



# THE IMPACT OF SOCIAL MEDIA MARKETING ON SMALL BUSINESS OWNERS OWNED BY WOMEN - A STUDY IN JAGTIAL DISTRICT OF TELANGANA

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## Abstract:

The outburst of the worldwide COVID-19 pandemic has caused economic repercussions across the World. Efforts were started to control the spread of corona virus which resulted in layoffs, resulting in the loss of jobs in a variety of industries, including restaurants, bars and entertainment venues, airlines, hotels, automakers and manufacturing. Suddenly, there are more jobless people across the world. There have been some attempts to alleviate the immediate problem, apex banks along with other government agencies, has called on the financial services industry to meet the financial needs of people affected by COVID-19. Another attempt is to provide finances and encourage Business owners in general and small business owners owned by women in particular to start their own businesses. Entrepreneurship will boost the economic growth of the country. Entrepreneurs are focusing on marketing especially Social media marketing or digital marketing or e-marketing by building social networks and sharing information about their products/services. In the face of these developments, it is important to assess the impact of social media marketing on small business owners owned by women. This study examines the same among small business owners owned by women in Jagtial District, Telangana State. This study used convenient sampling method. A total of 46 from various parts of Jagtial district were taken in this study. The present study employed a few determinants to assesses social media marketing, its awareness, positioning and promoting. The findings revealed that the respondents are actively using social media like whatsapp, YouTube and facebook for promoting their products.

**Key words:** Social Media, Marketing, Community media marketing

## Introduction

The emergence of deadly disease COVID-19 has encouraged the society for online buying. Moreover, the rise of new information and communication technologies, particularly the Internet and social net-works, has changed market dynamics and increased the power of consumers. The Internet and online-based social media have changed consumer consumption habits by providing consumers with new ways of looking for, assessing, choosing, and buying goods and services. These developments influence how entrepreneurs and small business owners operate and affect marketing practices in increasing their profits.

There has been tremendous growth in the use of social media platforms such as WhatsApp, Instagram, YouTube and Facebook over the past decade. People are using these platforms to communicate with one another, and business owners to market their products. Social activities increased manifold. Real time experience through video calling

enabled people to interact and share information. As a result, business people consider social media platforms as vital tools for succeeding in the online marketplace. The use of social media to commercially promote products or services to attract potential consumers online is referred to as social media marketing (SMM). With the immense rise in community websites, a lot of business organizations have started to find the best ways to utilize these sites in creating strong relationships and communications with users.

## Review of Literature

Hafez, (2021) stated that “Social media marketing efficiently fosters communications between customers and marketers, besides enabling activities that enhance brand awareness.”

Ibrahim, (2021) stated that “SMM remains to be considered as a new marketing strategy, but how it impacts intentions is limited. But, to date, a lot of research on SMM is focused on consumer’s behavior, creative strategies, content analysis and the benefits of user-generated content, and their relevance to creating virtual brand communities.”

Tarsakoo and Charoensukmongkol, (2020) stated that “New channels of communication have been created, and there have been tremendous changes in how people interact because of the internet developing various applications and tools over time. Companies now appreciate that sharing brand information and consumer’s experience is a new avenue for brand marketing due to the widespread use of smartphones and the internet, with most people now relying on social media brands.”

Yadav and Rahman, (2017) said “developing online communities has become very efficient. Social groups create a sense of continuity for their members without meeting physically)”

Ismail et al., (2018) stated that “. A community that acquires products from a certain brand is referred to as a virtual brand community. Customers are not just interested in buying goods and services but also in creating worthwhile experiences and strong relationships with other customers and professionals. So, when customers are part of online communities, there is a cohesion that grows among the customers, which impacts the market. Therefore, it is up to the companies to identify methods or factors that will encourage customers to take part in these communities”.

## Objectives of the study

1. To understand about social media marketing
2. To assess the impact of social media marketing on small business owners owned by women in Jagtial
3. To offer suggestions based on the conclusions drawn.

## Limitations of the Study

1. The study is limited to Jagtial only and hence cannot be generalized.
2. The sample size is very less
3. The responses may be subjective
4. The data is collected in the months of November and December, 2022.

## Research Methodology

Data is collected using convenient sampling method. The questionnaire in Google form is served to business owners in Jagtial. The researcher received 46 filled-in forms. Hence, the sample size is 46. The data is analyzed using SPSS 26 version. Frequencies are calculated. Multiple responses are collected and variable is defined for all “YES” responses and then frequencies are drawn. All the tables are interpreted.

## Demographic Profile of the Respondents

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25Years	13	28.3	28.3	28.3
	26-30 Years	17	37.0	37.0	65.2
	31-40 Years	12	26.1	26.1	91.3
	above 40 Years	4	8.7	8.7	100.0
	Total	46	100.0	100.0	

Source: Questionnaire

The above table shows that the majority of the business owners in Jagtial are between the age group of 26-30 years i.e 37 percent followed by 20-25 years, 31-40 years and above 40 years respectively. This clearly shows that people are matured and started their businesses.

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10th	11	23.9	23.9	23.9
	12th	14	30.4	30.4	54.3
	UG	15	32.6	32.6	87.0
	PG	4	8.7	8.7	95.7
	Illiterate	2	4.3	4.3	100.0
	Total	46	100.0	100.0	

Source: Questionnaire

The above table shows that the majority of the business owners in Jagtial are undergraduates i.e 32.6 percent followed by 12<sup>th</sup> standard passed, 10<sup>th</sup> standard passed, Post graduates respectively. Only two are illiterates. This clearly shows that people in Jagtial know the importance of Education and hence are pursuing degrees.

		Business			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kirana Shop	9	19.6	19.6	19.6
	Tailoring	14	30.4	30.4	50.0
	Handicrafts	8	17.4	17.4	67.4
	Beauty Parlour	6	13.0	13.0	80.4
	Dairy Products	4	8.7	8.7	89.1
	Other	5	10.9	10.9	100.0
	Total	46	100.0	100.0	

Source: Questionnaire

The above table shows that the majority of the business owners in Jagtial are doing business through tailoring as boutiques i.e 30.4 percent followed by Kirana shops, Handicrafts, Beauty Parlours, Other like homemade business, dairy products respectively. This clearly shows that people in Jagtial are doing business. And most of them are Tailors.

### Initial capital

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 5 lakhs	26	56.5	56.5	56.5
	5 lakhs-10 lakhs	10	21.7	21.7	78.3
	10 lakhs-15 lakhs	8	17.4	17.4	95.7
	Above 15 lakhs	2	4.3	4.3	100.0
	Total	46	100.0	100.0	

Source: Questionnaire

The above table shows that the majority of the business owners in Jagtial have put in less than 5 lakhs i.e. 56.5 percent as initial capital followed by 5 to 10 lakhs, 10 lakhs to 15 lakhs and above 15 lakhs respectively. This clearly shows that people in Jagtial are doing business with less than 5 lakh as initial capital. They are not taking high risks in investment.

### Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less Than 20000	22	47.8	47.8	47.8
	20000-30000	13	28.3	28.3	76.1
	30001-40000	7	15.2	15.2	91.3
	Above 40000	4	8.7	8.7	100.0
	Total	46	100.0	100.0	

Source: Questionnaire

The above table shows that the majority of the business owners in Jagtial are earning less than 20000 per month i.e 47.8 percent followed by 20000-30000, 30001-40000 and above 40000 respectively. This clearly shows that people in Jagtial are earning less than 20000 only.

### Employees employed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	32.6	32.6	32.6
	2	10	21.7	21.7	54.3
	3	16	34.8	34.8	89.1
	4	3	6.5	6.5	95.7
	More Than 5	2	4.3	4.3	100.0
	Total	46	100.0	100.0	

Source: Questionnaire

The above table shows that the majority of the business owners in Jagtial are employing three employees i.e 34.8 percent followed by one employee, two employees, four employees and more than 5 respectively. This clearly shows that people in Jagtial are employing either one, two or three on an average and providing employment.

#### Influencers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family Members	19	41.3	41.3	41.3
	Friends	12	26.1	26.1	67.4
	Relatives	10	21.7	21.7	89.1
	Other Businessmen	4	8.7	8.7	97.8
	Mentors	1	2.2	2.2	100.0
	Total	46	100.0	100.0	

Source: Questionnaire

The above table shows that the majority of the business owners in Jagtial are influenced by family members in using social media marketing in their business i.e 41.3 percent followed by friends, relatives, other businessmen and mentors respectively. This clearly shows that people in Jagtial are doing business by the inspiration received from family members.

#### Usage of social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 3 years	20	43.5	43.5	43.5
	3-6 years	15	32.6	32.6	76.1
	7-9 years	8	17.4	17.4	93.5
	Above 9 years	3	6.5	6.5	100.0
	Total	46	100.0	100.0	

Source: Questionnaire

The above table shows that the majority of the business owners in Jagtial are using social media less than 3 years i.e 43.5 percent followed by 3-6 years, 7-9 years and above 9 years respectively. This clearly shows that people in Jagtial are using social media for less than 3 years. This clearly shows that they are very young in using social media for their business.

#### Usage time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 2 hours	14	30.4	30.4	30.4
	2-4 hours	17	37.0	37.0	67.4
	4-6 hours	11	23.9	23.9	91.3
	more than 6 hours	4	8.7	8.7	100.0
	Total	46	100.0	100.0	



Source: Questionnaire

The above table shows that the majority of the business owners in Jagtial are using social media for 2-4 hours per day in promoting their business i.e 30.4 percent followed by less than 2 hours, 4-6 hours and more than 6 hours respectively. This clearly shows that people in Jagtial are using social media for just 2-4 hours only.

		Post			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Product image description	17	37.0	37.0	37.0
	Video Contents	16	34.8	34.8	71.7
	E-Posters	10	21.7	21.7	93.5
	others	3	6.5	6.5	100.0
	Total	46	100.0	100.0	

Source: Questionnaire

The above table shows that the majority of the business owners in Jagtial are posting their product image description i.e 37 percent followed by video contents, e-posters and other like after sales service etc respectively. This clearly shows that people in Jagtial are focusing more on product image description and video contents only.

		Device			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Smart Phone	14	30.4	30.4	30.4
	Laptop	17	37.0	37.0	67.4
	PC	10	21.7	21.7	89.1
	Tablets	5	10.9	10.9	100.0
	Total	46	100.0	100.0	

Source: Questionnaire

The above table shows that the majority of the business owners in Jagtial are using laptops i.e 30.4 percent followed by smart phones, personal computers and tablets respectively. This clearly shows that people in Jagtial are using laptops for social media marketing.

		Media Platform			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	WhatsApp	20	43.5	43.5	43.5
	YouTube	13	28.3	28.3	71.7
	Facebook	10	21.7	21.7	93.5
	Instagram	3	6.5	6.5	100.0
	Total	46	100.0	100.0	

Source: Questionnaire

The above table shows that the majority of the business owners in Jagtial are using WhatsApp i.e 43.5 percent followed by YouTube, Facebook and Instagram respectively. This clearly shows that people in Jagtial are doing business through WhatsApp groups.

### \$Social media awareness Frequencies

		Responses		Percent of
		N	Percent	Cases
Social media awareness	"Product Availability"	25	19.8%	59.5%
	Awareness on different varieties	26	20.6%	61.9%
	Product Features	25	19.8%	59.5%
	Product utility	26	20.6%	61.9%
	Product Price	24	19.0%	57.1%
Total		126	100.0%	300.0%

a. Dichotomy group tabulated at value 1.

Source: Questionnaire

The above table shows the multiple responses for “YES”. Most of the respondents believe that social media brings awareness on availability of different varieties and product utility i.e. 20.6 percent followed by product availability and product features i.e. 19.8 percent and lastly product price i.e. 19 percent respectively.

### \$Position Frequencies

		Responses		Percent of
		N	Percent	Cases
Position <sup>a</sup>	a) Product Image"	27	27.8%	77.1%
	b) Brand	20	20.6%	57.1%
	c) Name of the Product	27	27.8%	77.1%
	d)Place of availability	23	23.7%	65.7%
Total		97	100.0%	277.1%

a. Dichotomy group tabulated at value 1.

Source: Questionnaire

The above table shows the multiple responses for “YES”. Most of the respondents believe that social media helps to position their product image and name of the product i.e. 27.8 percent followed by place of availability i.e. 23.7 percent and lastly brand i.e. 20.6 percent respectively.

### \$Promotion Frequencies

		Responses		Percent of
		N	Percent	Cases
Promotion <sup>a</sup>	Increase the production"	28	27.7%	60.9%
	b) More production leads to decrease in expenses	26	25.7%	56.5%

c) Decrease in expenses leads to Lower price	20	19.8%	43.5%
d) Inducing Consumers towards Purchase	27	26.7%	58.7%
<b>Total</b>	<b>101</b>	<b>100.0%</b>	<b>219.6%</b>

a. Dichotomy group tabulated at value 1.

Source: Questionnaire

The above table shows the multiple responses for “YES”. Most of the respondents believe that Social media helps to promote products among the consumers and helps to increase the production i.e. 27.7 percent followed by inducing consumers towards purchase i.e. 26.7 percent, More production leads to decrease in expenses i.e 25.7 percent and Decrease in expenses leads to Lower price i.e. 19.8 percent respectively.

### \$Profits Frequencies

		Responses		Percent of
		N	Percent	Cases
Profits <sup>a</sup>	a) Leads Business Expansion"	21	11.5%	45.7%
	b) More Employment	27	14.8%	58.7%
	c) Social Development	27	14.8%	58.7%
	d) Covers wide range of people by producing more products	26	14.3%	56.5%
	e) Leads to More Supply	27	14.8%	58.7%
	f) Wealth Creation	28	15.4%	60.9%
	g) Increase the Standard of Living	26	14.3%	56.5%
<b>Total</b>		<b>182</b>	<b>100.0%</b>	<b>395.7%</b>

a. Dichotomy group tabulated at value 1.

Source: Questionnaire

The above table shows the multiple responses for “YES”. Most of the respondents believe that Social media helps to increase the profits and they agree that with increase profits they can create wealth i.e. 15.4 percent followed by that they can give more employment and social development is possible and can lead to more supply i.e. 14.8 percent , they can Covers wide range of people by producing more products and can increase the Standard of Living i.e. 14.3 percent and lastly they it can lead Business Expansion i.e. 11.5 percent respectively.

### Conclusions

1. Majority of the business owners in Jagtial are between the age group of 26-30 years.
2. Majority of the business owners in Jagtial are undergraduates.
3. Majority of the business owners in Jagtial are doing business through tailoring as boutiques.
4. Majority of the business owners in Jagtial have put in less than 5 lakhs as initial capital.
5. Majority of the business owners in Jagtial are earning less than 20000 per month.
6. Majority of the business owners in Jagtial are giving employment to three employees.
7. Majority of the business owners in Jagtial are influenced by family members in using social media for marketing of their business.
8. Majority of the business owners in Jagtial are using social media for less than 3 years.
9. Majority of the business owners in Jagtial are using social media for 2-4 hours per day in promoting their business.



10. Majority of the business owners in Jagtial are posting their product image description in social media.
11. Majority of the business owners in Jagtial are using laptops for promotion through social media.
12. Majority of the business owners in Jagtial are using WhatsApp.
13. Most of the respondents believe that social media brings awareness on availability of different varieties and product utility.
14. Most of the respondents believe that social media helps to position their product image and name of the product.
15. Most of the respondents believe that social media helps to promote products among the consumers and helps to increase the production.
16. Most of the respondents believe that social media helps to increase the profits and they agree that with increase profits they can create wealth.

## Suggestions

The importance of Social media is increasing in our personal as well as professional lives. When we talk about business in general and marketing in particular, there is no doubt that social media is one of the most stress-free and profitable digital marketing platforms that can be used to increase business visibility. Social media marketing allows marketers to connect and engage potential customers where they are at say WhatsApp, LinkedIn, Twitter, YouTube, Facebook, Instagram, and even some of the younger platforms like TikTok. With a strong social media strategy and the ability to create engaging content, small business owners can engage their potential consumers.

A training by Mentors like Government, Ministry of small scale industry, Entrepreneurship Cells, Industry District Resource Centres etc can be arranged to develop in them the entrepreneurial skills like high risk taking especially in huge investments. They must be taught the techniques to refocus on their social media marketing strategy. They should be trained to use other platforms like tik tok etc.

Amid the pandemic, social media became even more important for all businessmen. They have to put more focus on tactical elements of marketing and short-term investments that clearly pay off. With limited resources the businessmen have to think differently and focus more on providing value to their customers. They have to work on building digital network.

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