

INTRODUCTION

Social media has become an integral part of modern life. According to Kaplan and Haenlein (2010), social media is a collection of web-based apps that enable two-way communication between start-ups and clients. They are founded on the conceptual and technological underpinnings of web 2.0. Social media helps entrepreneurs for communicate, gather information, and even conduct business. Platforms like YouTube, Instagram, WhatsApp, Twitter, and Facebook have revolutionized how entrepreneurs reach their target audience and promote their brands. One of the key advantages of social media for entrepreneurs is its reach. These platforms allow businesses to connect with a global audience, breaking down geographical barriers and reaching potential customers anywhere in the world. This unprecedented reach opens up countless opportunities for growth and expansion. Moreover, social media offers a level playing field for businesses of all sizes. Small startups can compete with industry giants by leveraging the power of social media to build their brand and engage with customers. With creative content and strategic marketing campaigns, even the smallest businesses can gain significant visibility and attract loyal followers. Additionally, Social media offers insightful information on the behavior of consumers.

Entrepreneurs can gather data on their audience feedback, and content performance, allowing them to refine their marketing strategies and tailor their messaging for maximum impact. Furthermore, social media makes it possible for companies and clients to communicate directly, developing deep connections and trust. Through comments, messages, and interactions, Business owners can interact in real time with their audience, respond to their worries, and provide personalized support, enhancing customer satisfaction and loyalty. Social media has revolutionized the way entrepreneurs promote their businesses and engage with their audience. Through utilizing the strength of platforms like YouTube, Instagram, WhatsApp, Twitter, and Facebook, entrepreneurs can achieve unprecedented growth and success in today's digital age. This study evaluates Social Media's Impact on Entrepreneurship and it illuminates the advantages and challenges faced by business owners when using social media for their enterprises.

STATEMENT OF THE PROBLEM

Social media is incredibly important in people's daily lives, particularly entrepreneurs. It has given them a wide range of audiences, endless information, etc. Today the social media is a very important tool used by the entrepreneurs for business and also other various purposes like brand awareness, customer attractions advertisement.

In this study shows that when the entrepreneurs have the opportunity to use social media platform, almost all of them prefer to use these, platform for their business. This will give an insight into the impacts of social media platforms used by entrepreneurs in their growth of business and challenges faced by the using social media.

The study is focused on the following questions:

- What are the social media practices adopted in entrepreneurs?
- What is the role of social media in the business advancement?
- What are the challenges faced by the entrepreneurs while using social media.?

SIGNIFICANCE OF THE STUDY

This research carries important implications for comprehension the transformative role of social media in entrepreneurship. By examining how platforms like YouTube, Instagram, WhatsApp, Twitter, and Facebook impact entrepreneurs, it provides valuable insights into modern business dynamics. Understanding the benefits and challenges associated with social media enables entrepreneurs to formulate effective strategies, driving innovation and economic growth. Moreover, the study contributes to enhancing digital literacy among entrepreneurs, promoting a better comprehension of digital tools and how they affect company success. Additionally, it addresses broader societal implications, including issues related to privacy, ethics, and digital inclusion. Overall, this research plays a pivotal role in shaping business practices, promoting innovation, and advancing our understanding of the evolving digital landscape.

SCOPE OF THE STUDY

The study was conducted in the Kodungallur area to determine the influence of social media on entrepreneurs. The study is restricted to only entrepreneurs. The researcher proposes this research to know the social media practices, challenges and find out the impact of social media on business growth.

OBJECTIVES OF THE STUDY

- ✓ To know the social media practices adopted in entrepreneurs.
- ✓ To find out the role of social media in the business advancement.
- ✓ To identify the challenges faced by the entrepreneurs while using social media

RESEARCH METHODOLOGY

Research methodology outlines the systematic approach or strategy used to conduct a research study. It states how the research study is undertaken.

Research design

The study is both analytical and descriptive in nature

Population

The population of the study is the entrepreneurs who use social media in their business residing at Kodungallur.

Sample size

The study sample size consists of 80 participants

Period of the study

The study conducted during the period in between January to June 2024 (6 months).

Sampling technique

The sampling technique adopted for the study was non-probability sampling, namely convenience method.

Type of data

This study is based on primary data, collected through well-structured questionnaires. Literature review is taken from various publications through online.

Data analysis

SPSS software is used for data analysis the tools used for the study are table, chart, percentage Likert scale mean, standard deviation, independent sample t test etc.

LIMITATIONS OF THE STUDY

- The study depends upon the responses given by the respondents irrespective of their state of mind. So the information given by the respondent need not be perfect at times
- Non -probability

CHAPTERISATION

Chapter 1 is the introduction part and it deals with the introduction, statement of the problems, significance of the study, scope of the study, objectives, hypothesis, research methodology, limitations of the study and chapterisation.

Chapter 2 Literature review, it includes relevant reviews of projects with related or similar topics.

Chapter 3 includes theoretical review, it helped to throw light on the theoretical framework related to the topic.

Chapter4 deals with data analysis and interpretation.

Chapter 5 deals with the findings, suggestions and conclusion.

REVIEW OF LITERATURE

Goel, M., Kanwar, C. (2023) : The Effect of Social Media on Entrepreneurship in Women in MentalHealth Setup: India. This research investigates the effect of social media on the relationship between female entrepreneurs and mental health businesses. It looks at the driving forces for women's aspirations in mental health entrepreneurship and the part social media played in their path journey.

Yulia, S. et al. (2021) : The Effect of Entrepreneurship Knowledge, Social Media and Self Efficacy on Student's Interest in Become Entrepreneurs. The The study by Razali et al. investigates the influence of self-efficacy, social media, and entrepreneurship knowledge on students' inclination toward entrepreneurship. Social media and self-efficacy, taken together, greatly influenced students' interest, but knowledge had no direct effect.

Nasser Al Harrasi, Ahmed Nawaz Hakro, Vijayakumar Srinivasan, Maria Teresa Matriano, AL Jabri (2021). Social Media Impact on Young Entrepreneurs in Oman. This study examines social media's impact on entrepreneurship in Oman, finding it crucial for promotion, globalization, customer engagement, and innovation across various demographics and business locations, recommending increased awareness among policymakers

Wang, W. et al. (2020) : Entrepreneurial entry: The role of social media. The study examines how the use of social media impacts entrepreneurial entry It argues that social media enables individuals to access valuable social capital, which enhances their likelihood of becoming entrepreneurs. This relationship is contingent upon individuals' trust propensity, particularly considering the nature of social media as a platform for connections with weaker ties.. Overall, the study sheds light on the role of social media in influencing entrepreneurial behavior

Do, B.-R., Dadvari, A. and Moslehpour, M.(2020) : Investigating the mediating role of social media acceptance in the relationship between entrepreneurial personality and entrepreneurial intention. This study demonstrates how the relationship between an

entrepreneur's aim and personality is mediated by social media acceptability. It reveals that utilizing social media has a beneficial impact on entrepreneurial intention, indicating that technology adoption is essential for encouraging entrepreneurial behavior in college students.

Bodor Almotairy Manal Abdullah Rabeesh Abbasi (2020). The impact of social media adoption on entrepreneurial Ecosystem. The study aims to provide strategic insight into the use of social media in the entrepreneurial ecosystem by conducting a content analysis of existing research. It systematically reviews 24 studies to understand how social media platforms, particularly Twitter and Facebook, are utilized by entrepreneurs, startups, and SMEs to connect with various stakeholders in the ecosystem

Zain, M. et. al. (2020) Effect of Social Media Usage on Entrepreneurial Leadership. This study aims to investigate how demographic factors effect leadership styles by examining the association between social media usage and entrepreneurial leadership in Pakistan. It talks on how social media is becoming more and more important for businesses, and how company executives need to stay up to date with technological advancements

Gehan Ahmed Aboutaleb (2020) Social Media Potentials in Supporting Women entrepreneurship: This study explores the nexus between social media and women's entrepreneurship, investigating how platforms facilitate access to resources, knowledge exchange, and networking. It aims to understand how social media empowers women economically, potentially informing policies to recognize and support online women-led businesses for inclusive economic growth.

Janet Temitope Adenola (2019) : Entrepreneurs of Social Media How Social Media Influencers Differ from other Social Media Users. This study examines the entrepreneurial traits of social media users, finding that influencers display higher traits compared to others. It validates existing scales and highlights the emergence of a new form of online entrepreneurship

Nawi, N.C. et al.(2019) : Factors influencing the adoption of social media as a business platform: A study on student entrepreneurs in Malaysia investigates the factors impacting the adoption of social media as a business platform. It finds that performance expectancy, perceived trust, perceived enjoyment, and perceived risk are significant factors significantly impact adoption. Social influence moderates the relationship between facilitating conditions and adoption. Building trust and reducing perceived risks are crucial for encouraging student to utilize social media for business purposes, offering insights for government agencies to promote social media as a feasible platform for entrepreneurial activities.

Mercieca, p. et al. (2019) : The Influence of Social Media on Entrepreneur Motivation and Marketing Strategies in a Developing Country. This study investigates social media's function (SM) in shaping entrepreneurial motivations and marketing strategies in developing countries. It highlights SM's support for opportunity-driven entrepreneurship, diverse marketing tactics, feasibility, and platform preferences, offering valuable insights for theory and practice

Abdus-Samad Temitope Olanrewaju, Naomi Whiteside, Mohammad Alamgir Hossain, Paul Mercieca (2018). Challenges and Opportunities in the Digital Era The study investigates how social media influences entrepreneurship motivation and marketing strategies in developing countries, focusing on Nigerian entrepreneurs. It finds that social media facilitates opportunity-driven entrepreneurship and diverse marketing approaches, transforming business dynamics in such economies.

Renu Sanjeev Bansal (2018). the impact of social media on small enterprises in india. This study looks into how social media affects small and medium-sized businesses (SMEs) in India. It explores how SMEs utilize social media for marketing, customer engagement, and growth. The research aims to understand the significance and benefits of social media for SMEs in the Indian context.

Olanrewaju, A.-S. T., Whiteside, N., Hossain, M. A., & Mercieca, P.(2018) : The impact of social media on entrepreneurship development among users in Zamfara State, Nigeria, is examined in this study. It focuses on platforms such as Facebook, WhatsApp, Instagram, and YouTube and their influence on innovation and creativity among entrepreneurs in the state. Based on survey research, the study concludes that social media has a significant impact on entrepreneurship development and recommends encouraging the use of Facebook, WhatsApp, and Instagram for entrepreneurship development while discouraging fraudulent activities.

Nuha Hassan Elmubasher Eltayib, Asmita Manish Chandrakant BhimaniIshita Ashok Kumar Gandhi Twinkle Sanjeev Anilkant Kamda, (2018) The Effect of Social Media Marketing in Small Business Performance. This study looks at how social media marketing affects small firms, with a particular emphasis on customer contact tactics. Results point to a percent positive correlation between social media implementation and business growth, emphasizing the importance of structured strategies and increased usage.

Hafedh Said Abdullah, AL Rahbi (2017) Factors Influencing Social Media Adoption in Small and Medium Enterprises (SMEs). This study explores factors influencing social media adoption among SMEs in Oman, utilizing the Technological Organization Environment framework. The results show that a number of important factors, such as compatibility, observability, trialability, trust, image, time restrictions, market scope, consumer pressure, and social support, have an impact on adoption methods and policy consequences.

Nawi, N. B., Mamun, A. A., Nasir, N. A., Shokery, N. M., Raston, N. B., & Fazal, S. A. (2017) : Acceptance and usage of social media as a platform among student entrepreneurs. This study explores the factors influencing adoption student entrepreneurs' use of social media as a platform for their businesses in Malaysia, using the UTAUT model. It highlights the significance of performance expectancy, trust, risk, and enjoyment, emphasizing cyber security and value-added services.

Tosifyan, M., & Tosifyan, S. (2017) : A study was carried out on active Iranian entrepreneurs on social media to investigate the influence of social media on the propensity for entrepreneurship and firm establishment. This applied study sought to determine how social media influences people's inclinations toward entrepreneurship and firm establishment.. This Using descriptive survey research methods, this applied study sought to determine how social media influences the tendencies toward entrepreneurship and firm establishment. For this investigation, a standard questionnaire was employed to gather pertinent data. The Kolmogorov-Smirnov test for normality, the Pearson correlation test, and structural equation modeling were the methods utilized to assess the hypotheses at the inferential comprehension level. In light of the findings, the theories were approved.

Shabbir, M.S., Ghazi, M.S. and Mehmood, A.R.(2016) : Impact of social media applications on small business entrepreneurs. The impact of social networking applications on small business owners is investigated in this study. It finds that these applications have transformed business operations, serving as efficient tools for advertising and engaging with customers. The research highlights a beneficial effect on small business owners, who are motivated to utilize social media for business growth.

Mohammad Yousef Abuhashesh (2014). Integration of Social Media in Businesses. This study delves into the significance of social media integration in contemporary business, exploring its impact on marketing, advertising, customer service, and public relations. It analyzes challenges, advantages, and the role of technology, aiming to understand its importance and potential competitive advantages for corporations.

WA Nakara,. and FZ, A.J.(2012) : Entrepreneurship and social media marketing: evidence from French small business. The study examines French SMEs' social media marketing practices, revealing underutilization despite its affordability and potential. Through interviews, surveys, and ethnography, it identifies skepticism among SMEs. The research offers managerial suggestions to enhance social media strategies,

emphasizing its importance for SME marketing efforts and providing actionable insights.

Greve, A. and Salaff, J.W.(2003) : Social networks and entrepreneurship. The study examines how entrepreneurs in four countries utilize their social networks during different phases of establishing a business. It finds that entrepreneurs engage in networking more during the planning phase, with family members playing a significant role in their social circles, especially among women and those taking over existing firms. Despite country differences in network size and time spent networking, experienced entrepreneurs exhibit similar networking patterns to novices across all countries.

THEORETICAL FRAMEWORK

Social media

Social media is a computer-based technology that facilitate sharing of ideas thoughts and information through virtual network and communities (google7 have fundamentally altered the environment for entrepreneurs. The inefficiency of traditional ways of communication within the ecosystem impedes sustainability and economic progress. Before social media, the ecosystem's inefficiency made it challenging for entrepreneurs to obtain and disseminate knowledge. Considering social media's efficacy as a communication tool, startups ought to leverage it to establish and expand a vast social network of business connections.

The History of Social Media

Social Media History mashed able established World Social Media Day on June 30, 2010. It began as a way to acknowledge the influence of social media on international communication and to unite people worldwide in celebration of it Today, Social media has a long history that predates the internet era. In actuality, the history of digital communication dates back to May 24, 1844, when Samuel Morse's sent the first electronic message via telegraph. The scene was set for the digital age. But the actual forerunner of today's social media and internet was the ARPANET, which the US Department of Defense launched in 1969. As we know it from the history of social media, this early digital network laid the groundwork for the internet by enabling scientists at four universities to share data. Social media's history is a monument to human ingenuity and the need for interpersonal connection. Social media has gone a long way from its modest beginnings as a telegraph message to the expansive digital ecosystem we know today. We can only speculate as to what fascinating advancements this ever-evolving phenomenon will bring us in the future.

The history of social media platforms at a glance

Samuel Morse's transmits the first electronic message via telegraph in 1844.

1969 saw the creation of ARPANET, the internet's forerunner.

Six Degrees became the first widely known social media platform in 1997.

Launched in 2001, Friendster helped popularize internet networking.

Live Journal and Blogger first introduce blogging to the internet in 1999.

2002 : saw the founding of LinkedIn as a business networking platform

2003: Myspace becomes a well-known music-sharing website.

In 2004, Mark Zuckerberg launched Facebook.

Reddit and YouTube launch in 2005.

2006: Twitter and Tumblr emerged as venues for microblogging.

2010: Pinterest and Instagram begin to concentrate on visual content.

2011: Short-form video sharing is introduced on Snapchat.

2012 saw the launch of Google+, which subsequently shut down.

2016 saw the founding and growth of TikTok in the United States.

Advantages of social media.

Worldwide Connectivity: Social networking platforms enable users to connect with people from around the globe, facilitating various interactions such as finding friends, seeking job opportunities, obtaining assistance, exchanging product and service referrals, receiving support, and seeking or giving advice on personal or career matters.

Commonality of Interest: Users can join communities or groups based on shared interests, allowing them to interact with like-minded individuals regardless of physical location. This broadens opportunities for socializing and networking beyond traditional physical gatherings.

Real-Time Information Sharing: Social networking sites often feature instant messaging capabilities, enabling real-time exchange of information. This facilitates classroom discussions, online learning, team meetings, conference updates, and business interactions, enhancing communication efficiency.

Free Advertising: Social networking platforms offer a cost-effective means for organizations and businesses to promote their events, products, or services to a wide audience. Users can leverage their profiles to disseminate information, reaching millions of people without incurring advertising costs.

Increased News Cycle Speed: Social networking has accelerated the dissemination of news and information, as news organizations collaborate with platforms like Twitter, YouTube, and Facebook to collect and share updates. Trending topics on these sites provide real-time insights into global events, contributing to the rapid evolution of the news cycle

Disadvantage of social media

These disadvantages provide a comprehensive overview of the potential pitfalls associated with online social communities:

Reduction of Face-to-Face Interaction: Online social communities may hinder face-to-face socialization, leading to diminished interpersonal skills development, especially among tweens and teens who are still learning crucial social skills.

Cyberbullying and Child Safety Concerns: The prevalence of online activity exposes individuals, especially children, to cyberbullying and inappropriate content. Without proper supervision, young users may become victims of harassment or encounter harmful material.

Risk of Fraud and Identity Theft: Posting personal information online increases the risk of identity theft and fraud. Malicious actors may take advantage of seemingly innocent information posted on social media networks, potentially leading to significant financial or personal consequences.

Productivity Drain: Social networking platforms can consume significant amounts of time, diverting users' attention away from productive activities. While some time spent on these platforms may be beneficial for networking or socializing, excessive use can lead to wasted time and reduced efficiency.

Privacy Concerns and Corporate Exploitation: Social networking sites often collect and monetize users' personal data for targeted advertising purposes. This practice raises concerns about privacy invasion and the exploitation of user information by corporations for financial gain.

Addressing these disadvantages requires a combination of individual responsibility, parental supervision, platform regulation, and awareness of privacy settings.

Entrepreneurs

"Entrepreneurship is defined as a systematic innovation, which consists in the purposeful and organized search for changes, and it is the systematic analysis of the opportunities such changes might offer for economic and social innovation," said Peter F. Drucker. Entrepreneurship is a topic that is widely discussed by management professors and business professionals .People all throughout the world think that entrepreneurship is essential to economic growth (Hebert and Albert, 2011).

The Important of Entrepreneurs

The role of entrepreneurs in society is indeed multifaceted and crucial. the importance of entrepreneurs are follows.

Creation of Employment: An important contribution made by entrepreneurs is their capacity to create job possibilities. By starting new businesses, they not only generate

employment for themselves but also for others, which lowers unemployment rates and promotes economic expansion.

Innovation: At the vanguard of innovation, entrepreneurs are always looking to develop new goods, services, and technological advancements. In addition to promoting economic advancement, this innovation-driven culture improves people's quality of life by providing them with better answers to their wants and issues

Community Development: By making investments in nearby companies and infrastructure, entrepreneurs play a crucial role in community development.

By means of their endeavors and development, they enhance neighborhoods, facilitate access to vital services, and foster social togetherness.

Increases Standard of Living: Entrepreneurship has a direct impact on the standard of living by creating opportunities for economic advancement. By providing employment and income-generating activities, entrepreneurs enable individuals to afford a higher quality of life, including better housing, education, and healthcare.

Supports Research and Development: Entrepreneurs are often drivers of Engages in research and development (R&D) activities by investing in the development of new products and technologies.. By supporting R&D efforts, they contribute to scientific advancement and technological innovation, which in turn fuels economic growth and competitiveness.

Overall, entrepreneurs are essential agents of change and progress in society, driving innovation, economic development, and social transformation. Their contributions not only benefit individuals and communities but also lay the foundation for sustainable growth and prosperity.

Types of entrepreneurs

Entrepreneurs are categorized into different types based on the following classifications:

- Based on the Business Type
- Based on the Technology
- Based on Ownership
- Based on Gender
- Based on the Enterprise size
- Based on Clarence Danhof

Based on Business Type:

Trading Entrepreneur: Bridges the gap between producers and clients by buying goods in bulk and reselling them directly or through merchants.

Manufacturing Entrepreneur: Analyzes market needs and manufactures products to meet those needs using various resources or technologies.

Agricultural Entrepreneur: Primarily involved in agricultural activities such as farming, irrigation, and mechanization. Based on Technology:

Technical Entrepreneur: Concentrates on establishing and sustaining industries rooted in science and technology, fostering innovations and inventions.

Non-Technical Entrepreneur: Operates businesses using traditional methods and alternative marketing strategies, focusing on direct customer engagement.

Based on Ownership:

Private Entrepreneur: Sole proprietor who starts a business venture and bears all associated risks.

State Entrepreneur: State or government-owned business undertaking where the government bears all profits and losses.

Joint Entrepreneurs: Business or industrial undertaking jointly owned and operated by both private entrepreneurs and the government.

Based on Gender:

Men Entrepreneurs: Men who establish, manage, and operate business ventures.

Women Entrepreneurs: Women who establish, manage, and operate business ventures, with women owning at least 51% of the capital in some cases.

Based on Enterprise Size:

Small-Scale Entrepreneur: invests up to one crore (including plant and machinery) to launch a business.

Medium-Scale Entrepreneur: invests between one and five crores, minimum and maximum, on plant and machinery to launch a business.

Large-Scale Entrepreneur: invests around 5 crores, including plant and machinery, to launch a business.

Based on a study by Clarence Danhof

Innovating Entrepreneurs: Introduce new ideas, products, markets, and restructuring in their ventures, investing in research and development.

Imitative Entrepreneurs: Adopt successful business models from other enterprises, replicating core fundamentals and efficiencies.

Fabian Entrepreneurs: Cautious in implementing changes, imitating change only when it's clear it won't harm.

Drone Entrepreneurs: Reluctant to adopt changes, adhering strictly to traditional strategies despite potential losses.

Other Types of Entrepreneurs:

Solo Operators: Start and primarily operate their ventures alone, occasionally employing a few staff.

Active Partners: Jointly start and operate ventures with equal participation in business operations.

Inventors: Focus on inventing new products through their inventiveness and ability.

Characteristics of Entrepreneur's

Successful entrepreneurs' characteristics that contribute to their accomplishments. Here are some of them:

Passion and Persistence: Entrepreneurs that are successful are fervently committed to what they do and have the fortitude to overcome obstacles and disappointments.

Visionary Thinking: They have a clear vision of what they want to achieve and are able to see opportunities where others might see obstacles.

Adaptability: In the face of shifting conditions, markets, and technological advancements, entrepreneurs need to remain flexible. When necessary, they quickly modify their tactics and strategies.

Risk-taking: Risk-taking is a fundamental part of entrepreneurship, and prosperous businesspeople are acclimatized to uncertainty and prepared to take measured chances in order to realize their objectives.

Resilience: Establishing a business can be challenging, and failures are unavoidable. Entrepreneurs that are successful recover from setbacks, grow from their errors, and carry on.

Strong Work Ethic: They are typically hardworking individuals who are willing to put in the time and effort required to succeed. They often work long hours, especially in the early stages of their ventures.

Creativity and Innovation: Successful entrepreneurs are often innovative thinkers who are constantly looking for new ways to solve problems and meet customer needs.

Resourcefulness: They are adept at making the most of limited resources and are skilled at finding creative solutions to challenges.

Good Leadership Skills: Entrepreneurs must be able to inspire and motivate others, whether they are employees, investors, or partners. Strong leadership skills are essential for building and scaling a successful business.

Networking Abilities: Building a strong network of contacts can be invaluable for entrepreneurs, whether it's for finding investors, partners, or customers. Successful entrepreneurs are often skilled networkers who know how to leverage their connections.

Advantages Entrepreneurship

Knowledge and Experience: First-hand experience and chances for both professional and personal development are provided by entrepreneurship.

Be Your Own Boss: You have autonomy and decision-making power.

Freedom: Flexible schedules and time for personal pursuits.

New Experiences: Constant learning and problem-solving.

Building Your Team: You choose your team and business partners.

Networking: Opportunities to connect with industry experts and like-minded individuals.

Motivation: Personal investment leads to increased motivation and engagement.

Profits: Potential for significant financial gains.

Time Management and Discipline: Develop essential skills for success.

Giving Back: Ability to contribute to society and support social projects.

Disadvantages:

Uncertain Income: Inconsistent revenue flow, especially in the early stages.

Market Risk: Dependence on market conditions.

Workload: Initial burden of managing all aspects of the business.

Always On Call: Lack of separation between work and personal life.

Time Commitment: Limited time for socializing and personal pursuits.

Stress: High levels of stress due to multiple responsibilities.

Legal Considerations: Complex legal and regulatory frameworks to navigate.

Entrepreneurship offers immense opportunities for those willing to take on its challenges, but it also demands resilience, adaptability, and strategic thinking to succeed.

History of social media entry to Entrepreneurs

The history of entrepreneurs entering social media is fascinating. Initially, platforms like Myspace and Friendster provided spaces for early adopters to connect and share, but it was the rise of Facebook in the mid-2000s that truly revolutionized social media for entrepreneurs. Mark Zuckerberg famously launched Facebook from his college dorm room, demonstrating the potential for entrepreneurial success in the digital realm. As other platforms like Twitter, Instagram, and LinkedIn emerged, entrepreneurs seized the opportunity to reach wider audiences, build communities, and promote their businesses. It has become an essential tool for entrepreneurs of all types, providing

unparalleled access to customers, markets, and resources. Social media is now an essential tool for business owners, providing a plethora of advantages that can have a substantial impact on their enterprises.

Here are a few main arguments for why social media is crucial for business owners:

Visibility and Brand Awareness: Social media platforms provide entrepreneurs a potent means of augmenting their visibility and fostering brand awareness. Entrepreneurs may build a solid online presence and draw in potential clients by producing interesting content and communicating with their target audience.

Cost-Effective Marketing: Compared to traditional marketing channels, social media marketing is often more cost-effective. Entrepreneurs can reach a large audience with minimal investment by creating compelling content and leveraging the targeting capabilities of social media advertising.

Audience Engagement: Social media allows entrepreneurs to engage directly with their audience in real-time. By responding to comments, messages, and mentions, entrepreneurs can build relationships with their customers, gather feedback, and address any concerns promptly.

Market Research: Social media platforms offer valuable insights into customer preferences, trends, and behavior. Entrepreneurs can use tools like analytics and social listening to gather data and conduct market research, helping them make informed decisions about product development, marketing strategies, and more.

Networking and Collaboration: Social media provides networking and collaboration options for business owners. By establishing connections with other experts, leaders in the industry, and potential partners, entrepreneurs can exchange ideas, enhance their networks, and search for opportunities for cooperation that could facilitate the growth of their business.

Customer Support: Social media platforms serve as convenient channels for customer support. Entrepreneurs can provide assistance, answer questions, and resolve issues

quickly, enhancing the overall customer experience and building trust and loyalty among their audience.

Driving Website Traffic and Sale: Social networking has the potential to significantly increase website traffic and revenue. Through the distribution of links to their website, product or service promotion, and focused advertising campaigns, business owners can draw in qualified leads and turn them into paying clients.

Brand Authority and Thought Leadership: Consistently sharing valuable content and insights on social media can position entrepreneurs as industry authorities and thought leaders. By showcasing their expertise and offering valuable information to their audience, entrepreneurs can build trust, credibility, and authority within their niche.

Social Media Practices Adopted Entrepreneurs

Entrepreneurs Adopted Social Media Practices Social media has completely changed how we connect and communicate with one another and it has also had a significant impact on entrepreneurship. The days of relying solely on word-of-mouth recommendations and conventional promotional techniques to launch a business are long gone. Social media platforms like as Facebook, Instagram, and Twitter give entrepreneurs access to a massive global network of potential customers Using social media sites like Instagram, Twitter, and Facebook, business owners can reach their target audience wherever they are on the internet and have an impact on their purchasing decisions. A few social media techniques Developing a social media presence that works for your business demands a strategy, consistency, and patience.

Here are seven effective social media best practices to help you navigate the landscape:

Set Measurable Goals: Establish specific goals for your social media campaigns, such as raising brand awareness, attracting new clients, or enhancing customer support. Make sure your objectives can be measured so you can track your progress toward your goals.

Choose the Right Networks: Concentrate your efforts on the social media channels with the highest activity levels from your target market. Adapt your material to the features and audience of each platform.

Brand Your Profiles: Maintain a consistent brand identity across all your social media profiles. Use the same logo, imagery, and tone of voice to help consumers recognize your business.

Prioritize Quality Content: Quality trumps quantity when it comes to social media content. Share valuable and relevant content that resonates with your audience, including promotional, thought leadership, and engaging posts.

Monitor Analytics: Regularly analyze your social media analytics to understand what content performs best and how you can improve. Use tools like Hootsuite, Buffer, or native platform analytics to track your progress.

Study Competitors: Observe your rivals' social media tactics and take note of their achievements and shortcomings. To increase your reach, find industry influencers and get in touch with them.

Be Patient and Persistent: It takes time and work to develop a dedicated social media following.

Role of Social Media in Entrepreneurial Business Development.

Since social media became widely available in the current digital era, it has shown to be an effective tool for encouraging conversations among friends and family. Here, people may come together, share, express themselves, and have fun. Millions of people enjoy utilizing social networking sites like Twitter, Facebook, Instagram, WhatsApp, and Facebook. It's believed that a lot of successful companies have joined the social media bandwagon to beat the tough competition. Social media is very significant for businesses, particularly in terms of growing their customer base and reaching a worldwide market.

Here are some other significant roles that social media plays in the growth of businesses.

Connecting Business to Target Audience Reaching out to a specific audience through social media platforms is a great strategy to achieve more profitable internet company. This not only aids in generating visitors, but it also raises your profile on search engines.

Giving a Boost on Business Marketing

Several social marketing strategies, including social media marketing, have assisted hundreds of businesses in reaching their goals. This is also a great technique to create link bait and gain popularity. Owners of businesses can increase the amount of primary and secondary traffic to their website and increase the likelihood that more leads will turn into successful businesses.

Increasing Brand Value and Giving Huge Recognition

Social media is essential to business development since it boosts brand value and increases company recognition. Businesses can use social media and to promote their products and services. Utilizing social media platforms, they disseminate product details, descriptions, and further information about their offerings to prospective customers. Nowadays, a lot of businesses and organizations are beginning to use social media in an effort to accomplish their objectives. The cause for the tremendous growth in the business sector and the redefining of internet marketing methods is social media.

Challenges Faced By Entrepreneurs While Using Social Media

Entrepreneurs and leaders face numerous significant challenges in the realm of social media. These challenges encompass gaining deep insights into their target audience, creating engaging content, ensuring consistent presence, managing budget constraints, keeping up with evolving trends, and adeptly navigating the complex social media landscape. Entrepreneurs often encounter several challenges when using social media as part of their business strategy. Here are some common ones:

Content Quality and Consistency: Maintaining a consistent level of high-quality content can be challenging, especially when trying to balance it with other business responsibilities.

Engagement and Reach : It might be challenging to get through the clutter on social media networks in order to interact with the intended audience of Building a substantial following and increasing reach require time and effort.

Algorithm Changes : Algorithms are regularly updated by social media sites, which has an impact on how material is ranked and presented. Entrepreneurs need to remain current and modify their tactics accordingly.

Competition: With millions of businesses vying for attention on social media, standing out from the competition can be difficult. Entrepreneurs need to find unique ways to differentiate their brand and offerings.

Negative Feedback and Crisis Management: Negative comments or feedback can spread quickly on social media, potentially damaging a brand's reputation. Handling criticism and managing crises effectively is crucial for maintaining a positive brand image.

Time and Resource Constraints: Managing social media accounts effectively can be time-consuming, especially for small businesses with limited resources. Entrepreneurs may struggle to find the time to create content, engage with followers, and analyze performance metrics.

Adapting to Platform Changes: Social media platforms are constantly evolving, introducing new features and functionalities. Entrepreneurs must stay adaptable and learn how to leverage these changes to their advantage.

Measuring ROI : It can be difficult to calculate the return on investment (ROI) of social media activities.. Although measures such as likes, shares, returns, and on comments offer insightful data, it can be challenging to convert these into observable commercial results.

Maintaining Authenticity: In an era of influencer marketing and curated content, maintaining authenticity can be a challenge. Entrepreneurs need to achieve equilibrium between being authentic and approachable to their audience and presenting their company in a positive manner.

.Legal and Regulatory Compliance: Business owners must make sure that their social media actions abide by all applicable laws and regulations. such as data privacy and advertising standards.

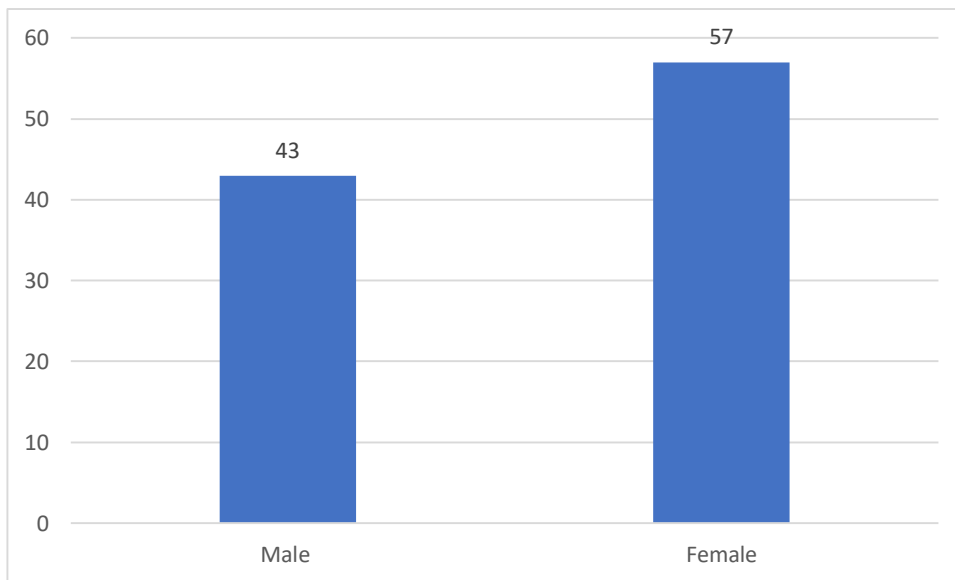
Navigating these challenges requires a strategic approach, ongoing learning, and adaptability to the ever-changing social media landscape.

4.1 Tables Shows the Gender Wise Classification of The Respondents

Gender	No of Respondent	Percentage
Male	34	43
Female	46	57
Total	80	100

Sources: primary data

4.1 The graph Showing Gender Wise Classification



INTERPRETATION

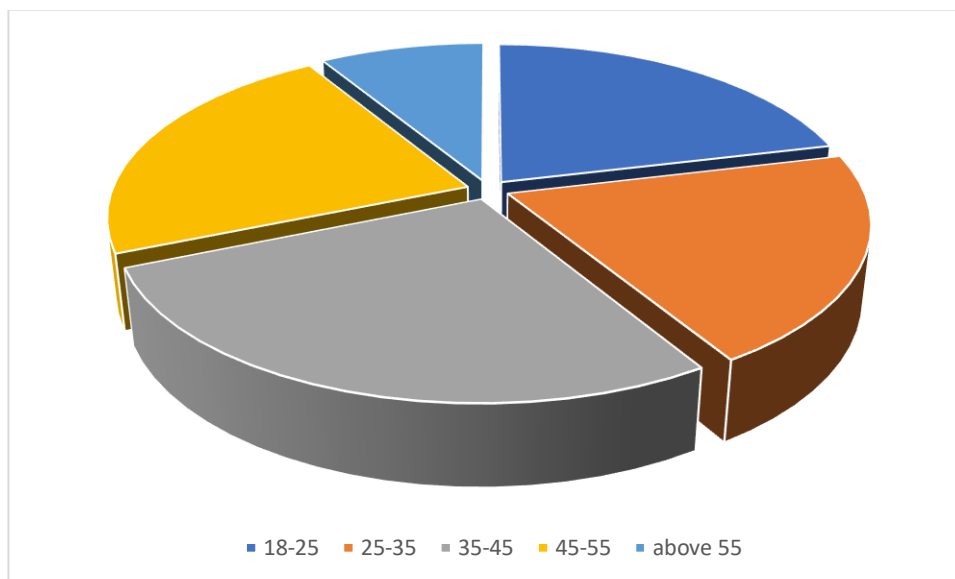
57% among the Respondents are Females And 43% Of the Respondents are Males.

4.2 Tables Shows the Age Wise Classification of the Respondents

Age	No of Respondents	Percentage
18-25	17	21.25
25-35	16	20
35-45	22	27.5
45-55	18	22.5
above 55	7	8.75
Total	80	100

Source: primary data

4.2 The graph Showing Age Wise Classification of The Respondents.



INTERPRETATION

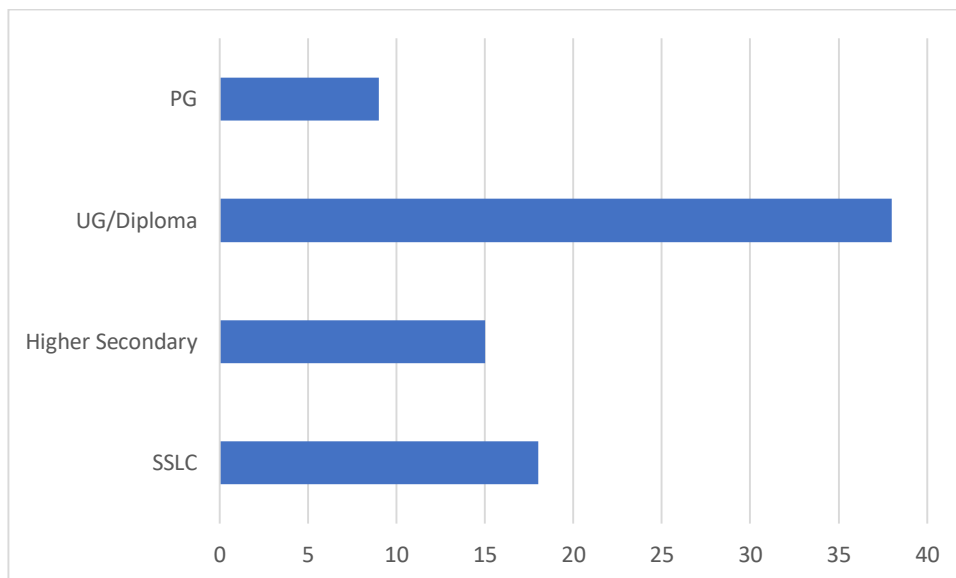
Table 4.2 shows that that 21.25 percent of the respondents belong to the age of 18-25, 20 percent of the age of 25-35, 27.5 percent to the age of 35-45 and 22.5 percent of the age of 45-55 percentage and above 55.

4.3 Table shows the different courses of study

Education	No of Respondents	Percentage
SSLC	18	22.5
Higher Secondary	15	18.75
UG/Diploma	38	47.5
PG	9	11.25
Total	80	100

Sources: Primary Data

4.3 The graph showing the different courses of study.



INTERPRETATION

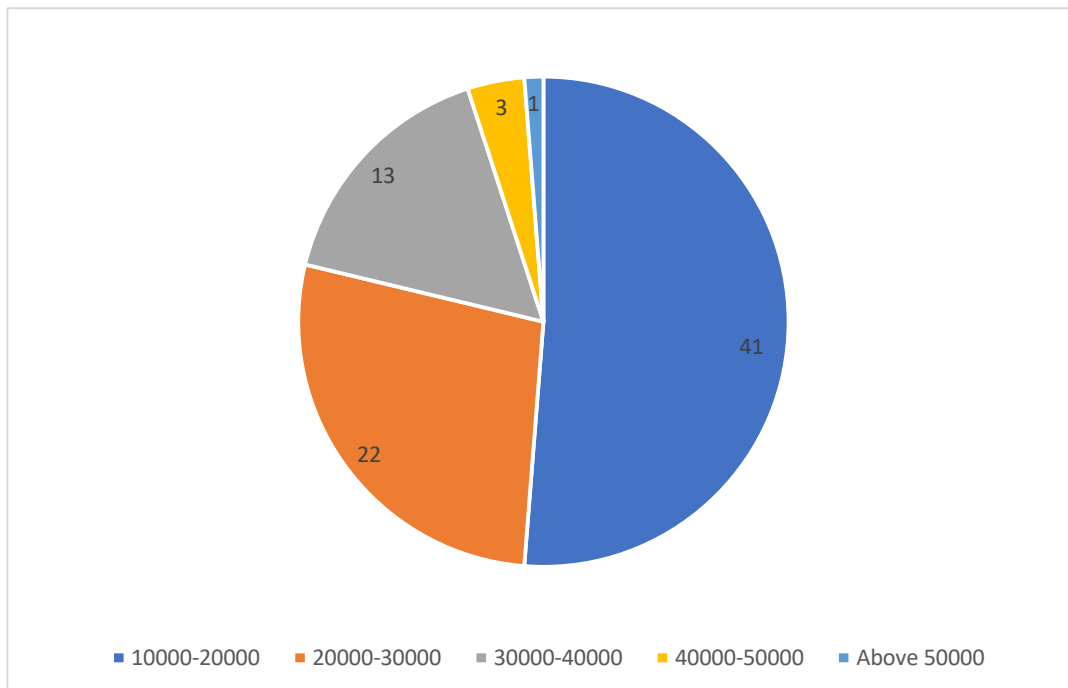
It is clear from the above table that 22.5 percent of the respondents are studying SSLC, 18.75 percent higher secondary, 47.5 percent UG/ diploma, 11.2 percent PG.

4.4 Table shows the income wise classification.

Particulars	Number of Respondent	Percentage
10000-20000	41	51.25
20000-30000	22	27.5
30000-40000	13	16.25
40000-50000	3	3.75
Above 50000	1	1.25
Total	80	100

Sources : Primary Data

4.4The graph showing income of the respondents.



INTERPRETATION

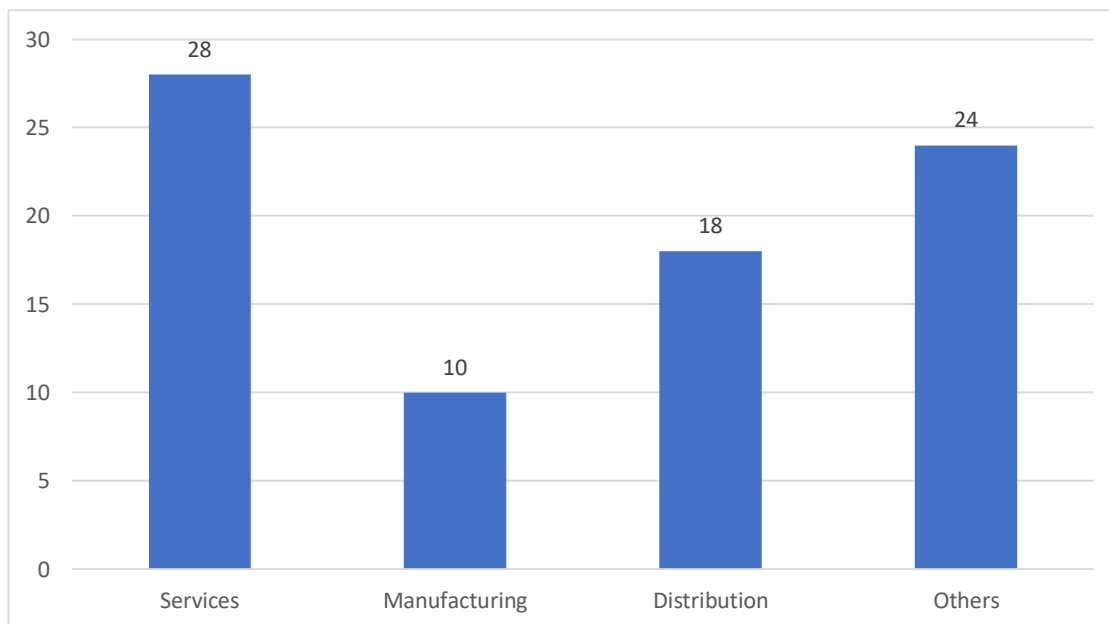
From the table we can understand that 51.25 percent of the respondents are 10000-20000, 27.5 percent of the respondents are in between 20000 to 30000, 16.25 percent of the respondents are in between 30000 to 40000 ,3.75 percent of the respondents are 40000 to 50000 and 1.25 above 50000.

4.5 Table shows the different Types of business.

Particular	No of Respondent	Percentage
Services	28	35
Manufacturing	10	12.5
Distribution	18	22.5
Others	24	30
Total	80	100

Sources : Primary Data

4.5 The graph showing the different Types of business.



INTERPRETATION

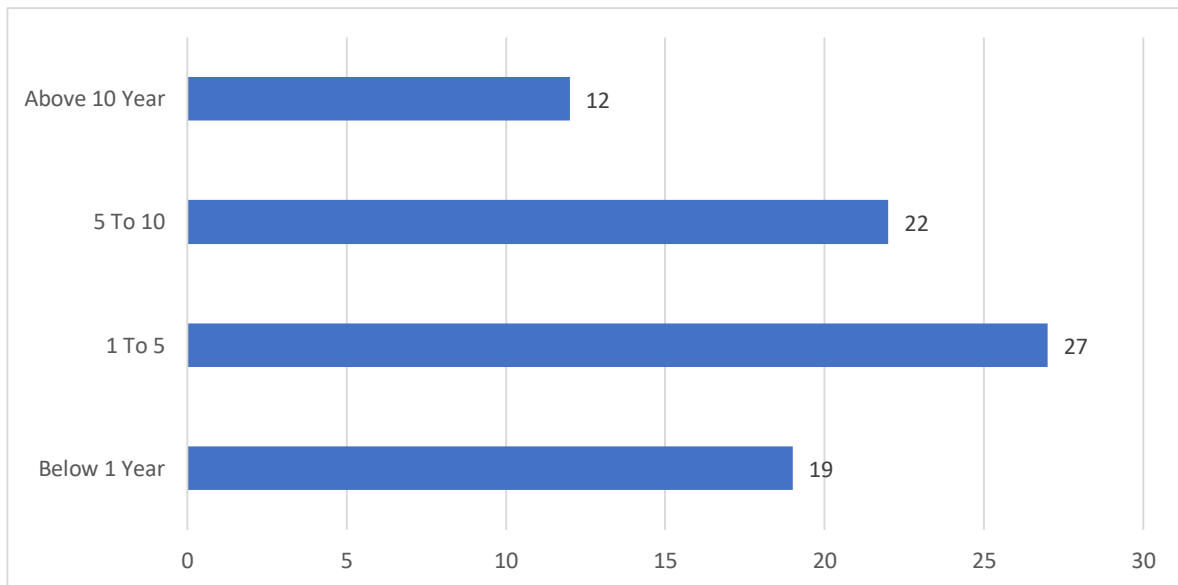
The above diagram shows 35% of Respondents using social media to provide services, 12.5% respondents are using for manufacturing, 22.5% of respondent are using distribution purpose and 30 % of respondent are using social media for other purpose.

4.6 Table Shows The Entrepreneurial Experience Of Respondent.

Year	Number of Respondent	Percentage
Below 1 Year	19	23.75
1 To 5	27	33.75
5 To 10	22	27.5
Above 10 Year	12	15
Total	80	100

Sources: Primary Data

4.6 The graph Showing The Entrepreneurial Experience Of Respondent.



INTERPRETATION

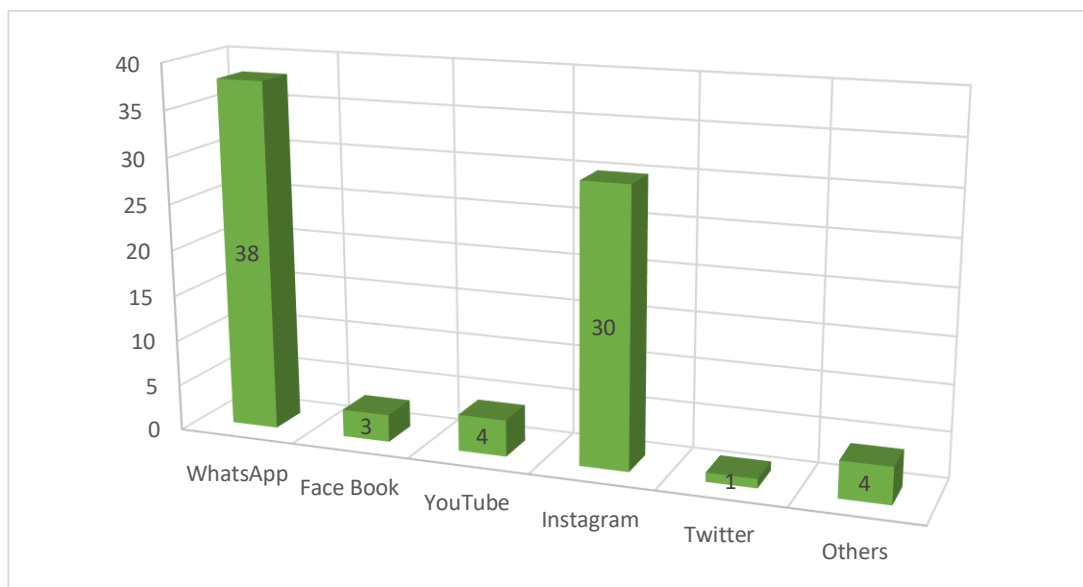
From the chart we can understand that 23.75 percent of the respondents are below 1 year experienced, 33.75 percent of the respondents are in between 1 to 5 year experienced, 27.5 percent of the respondents are in between 5 to 10 year experienced and 15 percent of the respondents are above 10 year experienced.

4.7. Table Shows Using the Social Media Platform in Your Business.

Particulars	Number of Respondent	Percentage
WhatsApp	38	47.5
Face Book	3	3.75
YouTube	4	5
Instagram	30	37.5
Twitter	1	1.25
Others	4	5
Total	80	100

Sources : Primary Data

4.7 The graph Shows Using the Social Media Platform in Your Business.



INTERPRETATION

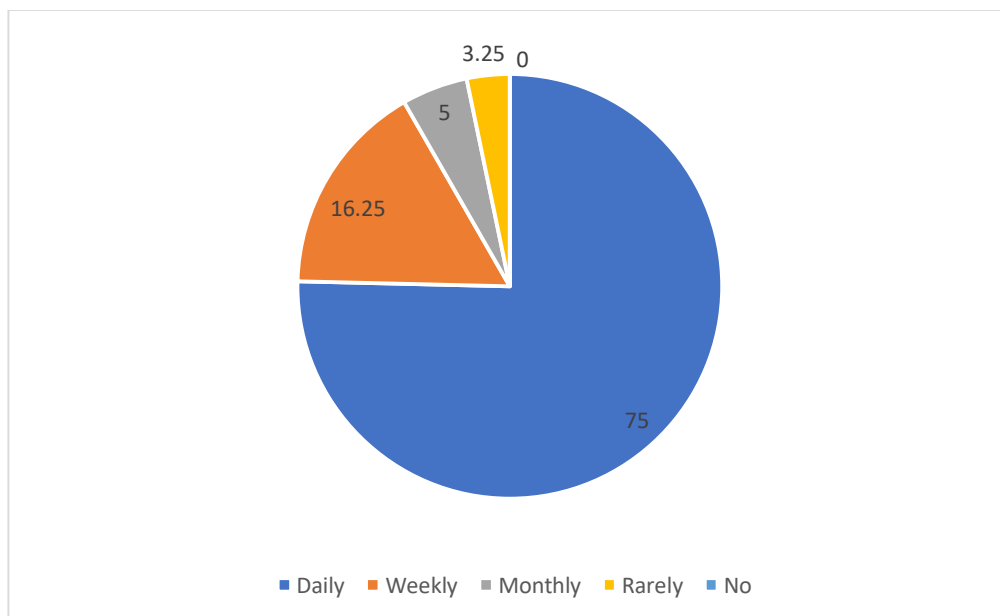
According to the above chart, 47.5 percent of respondents use WhatsApp, 3.75 percent use Facebook, 5 percent use YouTube, 37.5 percent use Instagram, 1.25 percent use Twitter, and 5 percent use other social media platforms.

4.8 Table Shows how often do you Use of Social Media For Business.

Particular	Number of Respondent	Percentage
Daily	60	75
Weekly	13	16.25
Monthly	4	5
Rarely	3	3.25
No	0	0
Total	80	100

Sources: Primary Data

4.8 The graph Showing how often do you Use of Social Media For Business.



INTERPRETATION

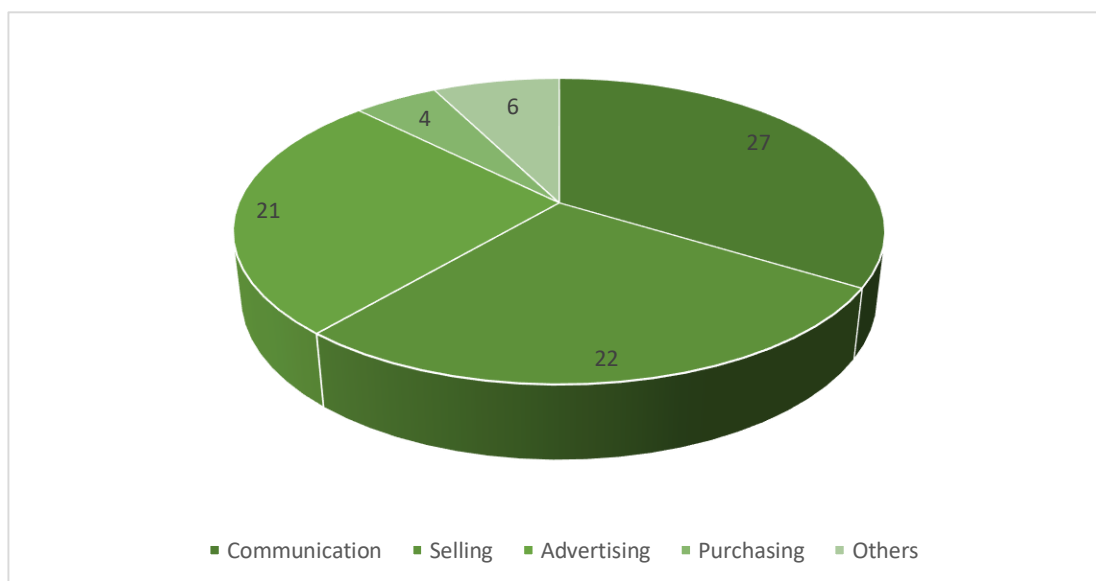
The above table shows the frequency of use social media for business, 75% agreed that they make use of the social media daily, 16.25% of the respondent make use of the social media in weekly, 5% use the respondent use for business in monthly, and 3.25% of the respondent make use of the social media for rarely.

4.9 Table shows the purpose of social media uses.

Particular	Number of Respondent	Percentage
Communication	27	33.75
Selling	22	27.5
Advertising	21	26.25
Purchasing	4	5
Others	6	7.5
Total	80	100

Sources: primary Data

4.9 The graph showing the purpose of social media uses.



INTERPRETATION

In accordance with the diagram, 33.75% of respondents use social media for communication, 27.5% use it for selling, 26.25% use it for advertising, 5% use it for purchases, and 7.5% use it for other purposes.

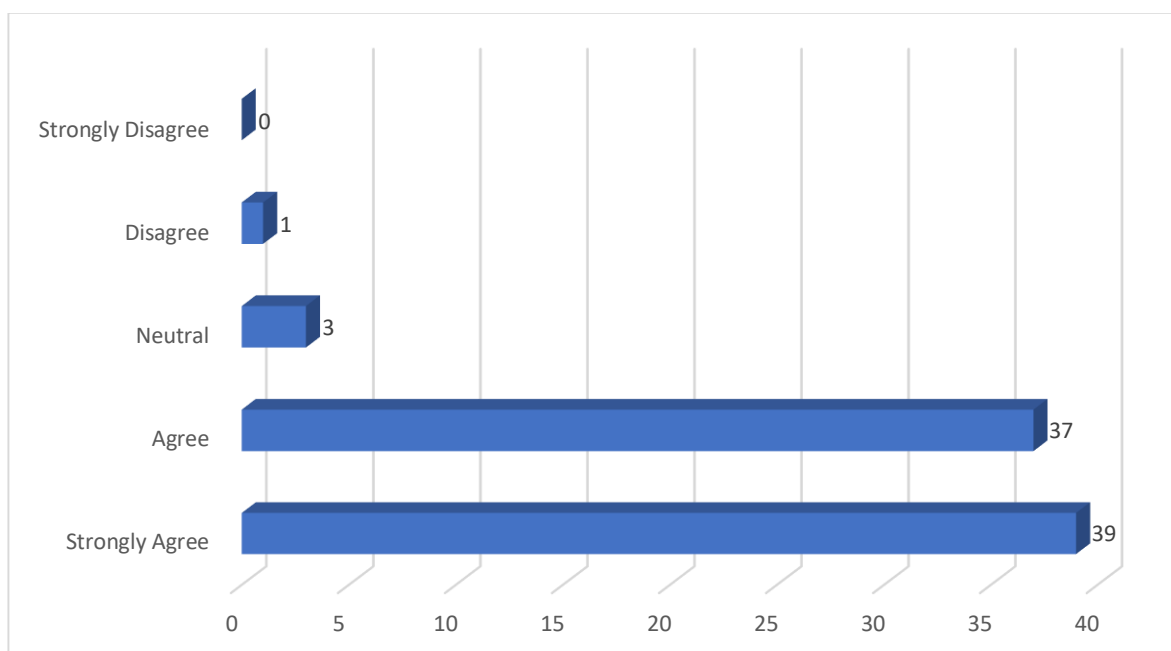
4.10 The tables and graphs showing the social media practices usually use to boost your business.

4.10. 1 set a goal

Particulars	Number of Respondent	Percentage
Strongly Agree	39	49%
Agree	37	46%
Neutral	3	4%
Disagree	1	1%
Strongly Disagree	0	100%
Total	80	100

Source: primary Data.

4.10.1. The graph showing set a goal.



INTERPRETATION

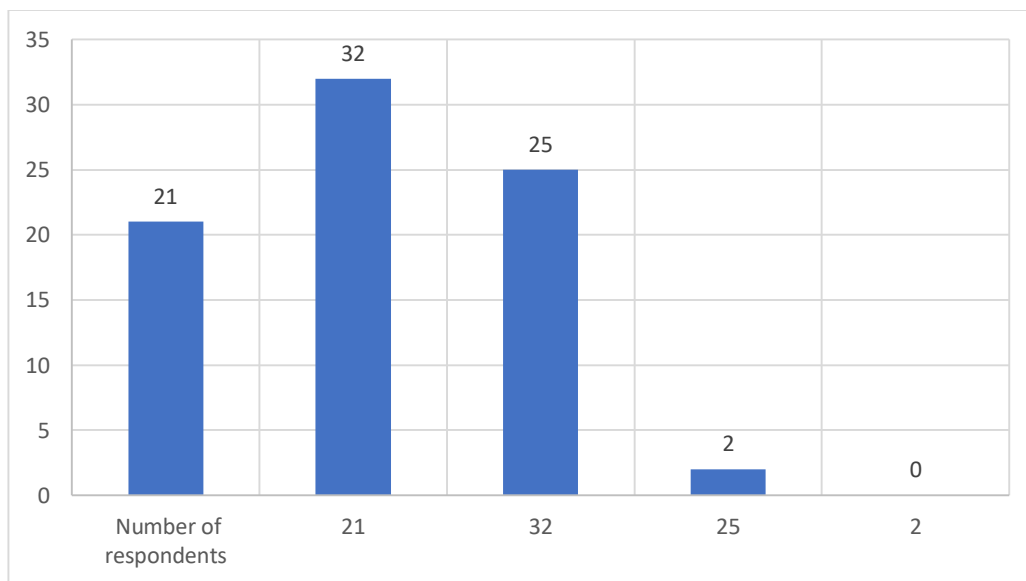
The chart shown 49% respondents are strongly agreeing to set a goal in social media to boost your business. 46% Of respondents are agreed, 4% of respondent are neutral and 1% of them disagreed.

4.10. 2 Using Brand Hashtags

Particular	Number of respondents	Percentage
Strongly Agree	21	26.25
Agree	32	40
Neutral	25	31.25
Disagree	2	2.5
Strongly Disagree	0	0
Total	80	100

Sources : Primary Data

4.10. 2 The graph showing Using Brand Hashtags



INTERPRETATION

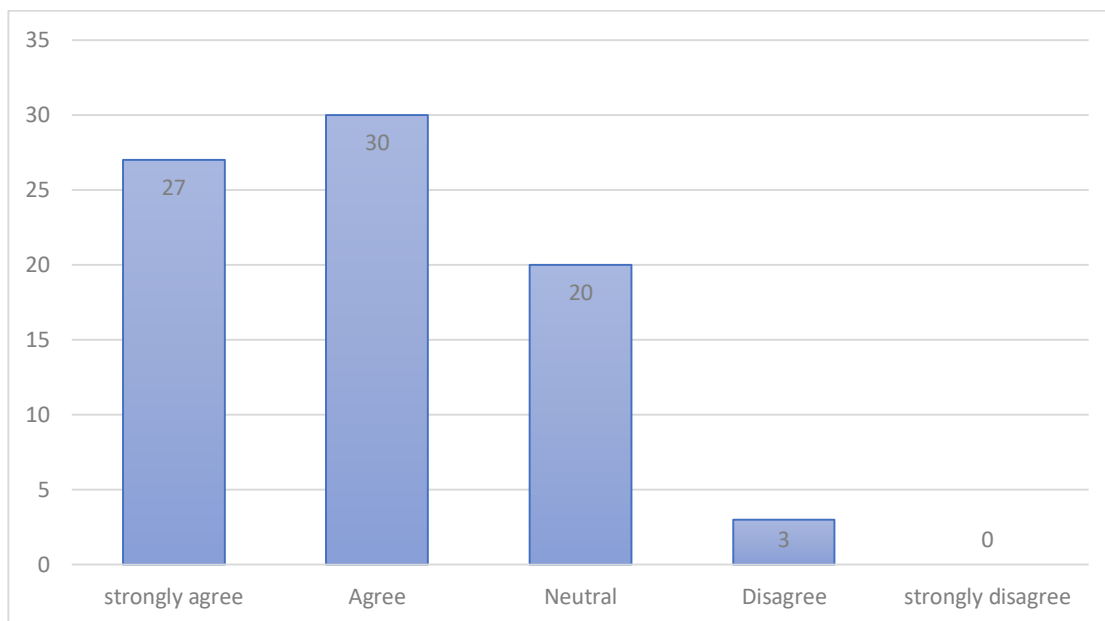
The diagram shows the 26.25% of the respondent are strongly agreeing the usually use hash tags in social media is boost your business, 40% of the respondent are agreed, 31.25% of the respondent are neutral and 2.5% of them are disagree.

4.10.3 Daily content posing.

Particular	Number of respondents	Percentage
Strongly agree	27	33.75
Agree	30	37.5
Neutral	20	25
Disagree	3	3.75
Strongly disagree	0	0
Total	80	100

Sources : primary Data

4.10.3. The graph showing Daily content posing.



INTERPRETATION

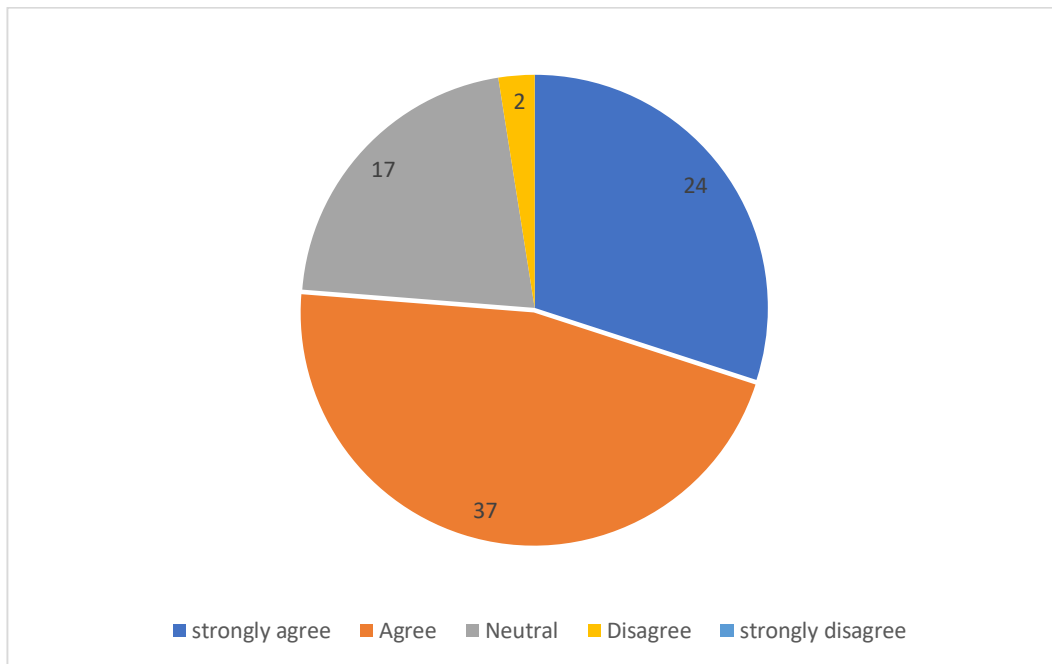
The diagram shows the 33.75% of the respondent are strongly agree to daily content posting in social media is boost your business, 37.5% of the respondent are agree, 25% of the respondent are neutral, 3.75% of the respondent are disagreed.

4.10. 4 Set icon

Particular	Respondent	Percentage
Strongly agree	24	30
Agree	37	46.25
Neutral	17	21.25
Disagree	2	2.5
Strongly disagree	0	0
Total	80	100

Sources: primary Data.

4.10. 4. The graph showing set icon



INTERPRETATION

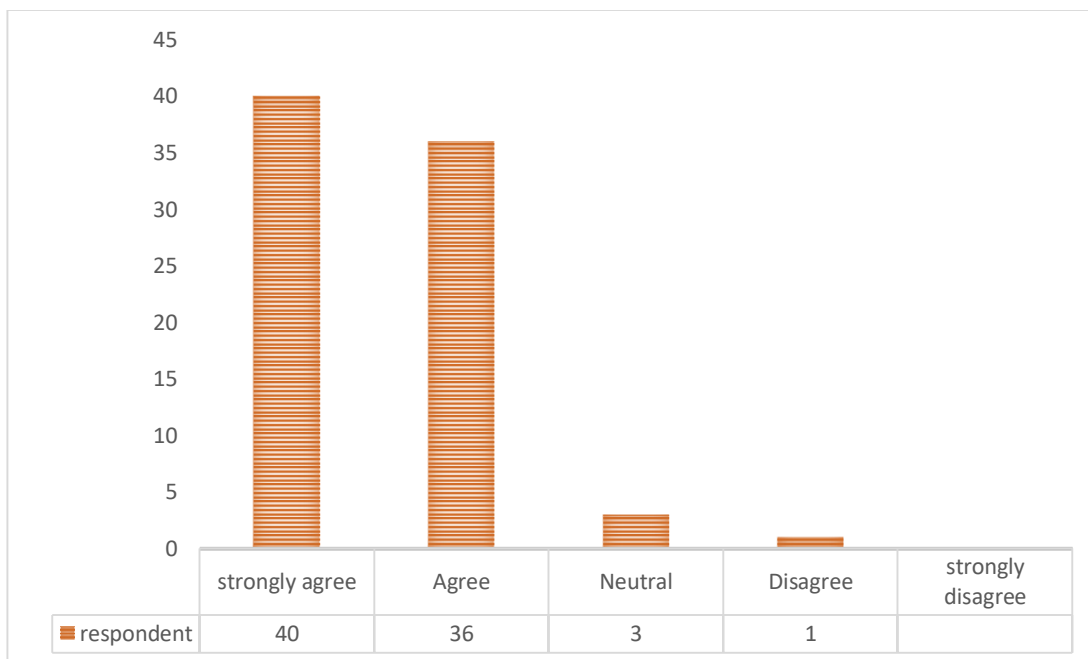
The table shows 30% of respondents strongly agree that set icon to social media is boost your business. 46.25% Of students are agreed and 21.25% of them are neutral.2.5% of them are disagreeing.

4.10.5 Interact with Followers

Particular	Number of Respondent	Percentage
Strongly Agree	40	50
Agree	36	45
Neutral	3	3.75
Disagree	1	1.25
Strongly Disagree	0	0
Total	80	100

Sources: Primary Data.

4.10.5. The graph showing the Interact with Followers



INTERPRETATION

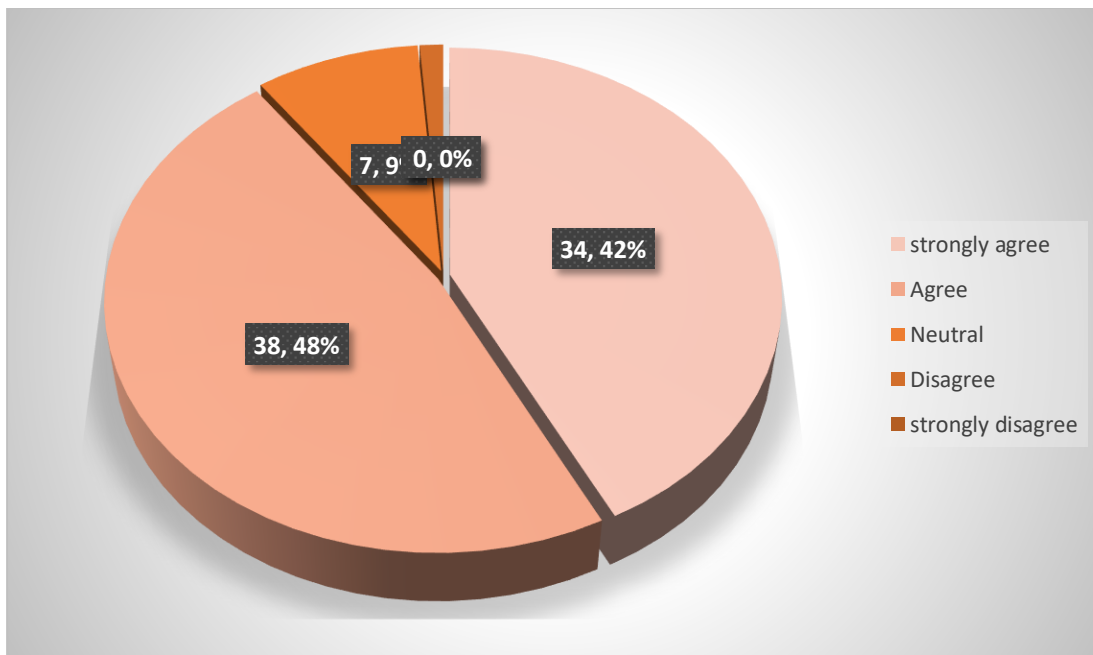
The table shows the 50% of the respondent are strongly agree to use social media for interact with follower it helps boost your business, 45% of the respondent are agree, 3.75% of them neutral and 1.25% of disagree.

4.10.6 Select Your Social Media Channels.

Particulars	Number of Respondent	Percentage
Strongly Agree	34	43
Agree	38	48
Neutral	7	8
Disagree	1	1
Strongly Disagree	0	0
Total	80	100

Sources: primary Data

4.10.6. The graph showing the Select Your Social Media Channels.



INTERPRETATION

The diagram shows the 43% of the respondent are strongly agree to use social media channels for boost your business, 48% of the respondent are agreed, 8% of the respondents are neutral and 1% of them are disagreed.

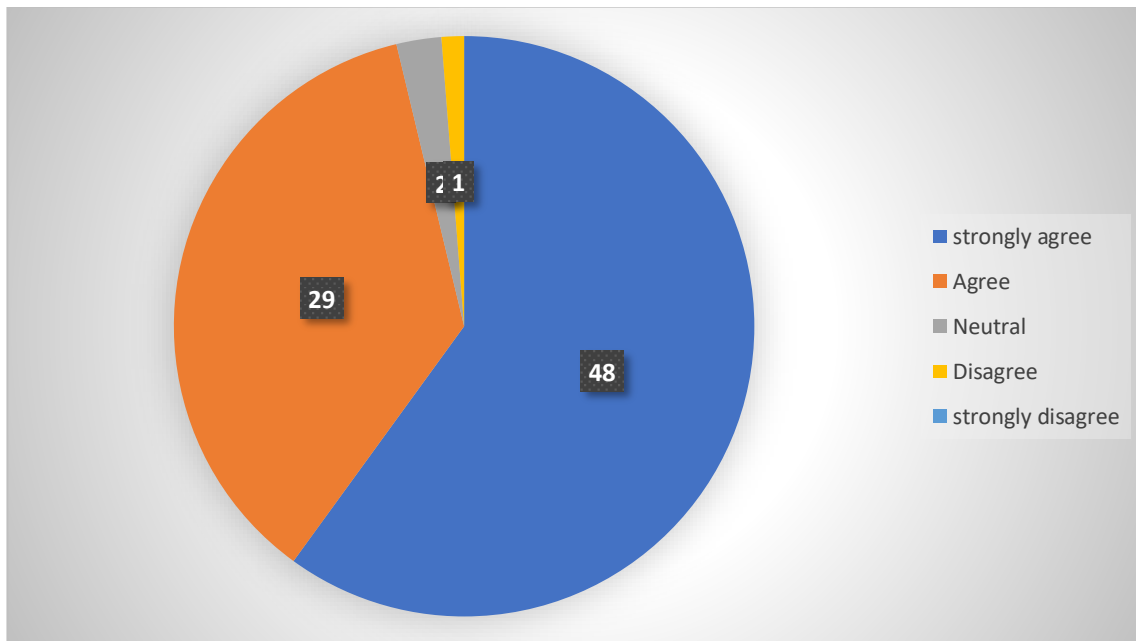
4.11. The tables and graphs showing your opinion.

4.11.1 Social media marketing practices are cost effective compared to traditional marketing strategies.

Particulars	Number of Respondent	Percentage
Strongly Agree	48	60
Agree	29	37
Neutral	2	2
Disagree	1	1
Strongly Disagree	0	0
Total	80	100

Sources: primary data

4.11.1. The graph showing social media marketing practices are cost effective compared to traditional marketing strategies



INTERPRETATION

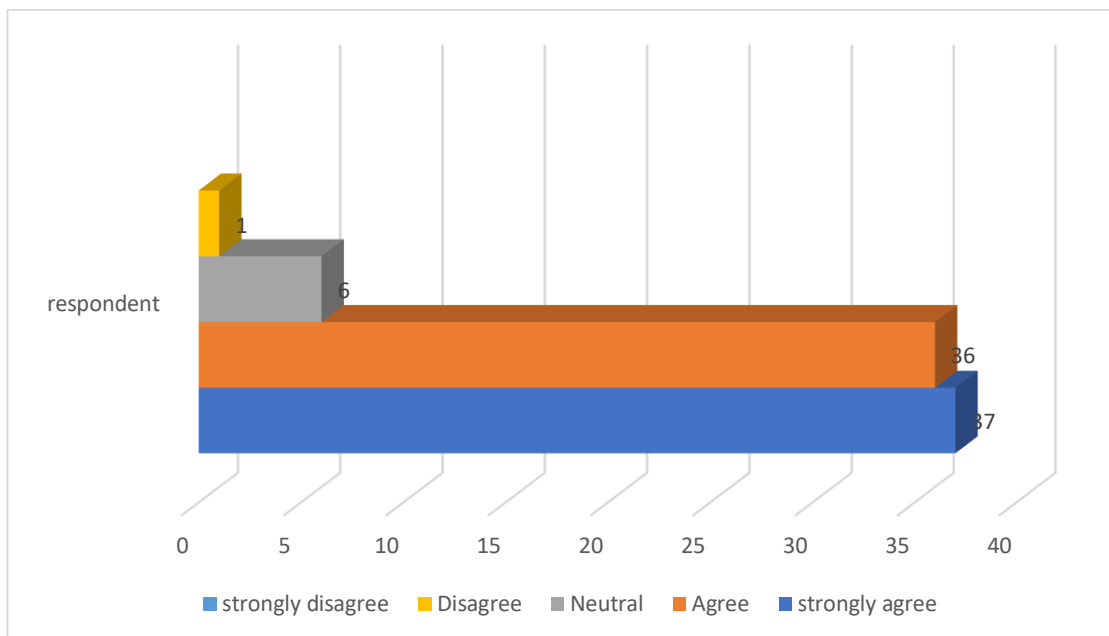
The graph shown social media marketing practices are cost effective compared to traditional marketing strategies, 60% of the respondent are strongly agree this opinion, 37% of the respondent are agree, 2% of the respondent are neutral and 1% of the respondents are disagree.

4.11.2 I feel social media give us more customer support.

Particular	Number of Respondent	Percentage
Strongly agree	37	47
Agree	36	45
Neutral	6	7
Disagree	1	1
Strongly disagree	0	0
Total	80	100

Sources: primary Data

4.11.2. The graph showing I feel social media give us more customer support.



INTERPRETATION

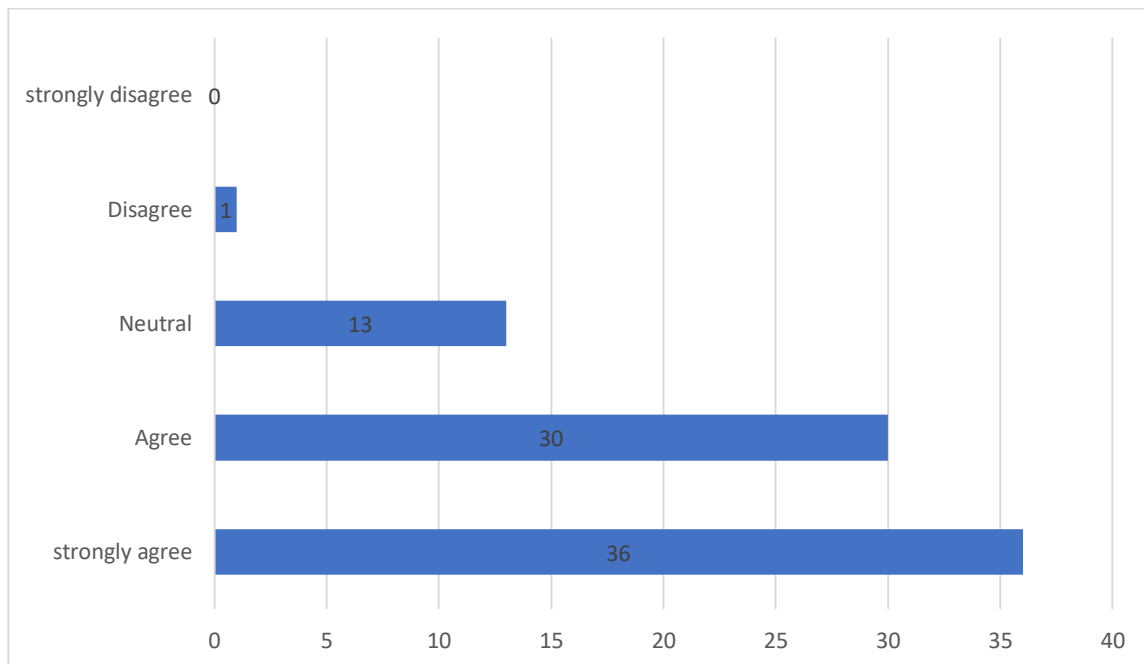
The above chart shows 47% of the respondent are strongly agree, social media is more customer support, 45% of the respondent are agree ,7% of the respondent are neutral and 1% of them are disagree.

4.11.3 Social Media Post Can Help Ensure Your Account Published Content Regularly.

Particulars	Number of Respondent	Percentage
Strongly Agree	36	45
Agree	30	38
Neutral	13	16
Disagree	1	1
Strongly Disagree	0	0
Total	80	100

Sources : primary Data

4.11.3 Social Media Post Can Help Ensure Your Account Published Content Regularly.



INTERPRETATION

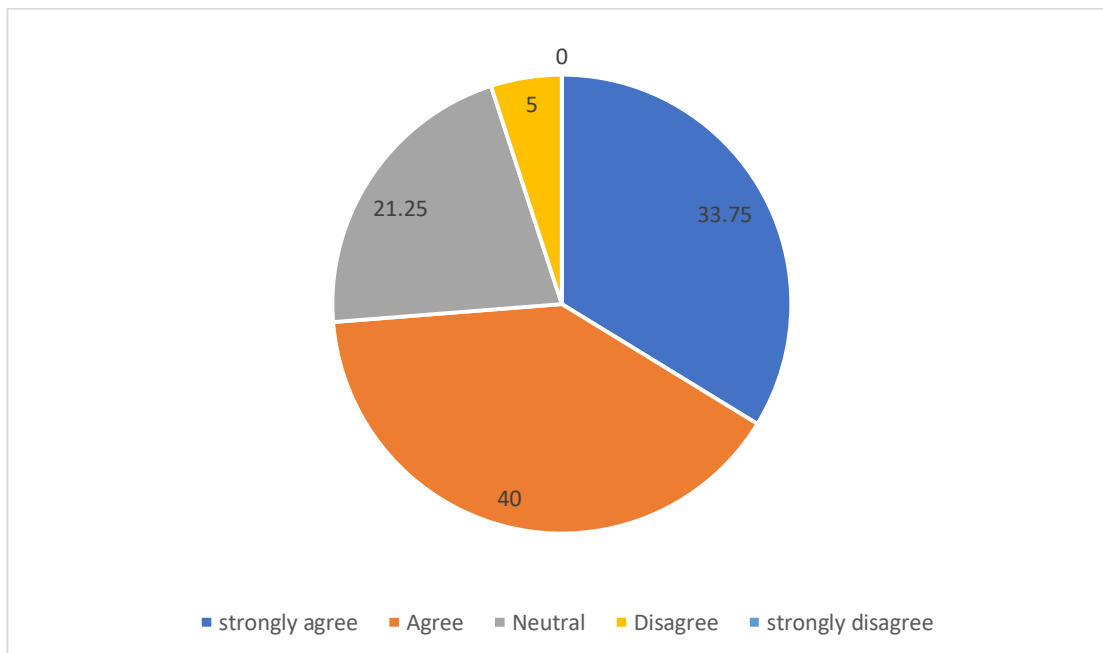
The diagram shows social media post can help ensure your account published content regularly 45% of the respondent are strongly agree this opinion, 38% of the respondent are agree, 16% of the respondent are neutral and 1% of them disagree.

4.11.4 Using social media hashtags make it easy for people to find your social media content.

Particular	Number of respondents	Percentage
Strongly Agree	27	33.75
Agree	32	40
Neutral	17	21.25
Disagree	4	5
Strongly Disagree	0	0
Total	80	100

Source: primary data

4.11.4. The graph showing using social media hashtags make it easy for people to find your social media content.



INTERPRETATION

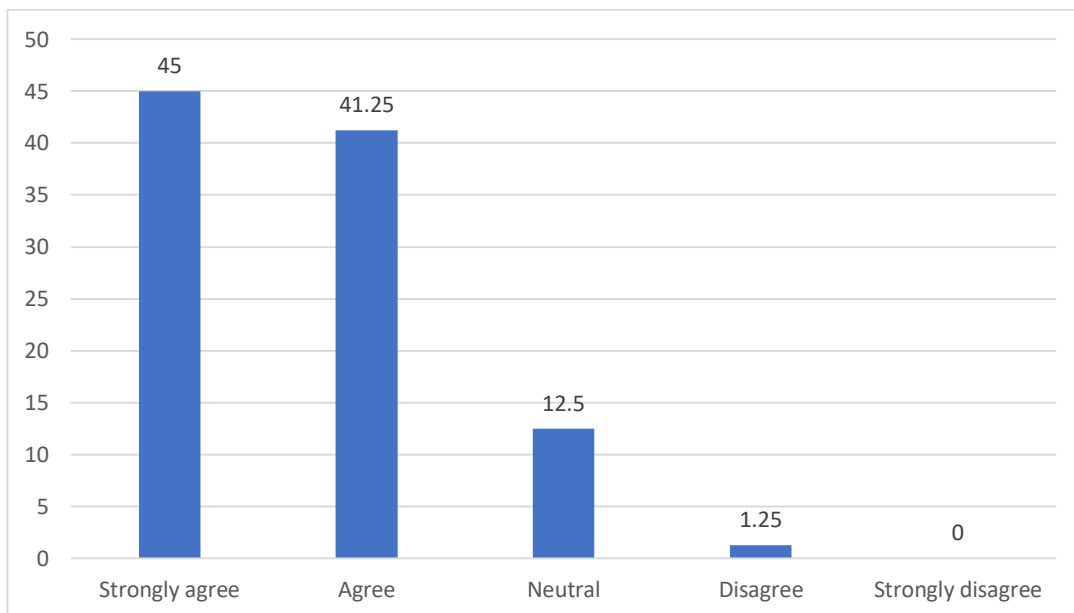
The table shown social media hashtags make it people to find your social media content, 33.75% of the respondent are strongly agree, 40% of respondent are agree, 21.25% of respondents are neutral and 5% of them disagreeing.

4.11.5 Regular Content Upload Help To Update Information To Customers.

Particulars	Number of respondent	Percentage
Strongly Agree	36	45
Agree	33	41.25
Neutral	10	12.5
Disagree	1	1.25
Strongly Disagree	0	0
Total	80	100

Sources : primary data

4.11.5 Regular Content Upload Help To Update Information To Customers.



INTERPRETATION

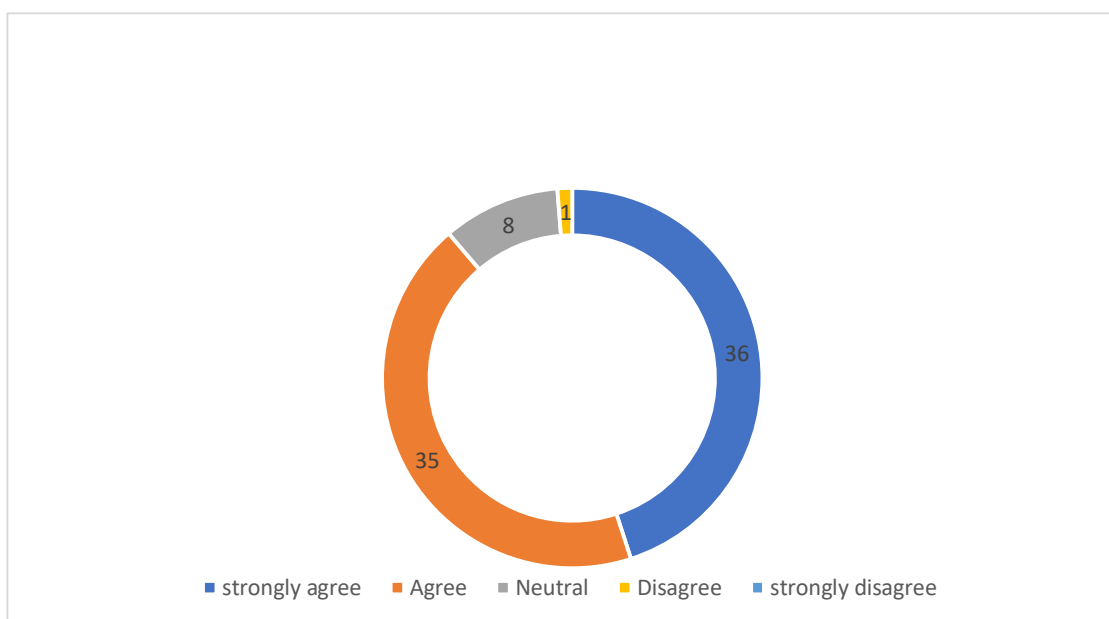
The above diagram shows 45% of responses are strongly agree to regular content upload help to update information to customers, 41.25% of the respondent are agree, 12.5% of the respondent are neutral and 1.25% of them are disagree.

4.11.6 The Usage of Social Media Is Support A Business To Customers Approach, it help to direct Link with the Producers.

Particular	Number of respondents	Percentage
strongly agree	36	45
Agree	35	43.75
Neutral	8	10
Disagree	1	1.25
strongly disagree	0	0
Total	80	100

Sources: primary Data

4.11.6. The graph showing Usage of Social Media Is Support A Business To Customers Approach, it help to direct Link with the Producers.



INTERPRETATION

The above chart shows the usage of social media is support a business to customers approach, it helps to direct link with the producers, 45% of the respondent are strongly agree this opinion, 43.75% of the respondent are agree, 10% of the respondent are neutral and 1.25% of them are disagree.

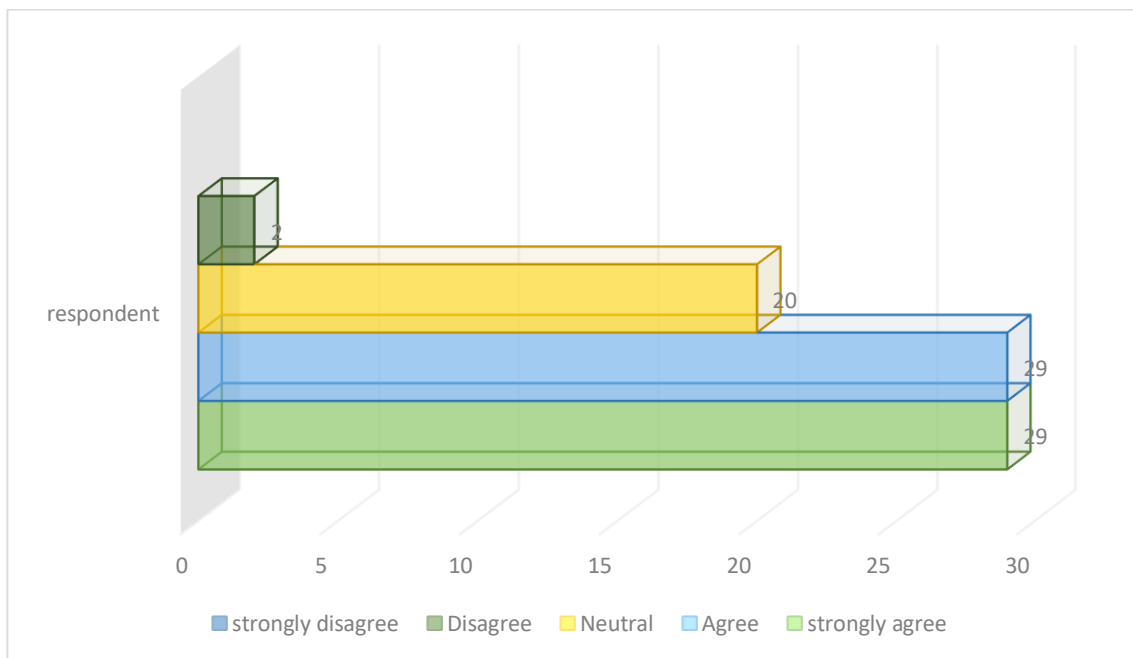
4.12. The tables and graphs showing in your opinion.

4.12.1 social media advancement in business effective management and leadership support.

Particular	Number of Respondent	Percentage
Strongly Agree	29	36.25
Agree	29	36.25
Neutral	20	25
Disagree	2	2.5
Strongly Disagree	0	0
Total	80	100

Sources : primary data

4.12.1. The graph showing social media advancement in business effective management and leadership support.



INTERPRETATION

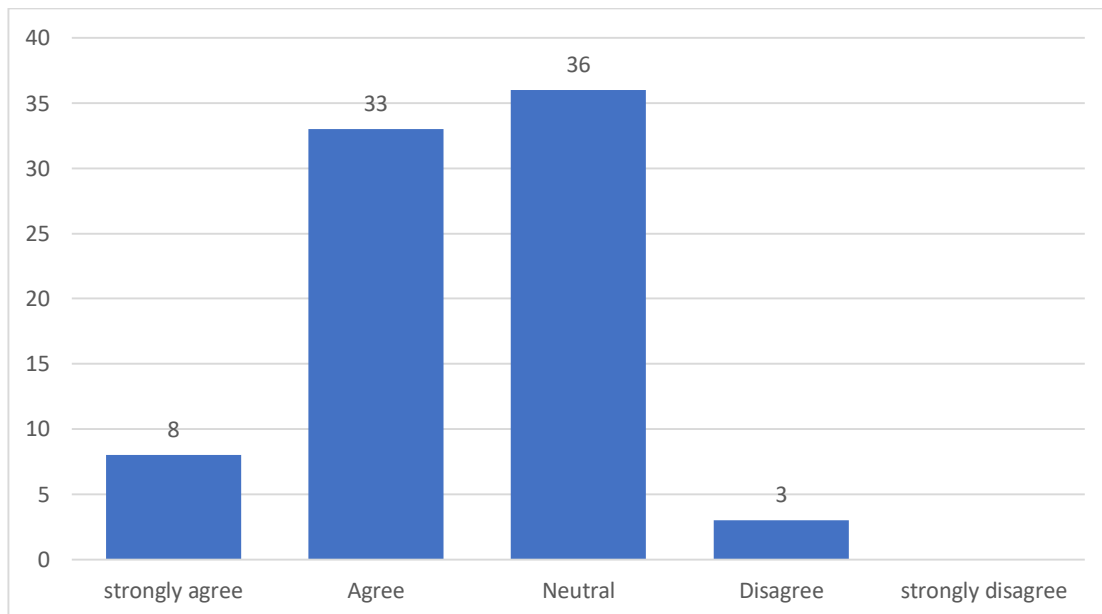
The above table shows the opinion of social media advancement in business, effective management and leadership support is 36.25% of respondents are Strongly Agree, 36.25% of the respondents are Agree, 25% of the respondents are Neutral, 2.5% of them are Disagree.

4. 12.2 Government Policies, Infrastructure And Cultural Factors Shaped Social Media

Particulars	Number of Respondent	Percentage
Strongly Agree	8	10
Agree	33	41.25
Neutral	36	45
Disagree	3	3.75
Strongly Disagree	0	0
Total	80	100

Sources : primary data

4.12.2. The graph showing Government Policies, Infrastructure and Cultural Factors Shaped Social Media.



INTERPRETATION

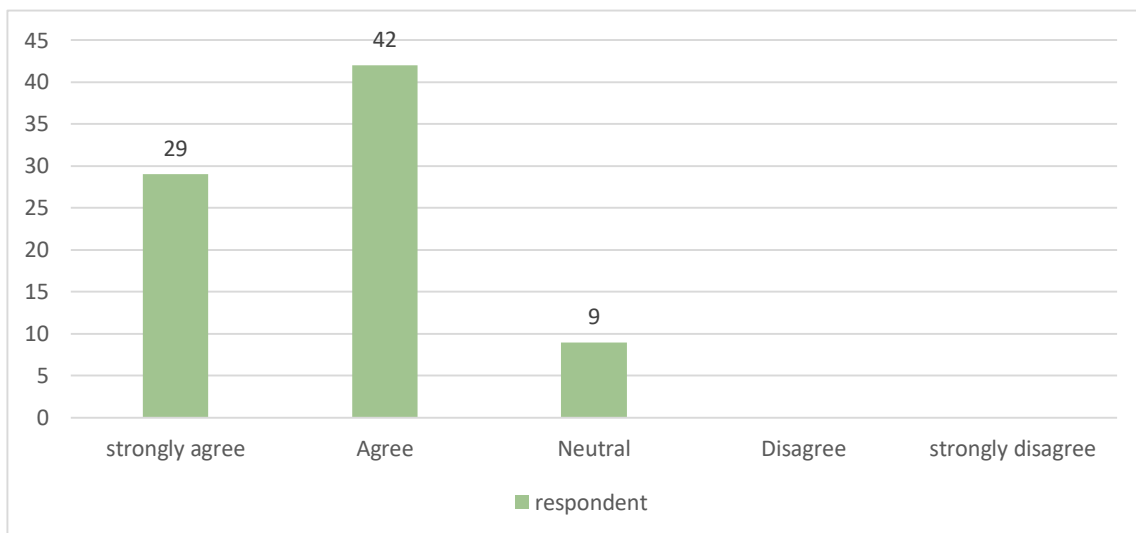
The above table shows that,10% of respondents are strongly agree to the opinion of government policies, infrastructure and cultural factors shaped social media.41.25% of respondents are agree,45 % of neutral and 3.75 % of them are disagree.

4. 12.3 social media helping brand promotion engage with their customer.

Particular	Respondent	Percentage
Strongly agree	29	36.25
Agree	42	52.5
Neutral	9	11.25
Disagree	0	0
Strongly disagree	0	0
Total	80	100

Sources : primary data

4.12.3. The graph showing social media helping brand promotion engage with their customer.



INTERPRETATION

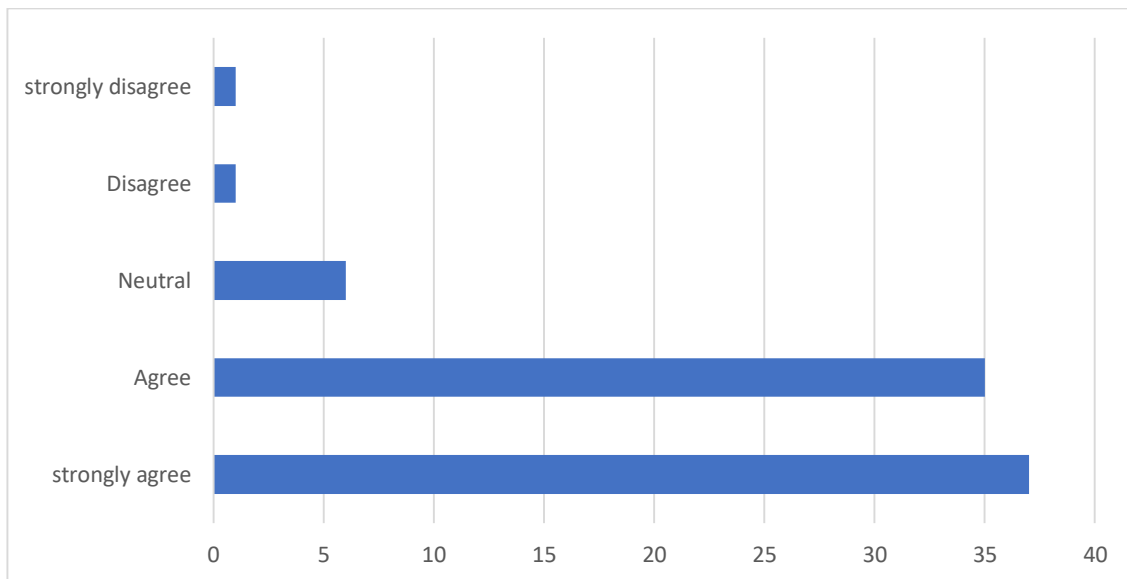
The diagram shows that social media helping brand promotion engage with their customer, 36.25% of the respondents are Strongly Agree, 52.5% of a respondent are Agree, 11.25% of the respondents are Neutral.

4. 12.4 Growth in Followers, Sales, Website Traffic is help to Measure the Success of Your Social Media Marketing Efforts.

Particulars	Number of respondent	Percentage
Strongly agree	37	46.25
Agree	35	43.75
Neutral	6	7.5
Disagree	1	1.25
Strongly disagree	1	1.25
Total	80	100

Sources : primary data

4. 12.4. The graph Growth in Followers, Sales, Website Traffic is help to Measure the Success of Your Social Media Marketing Efforts.



INTERPRETATION

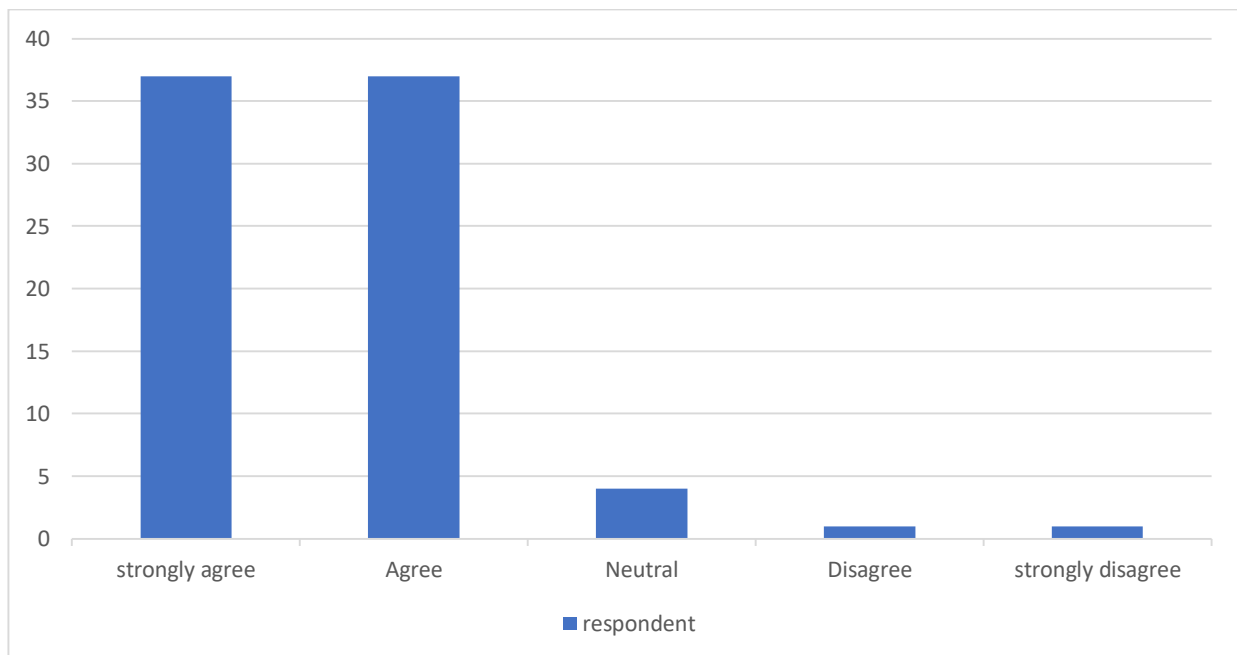
The above table shows that, 46.25% of the respondents are Strongly Agree to the growth in followers, sales, website traffic is help to measure the success of your social media marketing efforts , 43.75% of the a respondents are Agree, 7.5% of the respondents are Neutral, 1.25% of them are Disagree and 1.25 % of respondent are strongly disagree.

4.12 .5 social media help to word of mouth publicity.

Particular	Number of Respondent	Percentage
Strongly Agree	37	46.25
Agree	37	46.25
Neutral	4	5
Disagree	1	1.25
Strongly Disagree	1	1.25
Total	80	100

Source : primary data

4. 12 .5. The graph showing social media help to word of mouth publicity.



INTERPRETATION

The above table shows that, social media help to word of mouth publicity, 46.25% of the respondents are Strongly Agree, 46.25% of a respondent are Agree, 5% of the respondents are Neutral, 1.25% of them are Disagree and 1.25 % of respondent are strongly disagree.

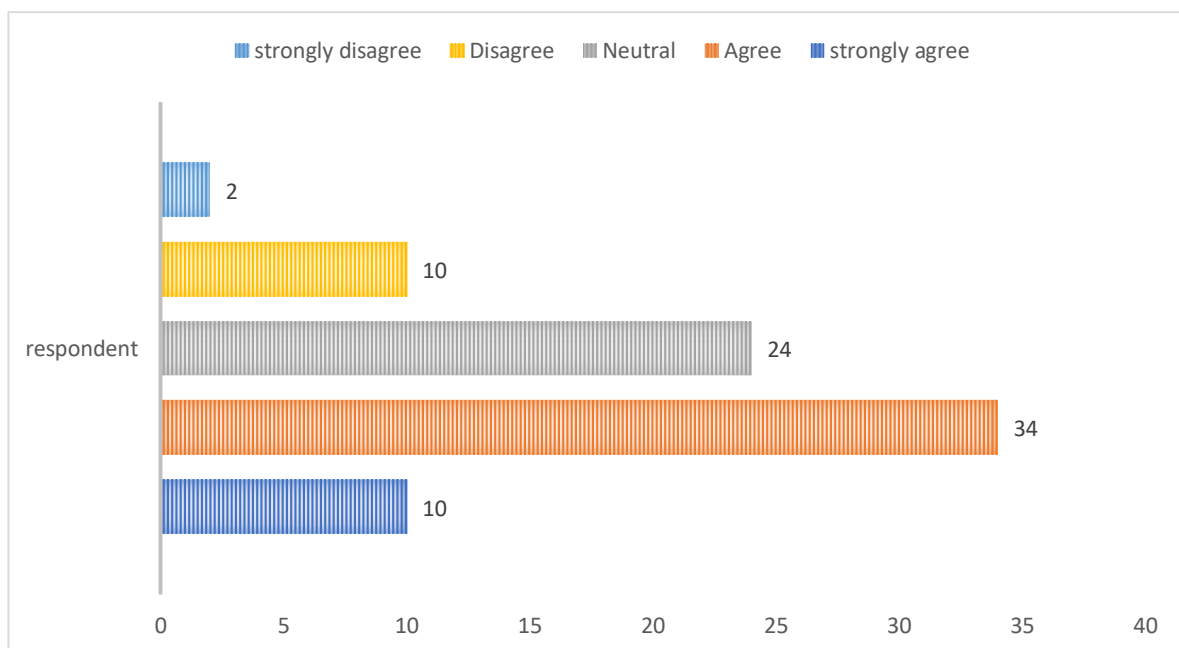
4. 13. The tables and graphs showing the challenges faced by using social media in business.

4. 13.1. Lack of skill.

Particulars	Number of Respondents	Percentage
Strongly Agree	10	12.5
Agree	34	42.5
Neutral	24	30
Disagree	10	12.5
Strongly Disagree	2	2.5
Total	80	100

Sources: Primary Data

4. 13.1. The graph showing lack of skill.



INTERPRETATION

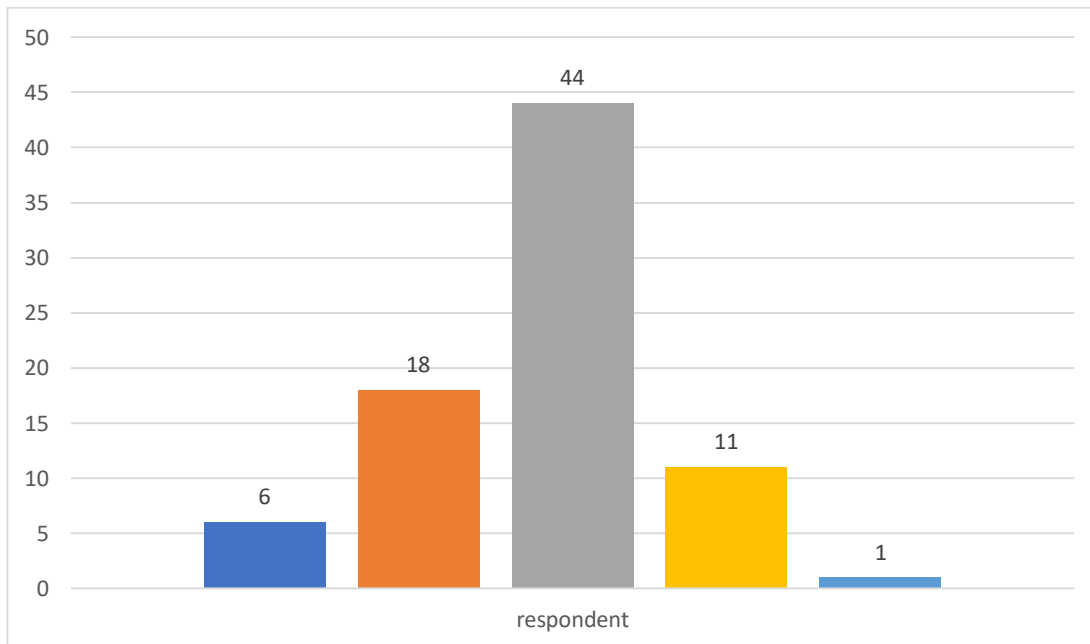
The above table shows that, 12.5 % of the respondents are Strongly Agree, to lack of social media skills in business. 42.5% of a respondent are Agree, 30% of the respondents are Neutral, 12.5% of them are Disagree and 2.5 % of respondent are strongly disagree.

4. 13.2 Access cost to high.

Particular	Number of respondent	Percentage
Strongly agree	6	7.5
Agree	18	22.5
Neutral	44	55
Disagree	11	13.75
strongly disagree	1	1.25
Total	80	100

Source : primary data

4. 13.2 . The graph Access cost to high.



INTERPRETATION

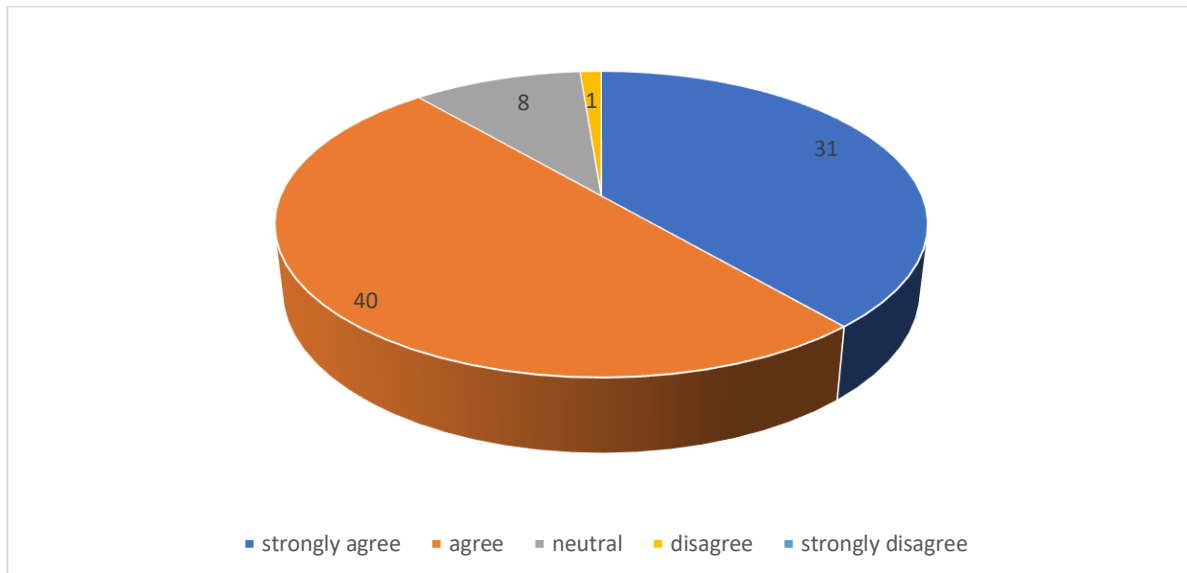
The above table shows that, 7.5% of the respondents are Strongly Agree to access social media in business is cost is high, 22.5% of a respondent are Agree, 55% of the respondents are Neutral, 13.75% of them are Disagree and 1.25 % of respondent are strongly disagree.

4. 13. 3 privacy and security concern.

Particulars	Number of respondent	Percentage
Strongly agree	31	38.75
Agree	40	50
Neutral	8	10
Disagree	1	1.25
Strongly disagree	0	0
Total	80	100

Sources : primary data

4. 13. 3. The graph showing privacy and security concern.



INTERPRETATION

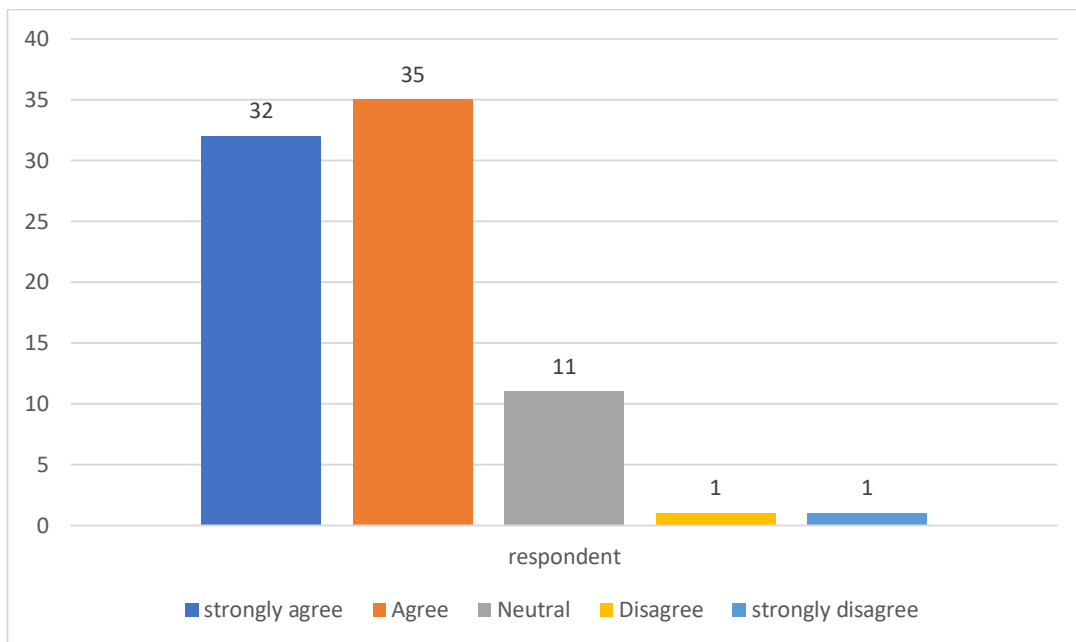
The table shows that, Concerns about the security and privacy of social media in the workplace are something that 38.75% of respondents strongly agree with, 50% agree, 10% are neutral, and 1.25 percent disagree.

4. 13.4. Network issue.

Particular	Number of respondent	Percentage
Strongly agree	32	40
Agree	35	43.75
Neutral	11	13.75
Disagree	1	1.25
Strongly disagree	1	1.25
Total	80	100

Source : primary data

4. 13.4. The graph Network issue.



INTERPRETATION

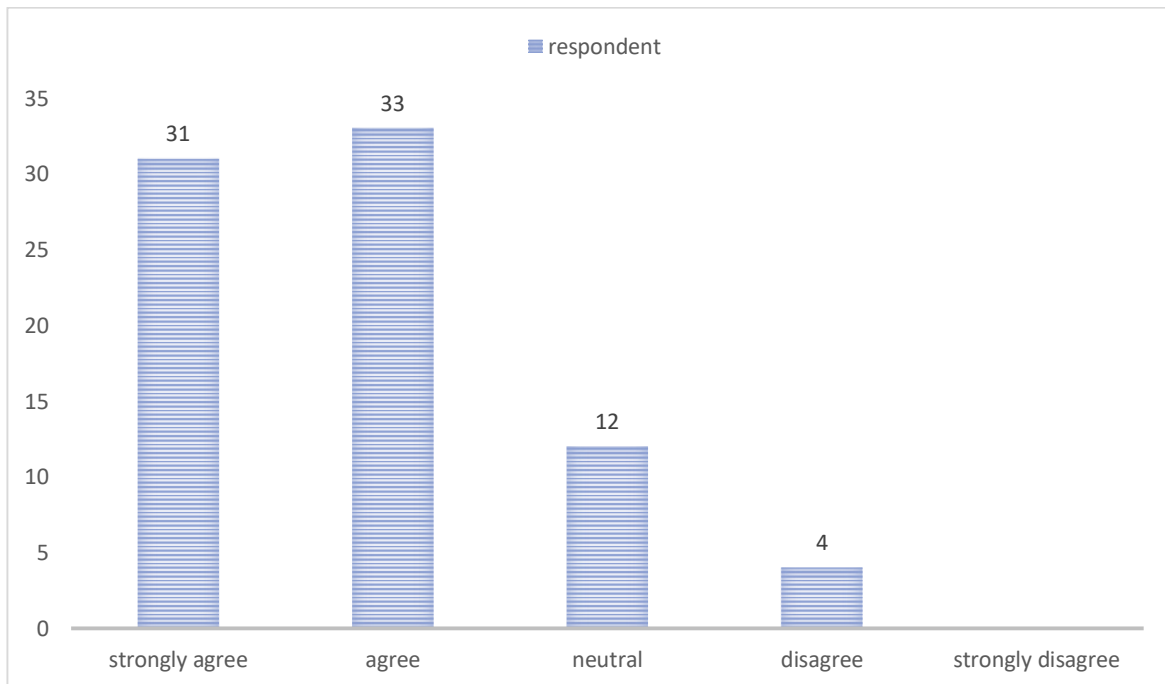
The above table shows that, network issues faced by using social media in business, 40% of the respondents are Strongly Agree, 43.75% of a respondent are Agree, 13.75% of the respondents are Neutral, 1.25% of them are Disagree and 1.25 % of respondent are strongly disagree.

4. 13.5. Infrastructure for business.

Particular	Number of respondent	Percentage
Strongly agree	31	38.75
Agree	33	41.25
Neutral	12	15
Disagree	4	5
Strongly disagree	0	0
Total	80	100

Source : primary data

4. 13.5. The graph showing Infrastructure for business.



INTERPRETATION

The graph indicates that there have been infrastructure issues for businesses adopting social media. Of the respondents, 38.75% strongly agree, 41.25% agree, 15% are neutral, and only 5% disagree.

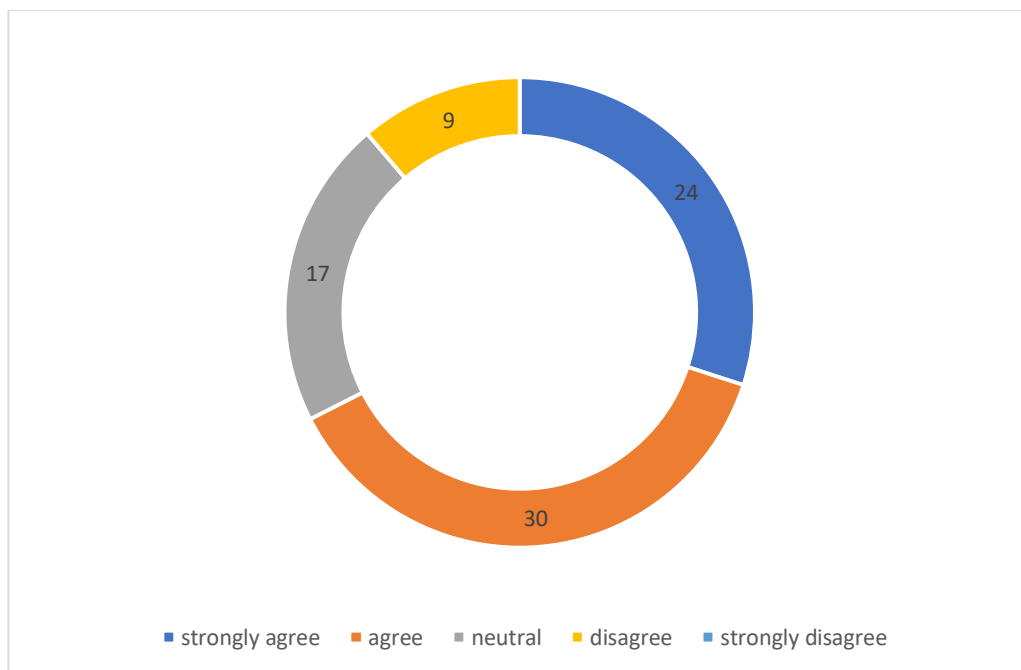
4.14. The tables and graphs showing your opinion.

4.14.1 Social media had many effects on my mental health.

Particulars	Number of respondents	Percentage
Strongly agree	24	30
Agree	30	37.5
Neutral	17	21.25
Disagree	9	11.25
Strongly disagree	0	0
Total	80	100

Source : primary data

4.14.1. The graph Social media had many effects on my mental health.



INTERPRETATION

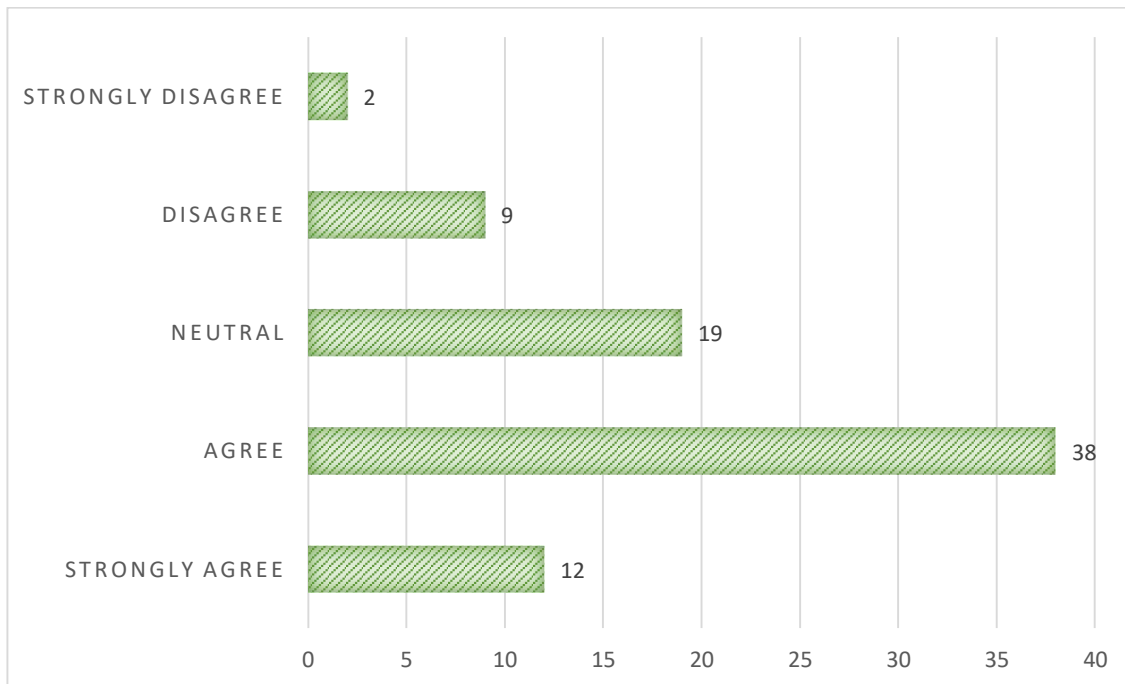
The aforementioned table demonstrates the wide range of effects social media has had on mental health: 30% of respondents strongly agree, 37.5% agree, 21.25% are neutral, and 11.25% disagree.

4.14.2 experience any form of anxiety while using social media.

Particular	Number of respondents	Percentage
Strongly agree	12	15
Agree	38	47.5
Neutral	19	23.75
Disagree	9	11.25
Strongly disagree	2	2.5
Total	80	100

Sources : primary data

4.14.2.The graph showing experience any form of anxiety while using social media.



INTERPRETATION .

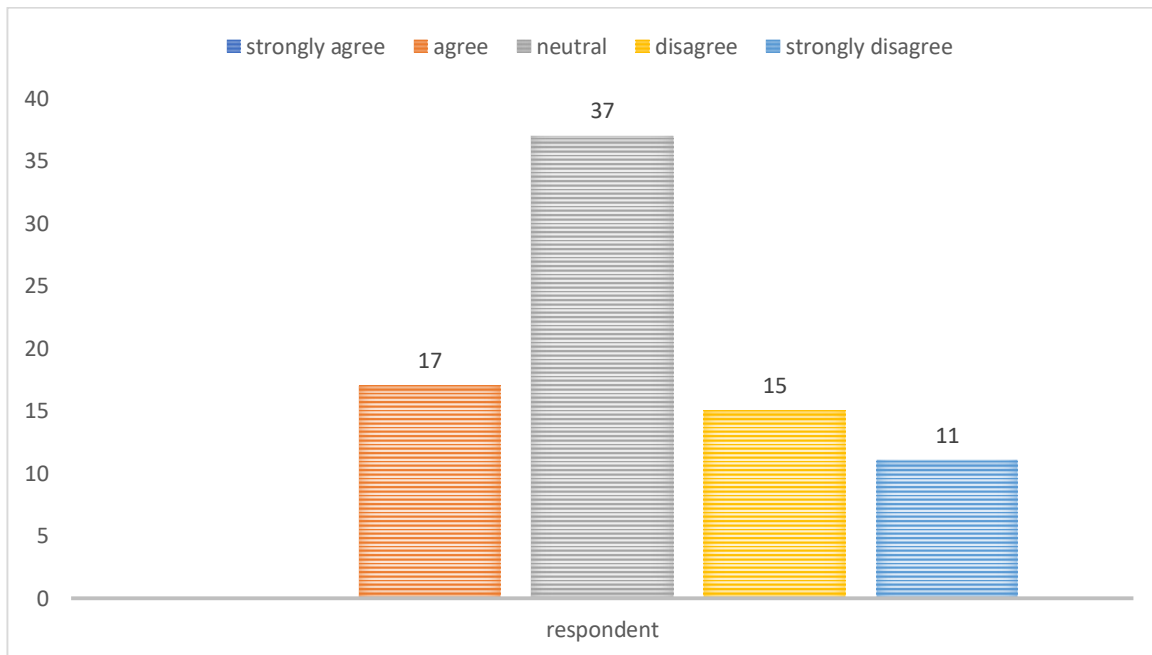
The above table shows that, 15% of the respondents are Strongly Agree to this opine, 47.5% of a respondent are Agree, 23.75% of the respondents are Neutral, 11.25% of them are Disagree and 2.5 % of respondent are strongly disagree.

4.14.3. social media affected your self esteem.

Particulars	Respondent	Percentage
Strongly agree	0	0
Agree	17	21.25
Neutral	37	46.25
Disagree	15	18.75
Strongly disagree	11	13.75
Total	80	100

Sources : primary data

4.14.3.The graph showing social media affected your self-esteem.



INTERPRETATION

The above table shows that social media effect on self-esteem, 21.25% of the respondents are Agree, 46.25% of a respondent are Neutral, 13.75% of the respondents are Strongly Disagree, 18.75% of them are Disagree

ANALYSIS

OBJECTIVE: To find out the role of social media in the business advancement.

H₀: The social media practices have no significant role in business advancement

Correlations

			Social media practices	BUSINESS ADVANCEMENT
Spearman's rho		Correlation	1.000	.532**
	Social media practices	Coefficient		
		Sig. (2-tailed)	.	.000
		N	80	80
	Business Advancement	Correlation	.532**	1.000
		Coefficient		
		Sig. (2-tailed)	.000	.
		N	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

The objective of the analysis was to investigate the impact of social media on business advancement. The null hypothesis (H₀) posited that social media practices have no significant role in business advancement. Spearman's rho correlation analysis was conducted to explore the relationship between social media practices and business advancement. The results revealed a significant positive correlation ($r = 0.532$, $p < 0.01$) between social media practices and business advancement, indicating that as social media engagement increases, so does business advancement. This suggests that social media indeed plays a significant role in driving business advancement, refuting the null hypothesis.

Challenges faced by the Entrepreneurs

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Lack of skill	80	3	5	3.85	.658
Access cost too high	80	3	5	3.54	.655
Privacy and security concerns	80	3	5	4.29	.640
Network issues	80	3	5	4.28	.693
Infrastructure for business	80	3	5	4.24	.698
Valid N (listwise)	80				

The descriptive statistics provide insights into various factors related to the respondents' perceptions. The data represent responses from 80 participants. For the factors assessed, the minimum score ranged from 3 to 5, indicating that respondents perceived these factors to be moderately significant to highly significant. The mean scores for lack of skill, access cost too high, privacy and security concerns, network issues, and infrastructure for business were 3.85, 3.54, 4.29, 4.28, and 4.24, respectively. The standard deviations ranged from 0.640 to 0.698, suggesting relatively low to moderate variability in the responses. These statistics offer a snapshot of the perceived challenges and considerations regarding Use of social media within the framework of business advancement.

FINDINGS

- ✓ The majority of people work in service-oriented businesses (35%) and other types of businesses (30%). Comparatively speaking, manufacturing (12.5%) and distribution (22.5%) are low.
- ✓ The majority of those surveyed are experienced 1-5 years (33.75%), and above 10 years (15%) experienced is very few.
- ✓ 47.5% of the respondents use WhatsApp in business, 37.5% of them use Instagram, 3.75% use Facebook, and YouTube is 5% only.
- ✓ 75% of responses is use social media in daily, 16.25% of them use weekly. Only 1% of them not use social media.
- ✓ 33.75% of the respondents are use social media in communication purpose, 27.5% are selling, 26% of them advertising and 5% of purchasing.
- ✓ 49% of the respondents are strongly agree that set a goal is boost your business, 1% of them disagree.
- ✓ Many respondents (40%) agree that using hashtags
- ✓ 37.5% of responses is agree that use daily content posting and 3% Of them disagree.
- ✓ 46.25% of agree that set icon.
- ✓ 50% of the respondents are strongly agree with the opinion social media use interact with followers.
- ✓ 48% of the responses are agree that select social media channels and 1% of them disagree.
- ✓ The 48% respondent are strongly agreeing that social media is cost effective compared to traditional marketing.
- ✓ 47% of respondents are strongly agree with the opinion of social media give more customer support.
- ✓ The majority of participants (45%) highly concur that social media posts can guarantee that your account publishes material on a frequent basis.
- ✓ 40% of respondents are agree that social media hashtags make it people to find social media content.

- ✓ 45% of respondents are strongly agree that regular content upload help to update information to customers.
- ✓ Social media is support in business to customer approach 45% of response is strongly agree.
- ✓ 52% of them strongly agree that update on industry trends.
- ✓ 51.25% of the respondents are strongly agree that understanding their audience.
- ✓ 53.75% of the respondents are strongly agree that improve their overall performances
- ✓ Most of the responses are (36.25%) strongly agree to social media make effective management and support.
- ✓ 45% of the responses are neutral, with the opinion of social media shape government policies infrastructure and cultural factors. 425 of them agree.
- ✓ Majority of respondents are agreeing (52%) to social media help brand promotion.
- ✓ 46% of the Reponses are strongly agree that followers, sales, website traffic is help to measure marketing efforts.
- ✓ 46.25% of the respondents are strongly agree to social media is word of mouth publicity.
- ✓ Most of the respondents are agree (42.5%) to lack of skills.
- ✓ 75% of the respondents are strongly agree that access cost to high.
- ✓ 50% of the respondents are agree to faced privacy and security.
- ✓ 43.75% respondents are agreed to face network issues.
- ✓ 42% of the respondents are faced infrastructure issues.
- ✓ 37.5% of the respondents are agree that social media had many mental health, 12% of them disagree.
- ✓ 47.5% respondents are agreed with the opinion of make anxiety while using social media
- ✓ 46.25% of the respondents are neutral, with the opinion of social media affected your self-esteem.

SUGGESTIONS

- To ensure high security settings like MFA, finger lock, eyes lock it prevent access of third party or Hacking.
- Since there are different types of social media platforms, it clearly specifies how each social media platform should be used for business purposes.
- To address the limited knowledge some entrepreneurs may have about social media, provide comprehensive technology training and ensure workshops on social media platforms are available
- To prevent misleading advertisement or information's.
- Entrepreneurs keep ensure strong ideas is required to implement what is planned.
- Entrepreneurs must follow content posting daily.

CONCLUSION

At present Social media has become integral to both personal and business communication landscapes. With a growing number of entrepreneurs actively utilizing various social media platforms for business purposes, including Facebook, Instagram, Twitter, YouTube, WhatsApp, LinkedIn, and others, it has become a prevalent practice. Entrepreneurs increasingly employ social media strategies to acquire new customers and engage with existing ones, making it a popular tool among them. Social media is a very powerful worldwide instrument, which serves as a good source for every entrepreneur. It generates current information, facts-finding, and is the most outstanding follower, invention and the area of communication in customers. Social media can serve both business and entertainment purposes, and it has changed from being a fundamental component of contemporary company operations.

Social media presents give more advantages of entrepreneurs including increasing improving consumer involvement, brand awareness, and cost effective, improve market research and insights, allowing for instant feedback, building brand reputation, and drive traffic to their website or online stores and more useful.

The primary difficulties faced by entrepreneurs when utilizing social media include worries about security and privacy, extensive time commitment, potential damage to brand reputation, decreased productivity, customer service issues, and the spread of misinformation, all of which are major disadvantages. However, the study highlights that despite these challenges, the majority of entrepreneurs still utilize social media extensively, recognizing its vital role in their daily entrepreneurial activities. Social media influence of entrepreneurs has involved from being a mere experiment to a crucial component of business strategy and enhancing brand visibility to engaging with customers. The statement emphasizes that social media is fundamental to contemporary business, influencing entrepreneur-audience interaction and fostering growth strategies.

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APPENDIX

QUESTIONNAIRE

THE INFLUENCE OF SOCIAL MEDIA AMONG ENTREPRENEURS.

- Name : _____
- Gender : Male Female prefer to say no
- Age : 18-25 25-35 35-45 45-55
Above 55
- Education : SSLC higher secondary UG/Diploma
PG
- Income : 10000-20000 20000-30000 30000-40000
40000-50000 Above 50000
- Type of business : Manufacturing Services Distribution
Others

How many years have you been an entrepreneur?

- Below 1 Year 1-5 year
5-10 year Above 10 years

Which social media platform do you actively use for your business ?

- WhatsApp Facebook Instagram
Twitter YouTube others

How often do you use social media for business ?

- Daily weekly monthly Rarely No

For what purpose is social media used your business ?

- Advertising Selling purchasing
Communication Others

The following statement are related with social media knowledge in business.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I have more knowledge of, how to use social media in business.					
Social media platform are essential for business to connect with their customer.					
I feel social media presences can significantly impact business brand reputation					
I think that social media analytics is crucial for understanding customers behavior and preferences.					
I think that social media can be cost effective tool for customer service and support.					
Regular updating content on social media channels is necessary to maintain audience interest.					

What are the social media practices you usually use to boost your business.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Set a goal					
Using brand hashtags					
Daily content posting					
Set icon					
Interact with follower					
Select your social media channels					

In your opinion

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree.
Social media marketing practices are cost effective compared to traditional marketing strategies.					
I feel social media give us more customer support					
Social media post can help ensure your account published content regularly.					
Using social media hashtags make it easy for people to find your social media content.					
Regular content upload help to update information to customers.					
The usage of social media is support a business to customers approach. It help to direct link with the producer.					

Give your opinion, what motives you follow social media in business.

	Strongly agree	Agree	neutral	Disagree	Strongly disagree.
Brand visibility					
Engage with customer					
Quick feedback					
Updated on industry trends					
Understanding their audience					
Improve their overall performance					

In your opinion, social media advancement in business.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree.
Effective management and leadership support.					
Government policies, infrastructure, and cultural factors shaped social media .					
Social media helping brand promotion, engage with their customers.					
Growth in followers, sales, website traffic, is help to measure the success of your social media marketing efforts.					
In my opinion, social media help to word of mouth publicity.					

Do you faced any challenges : Yes Maybe no

This statements related with challenges faced by using social media in business.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree.
Lack of skill					
Access cost too high					
Privacy and security and concerns					
Network issue					
Infrastructure for business					

In your opinion

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree.
I know social media had many effected on my mental health.					
Do you experience any form of anxiety while using social media platform?					
Social media affected your self-esteem.					
Is there an additional payment do you using social media in business?					
I think that pay for advertisement.					

If any suggestion :.....