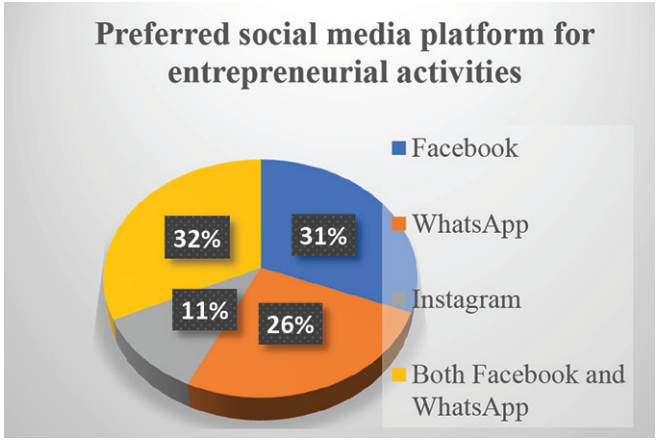


Figure 4: Preferred social media platform for entrepreneurial activities

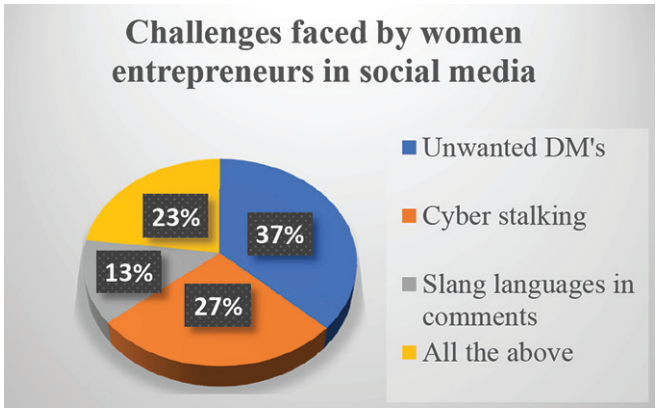


Figure 5: Challenges faced by women entrepreneurs in social media

Respondents of Focus group discussion have also recognised the importance of social media in entrepreneurial ventures. All of the participants in the Eocus group discussion have used social media for the business purpose and they considered social media as a crucial instrument for marketing and business promotion.

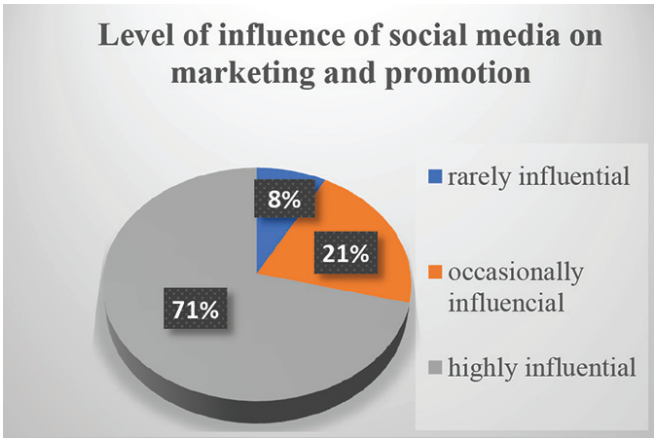


Figure 6: Level of influence of Social Media on Marketing and Promotion

5.2.1 Social media as a marketing and promotional tool

Excerpts of the Respondents' opinion

R5: "... Social networking sites are a powerful marketing tool. I would not be doing business if there was no social media. Being a mother, I need to equally concentrate on my family and children. It would have been impossible for me to gather consumers for my product through door to door promotion or in any other way. Social media is the foundation and a blessing to my business."

R3: "... Being an entrepreneur, I market and advocate for my goods on social media. Facebook and WhatsApp are an effective platform to target your audience. I get many responses from the advertised video or photo of products. I get more purchase request on WhatsApp. Having an account in multiple social networking sites help me to promote and share my product on various platforms this reaching out to a large number of audiences."

R8: "... Social networking sites are a perfect platform for mass promotion. With the aid of making a content viral in no time, this platform gives me the opportunity to reach out to a larger audience at one go. With this, I have gained a marketplace and now can generate leads thus giving my business a chance to grow."

5.2.2 Information Gathering and Exchange

Excerpts of the Respondents' opinion

R1: "... Since so many organisations have official Facebook profiles and pages, Facebook is my leading choice

for information gathering. I follow several organisation's page to remain updated. These official accounts provide me facts. I also follow many economist's personal accounts and go through their commentaries. Their elucidation on government policies on any trade or any enterprise helps me to make organisational decisions."

R2: "... One of the prime perks of social media is one could get information from relevant authorities and could gather different interpretations on the required schemes and policies. With the aid of professional counsel from specialists, business owners can make wise decisions. It is crucial to critically interpret the policies for the survival of the business and its growth."

5.2.3 Customer Relationship Management

Excerpts of the Respondents' opinion

R4: "... Women are capable enough to maintain social ties and can embrace a community-based outlook. I use social media to reach out to many customers and to perceive their needs. My existing and my potential customers, both are very important to me and my business. Customers are like Gods to the business owners. Building a relationship with them and nurturing it with the aid of social media will foster the development of my business."

R10: "... Social media is open to all providing businesses a scope to observe their customer's action and movements. Through interaction in social media, I am always informed about my target audience and my existing customer, their likes and dislikes along with their interests so that I can serve them better. It helps me in creating a proper marketing strategy to influence other customers also."

5.2.4 Build Customer Base

Excerpts of the Respondents' opinion

R7: "... I have the liberty to get in touch with many people at one time and thanks to social media for that. I randomly get in touch with many groups where I can access the list of customers at one go and target them to sell my products. Facebook pages, WhatsApp groups helps me with a ready database of customers and reaching out to them is extremely easy in these platforms."

5.2.5 Instant Means of Communication

Excerpts of the Respondents' opinion

R10: "... Communication is the base of any business. Social media provides us with instant means of communication. I can communicate anything very easily to my investors, to my clients without any hassle. This helps my entrepreneurial firm to establish and develop relationships with my finance partners, my stakeholders and also with my customers. Any query, any discussion, any feedback can be pursued easily through social media platforms."

5.2.6 Market Research

Excerpts of the Respondents' opinion

R8: "... I use Facebook and WhatsApp for quick surveys and also use them for market research. Through market research I revoke the scope of developing new business opportunities. Market research is vital for any business organisation and it helps to maintain competition. Facebook is the biggest social media platform and collecting data is very convenient. Through WhatsApp I share the link of the Google form for the survey."

5.2.7 Low Cost Information Disclosure

Excerpts of the Respondents' opinion

R9: "... Social media is a platform that is simple to use, share, and interact with. I can remain active all day and access to any of the entrepreneurial need anytime of the day. Smartphones are a huge benefit for this. It is very simple to share images of my items or pertinent information about my business from anywhere, quickly, and at a very minimal cost."

5.2.8 Correction of Rumours and False Information

Excerpts of the Respondents' opinion

R3: "... Many a times people consider social media before making a buying decision. It is extremely important for the marketers to provide access to rightful information. Information on social sites will attract the consumers and misrepresentation of facts, will create a negative impact on the business."

R6: "... In social media, there are a lot of rumours and misleading information. It is a challenge to the out the truth from the heaps of rumours. My business had suffered due to the false information which made me realise the negative effect of social media. Word of Mouth is very important for small business like mine. It requires a proper skill set to identify false information. Negative Word of Mouth will have an inverse effect on my business which can even ruin the future of my establishment."

5.3 Measuring Factor that Influences Women Entrepreneurship through Social Media

Ten variables were considered to measure the influential dimensions of social media in women entrepreneurship. The Kaiser Meyer Oklin (KMO) metric of sample adequacy is used to determine whether the data are sufficient to do factor analysis. Value above 0.5 is a satisfactory consideration for acceptance. In this present study the value is 0.733. From Table 1, three major independent variables, i.e. an easy content promoting platform, capacity to speed up sale and role in generating leads has been identified which influences

Table 1: Principal Component (Factor) Analysis

Total Variance Explained									
	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.334	33.336	33.336	3.334	33.336	33.336	2.764	27.645	27.645
2	2.163	21.629	54.965	2.163	21.629	54.965	2.079	20.791	48.436
3	1.185	11.853	66.818	1.185	11.853	66.818	1.838	18.382	66.818
4	.828	8.281	75.099						
5	.639	6.391	81.490						
6	.566	5.664	87.154						
7	.416	4.158	91.312						
8	.376	3.760	95.072						
9	.322	3.215	98.287						
10	.171	1.713	100.000						

Extraction Method: Principal Component Analysis. *Source:* Authors' calculation through SPSS

Table 2: Component Matrix

	Component		
	1	2	3
Boost sale	.818	-.232	.312
Lead generation	.789	-.285	.236
Promotional tool	.720	-.403	.264
Customer relation management	.657		-.338
Instant means of communication	.625	.167	-.573
Market research tool	.494	-.230	
Cyber stalking	.301	.780	.241
Negative comments using slang	.144	.732	.294
Failure in business management led to work related anxiety	.313	.708	.218
Ease of information exchange and gathering	.497	.372	-.565

Extraction Method: Principal Component Analysis. a. 3 components extracted
Source: Authors' calculation through SPSS

women entrepreneurship through social media. Table 2 shows that among the extracted components, boosting sale is the most significant factor followed by lead generation and ease in promoting contents, i.e. being a promotional tool.

5.4 Strategies for maintaining a sustainable business growth in future

To analyze the strategies for sustainable business growth in future, PEST analysis and SWOT analysis has been done in two sectors (food and handloom) considered in this study.

5.4.1 Pest Analysis

In order to become more competitive in the market, an organization might assess important external factors that have an impact on how it does business using the management technique known as PEST analysis. P for Political, E for Economic, S for Social and T for Technological. It exposes the change which the business requires so that one can grow the business is the required way, thus impacting the profitability of a company.

Here is a PEST analysis of the food business to ensure

sustainable business growth in future by analyzing the different factors which can influence the business.

Food Business

Political

1. FSSAI regulates food related laws including packaging and labelling regulations known as Food Safety and Standards.
2. Consumers are guaranteed with Consumer Protection Act.
3. Regulatory frameworks related to cleanliness of commercial kitchen, food delivery and quality of food are kept tight to ensure hygiene.

Economic

1. Revenue is growing as individuals are spending more money on food.
2. Cost of hiring labourers are increasing.

Social

1. People are more health conscious nowadays. Thus, the market for low calorie foods and gluten free foods are increasing.
2. Consumers are more knowledgeable about their diet. Food industry is including healthier options to keep customers happy.
3. The fast lifestyle has led to a high amount of order for readymade food.

Technological

1. Acceptance of digital payments.
2. Usage of advanced software to manage customers account ensuring less error to gain more profit.

Handloom Business

Here is a PEST analysis of the handloom sector to ensure sustainable business growth in the future by analyzing the different factors which can influence the business.

Political

1. Creation of government aided organisations like the All India Handloom Fabrics Marketing Cooperative Society (1955) and others to promote handloom industry.
2. Different schemes initiated by government looks after the welfare of Handloom weavers.
3. Establishment of Common Facility Centre by government to provide infrastructural facilities.

Economic

1. During April 21 - February 22 India reported Handloom products worth 1693 crore according to the Handloom Expert Promotion Council.
2. Increase in excise duty of readymade and branded garments for Rs.1000 and above.
3. Reduction in basic Customs duty of natural fibers and cotton yarn.

Social

1. It's predominantly a rural activity which enables rural development.
2. The majority work force is the female population which boosts gender equality.

Technological

1. The use of advanced machinery such as high-end sewing machines, solar charkhas have made work pace faster.
2. Common Facility Centre provides internet and other infrastructural and technological assistance.
3. Tie ups with E-Commerce giants like Flipkart, Amazon will boost sale.

5.4.2 swot analysis

SWOT analysis is the situational analysis to formulise strategic techniques to help an organisation or a person to identify its strength, weakness, opportunities, threats to ensure a successful business growth.

Food Business

Food processing is the procedure to turn agriculture products into edible food items. It involves grinding, cooking, garnishing, packaging and many other techniques to make food enjoyable. India has one of the largest food industries in the world, with output projected to reach US$ 535 billion by 2025 to 2026, according to the India Brand Equity Foundation. By 2024, the industry is projected to add 9 million employment. It is a highly flourishing sector with MSME's playing the key role in India's food processing chain through various skills and advancement in technology.

Here, a SWOT analysis of the food sector is done to ensure sustainable business growth in the future by analysing the business's strength, weakness, opportunities and threats.

Strengths

1. High growth - This industry is the highest growing industry with its revenue amounting to US$ 866.70 billion in 2022. The market growth is expected to be 8.01% annually (CAGR 2022-2027)
2. Increasing exposure and distribution - More and more food business owners and restaurant owners are promoting their business through social media. As the exposure is relatively high in social media, food blogs, social media contents helps business owners to establish a positive reputation and thus helping them in increasing their exposure as well. Food dispatch and delivery have made it easy for consumers to get the available and chosen order, regardless of their location.
3. Increased scope of employment - With its increasing production and distribution there is an increased scope for employment too. More jobs related to production and delivery are created such as chefs, kitchen staffs, delivery executives, account managers etc.

Weakness

1. Longer wait time - It is applicable to both food delivery and dine out. Food preparation is time consuming and longer waiting time may hit back on the business. Efficiency to handle orders and faster cooking time may dilute this weakness.

2. Higher demand for veganism - With many consumers turning vegan, the clay for any type of meat has seen a significant decline which can disrupt the retail and supply chains.
3. Low profit margin - The food industry requires an adequate investment. In the initial stage, the profit margin is less as expenses on renting a proper place, hiring staffs and buying the raw materials are relatively high. Proper planning should be done regarding inventory cost and miscellaneous expenditures.

Opportunities

1. Creation of constructive feedback - Proper usage of POS (Point of Sale) along with CRM will help build better relationships with customers. Encouraging feedback from customers will bring a positive change in business.
2. Revival of home cooking and nutritious food - Pandemic has changed our lifestyle and more and more people are inclining towards a proper nutritious home cooked meal. The inclination towards home cooking can escalate sale and has a wider area to prosper. Low calorie diets and healthy foods are what people wanting more nowadays.
3. Cashless payments, online business, door step delivery, no contact delivery, technology innovations can help the sector grow efficiently.

Threats

1. Kitchen sanitation and hygiene - It is crucial to ensure of clean environment to prevent any food borne illness. Growth of bacteria, contamination is a serious threat to this business sector, if not preserved and packaged properly.
2. Issue of waste management- The food industry generates an enormous quantity of waste across the supply chain, from acquiring raw materials through retailing and distribution. This has been identified as vital environmental issue of the sector which should be addressed at an earliest. Managers, business owners should ensure proper waste management, recycling treatments to bring down this threat.
3. High competition - Digitalisation and online food buying and ordering is frequent in the sector resulting in high competition. Customers have ample choices under an umbrella and food business owners have to constantly thrive to offer quality food to customers to remain in the market.

Handloom Business

India's rich cultural legacy has been in the form of handloom textiles. The handloom industry is the second most important economic activity after agriculture in terms of creating jobs for people. The hourly labour cost has a considerable impact on an industry's viability. Low hourly labour costs open up the potential for industrial expansion. India is the house for greater industrial growth specially in handloom sector. During April 2021- February 2022, handloom products worth Rs.693 crores were exported from India.

Here, a SWOT analysis of the handloom sector is done to ensure a sustainable business growth in the future by understanding its strength, weakness, opportunities and threats.

Strength

1. Highly skilled workers - Industry workers enhance their competencies by necessary training, enriched and advanced programs.
2. Faster expansion of the sector - Per capital income of the people are increasing significantly, thus creating a potential growth in both domestic and international market.
3. Rural development - Handloom industry is the second largest employment giver in the rural areas making them self-reliant and in longer run bringing rural development.

Weakness

1. Poor wage structure - Wage structure is poor and unimaginable. The weavers are often down in depth as the take loans to pay for the living.
2. High cost of power - Workers face limited power supply and its cost is relatively high.
3. Unorganised sector - Majority of the handloom production units are unorganised and thus can't explore its potential fully.

Opportunities

1. Support from government - Utmost importance has been given by the government in the marketing of handloom products. Introduction to new schemes is done to promote the use of handlooms. The handloom fairs, Mela and Haats with the aid of the government are being regularly set up to promote handlooms.
2. Usage of advanced technology - By using the internet and e-commerce platforms for distribution and reach, there is a scope to grow faster. Digital buying systems expands the sale.
3. Change in economy and consumer behaviour - Economic standards have upgrown worldwide. Consumers have high purchasing power in both India and abroad. Consumer behaviour has also undergone changes. More people are interested in buying handlooms. Business owners should take the help of cognitive advertisements to change the decision-making process of the target consumers.

Threats

1. Contract renewal problem with suppliers - Absence of long-term contract with suppliers is a serious threat to the sector which can affect the production. Cost of raw materials are rising along with other costs which often becomes expensive. This creates a conflict with the suppliers.
2. Competition from other countries - There is a steady competition from Nations like China, Bangladesh, Sri

Lanka etc. A strong USP (Unique selling proposition) has to be built and popularised to retain in this competition.

3. More inclination towards designer and stylish apparel - There is a steady demand for fashionable and modern outfits, so traditional handloom sector may face adverse effects.

6.0 Discussion

This research shows the importance of social media on women entrepreneurs related to food and handloom business in Kolkata and North 24 parganas, West Bengal. While answering the research questions, the outcomes prove that social media undeniably has been a useful tool in their business and their preferred social networking sites has been Facebook and WhatsApp. Results also show that social media plays a central role in marketing and promotion along with boosting sale and generating leads. The majority of respondents thought that social media played a vital part in the process of sharing and gathering knowledge. The feature of instant communication and low-cost information sharing has been also a strong reason for opting social media for the entrepreneurial activities. However, they also stated about challenges they faced while using social media such as false contents and wrong information making the rounds thus hampering their business. The PEST and SWOT analysis has critically identified paths and strategies for business growth and success. In spite of certain challenges, women entrepreneurs are adapting to social media for their business endeavours. They constantly update about their products, services, new launches, exclusive offers on their page so that customers are not misled by improper facts. A major aspect to what motivates people to follow brands on social networking sites is their purchasing decisions. The interaction with the brand through conversation with the brand's representative helps in customer relationship management. Proper customer relationship management leads to loyalty towards the brand. Designing of marketing strategies should be done considering the expectation and the perception of consumers.

7.0 Recommendations

Social media establishes connection with people and can attract customers through their content displayed on one's website. So, to make the customer's buying decision making easy entrepreneurs should follow certain steps.

1. Modify your website with proper typography, pictures and colours and keep updated information about your product.
2. Understand your customer's need and design the content accordingly.
3. Respond promptly to the conversation or queries of the customers, hence providing real time customer service.
4. Build brand awareness through advertising.
5. Acknowledge social media listing and encourage social recommendation by asking your satisfied customers to write testimonials or recommendations for you.
6. Offer promotional coupons or run contests to attract customers and share contents, photos, videos related to them in the social media.
7. Ensure a steady follow is taken regarding any complaints from customers.
8. Request your favourite customers to share your content or the link of your website in their known groups for encouraging more customers.

8.0 Conclusions

The conclusion from the findings of the study points out the effective entrepreneurial prospects using social media by women entrepreneurs. In spite of the challenges faced by the women entrepreneurs they are unstoppable. Developing countries should look for opportunities for women entrepreneurs to start up their businesses considering their significant potential being highlighted through the achievements women have made in all sectors, whether politics, education, sports, art and not to forget business sector too. Social media is empowering women entrepreneurs as they advance in their businesses and develop a sense of self-worth and better knowledge. Business through social media and social networking sites have added to the economic gain of the women entrepreneurs. They can maintain a balance in work and personal life which is worthy of appreciation. Ultimately, women entrepreneurship would progress more in the upcoming days due to the mobility and flexibility offered by the social media along with the rising level of confidence and satisfaction gained by them from the business they do with the aid of social media. The full potential of social media for entrepreneurship has not yet been realised and other factors that boost women entrepreneurship through social media can be investigated in the future research.

8.1 Limitations of the Study

i. The sample is limited to 110 from Kolkata and North 24 Parganas, West Bengal. Hence, the results derived from the study cannot be generalised for entire India.
ii. Entrepreneurs from food business and handloom business were considered for this study. As impact of social media is increasing, further studies can be extended to few more categories of business in the future.

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