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THE IMPACT OF SOCIAL MEDIA ON WOMEN-OWNED START-UPS IN KALYANA KARNATAKA REGION

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ABSTRACT
The modern world is equally distributed to working nature with men and women so therefore is the concern about the sharing the ration of the contribution to the nation to the growth regarding economic activities are going to increase with these supportive entrepreneurship activities booming the dimension of the employment opportunities providing to the rural areas women workers who are working under blue color jobs, these are the eminent fields like micro small medium entrepreneurships are providing the monetary activities like handloom, producing cosmetic things to the festivals and cultural programs in the festivals like Dasara, Deepavali, mehndi during marriages and engagement occasions during marriage and other large group of peoples gathering together therefore these are the things which produces the women involvement in the developing the growth of the small scale medium entrepreneurship in the growing businesses beauty enhancement selling things and introducing through social media.
KEYWORDS: *Social Media, Facebook, LinkedIn, Instagram, Women-Owned Start-Ups, Effective Digital Strategies,*

INTRODUCTION
Social media enables women to reach large size audiences, busy with potential consumers, and build brand identity without important financial investments and investment portfolio. The capability to harness social media has assisted to overcome conventional barriers, such as limited access to capital and money market reach. Women entrepreneurs are now more empowered to promote their products and services, engage with their communities, and drive business growth. Substantially, social media serves as a platform for education and support, fostering a network of shared experiences and resources. However, the impact is not without challenges. These are the evidences in the systematic organized sectors of women owned start ups which are using the social media to boost their selling of the products through branding and reaching to the long lasting relationship with society with lower cost involvement in avoiding the advertisement expenses like mediators charges, brokerage charges are avoidable to make such activities to encash the peoples attention to make the profitable job opportunities with getting the support from the state and central government MSMEs scheme to push up the women's in the generating the creative job opportunities in the very backward region especially in the Karnataka state. The modern world is equally distributed to working nature with men and women so therefore is the concern about the sharing the ration of the contribution to the nation to the growth regarding economic activities are going to increase with these supportive entrepreneurship activities booming the dimension of the employment opportunities providing to the rural areas women workers who are working under blue color jobs, these are the eminent fields like micro small medium entrepreneurships are providing the monetary activities

REVIEW OF LITERATURE
Swadimath (2021) conducted a study on women entrepreneurs in Bengaluru, exploring the factors that motivate women to start their own businesses and the challenges they encounter. Using a cross-sectional survey and in-depth interviews with 20 women who had started businesses within the previous two years, Swadimath highlighted key

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drivers and obstacles. **Navi (2022)** focused on the challenges faced by startups when integrating digital technology, discussing the implications of digital innovation and identifying both opportunities and barriers specific to women entrepreneurs. Navi also pointed out directions for future research in this area. **Jyoti I.T. (2023)** examined the growth of women entrepreneurship in the MSME sector, noting significant challenges such as limited funding, inadequate infrastructure, gender stereotypes, and a lack of necessary skills. To address these issues, Jyoti suggested solutions like promoting financial inclusion, enhancing skill development, and improving infrastructure. **Chandwani (2020)** looked into how digital technologies are creating new entrepreneurial activities, including networks, ecosystems, and communities, which have accelerated the growth of women-led ventures. The study stressed the need to understand barriers and identify future research avenues in this domain. Similarly, **Chakraborty (2021)** analyzed how digital startups empower women entrepreneurs in India by exploring government schemes, challenges, and opportunities that promote digital entrepreneurship. The study highlighted how these digital ventures help overcome traditional barriers such as gender discrimination, lack of access to finance, and inadequate infrastructure. **Gupta and Jain (2020)** explored the potential of digital startups to empower women entrepreneurs in India, reviewing government policies and identifying challenges in accessing finance, networks, and markets. They proposed improvements in digital infrastructure, access to digital skills, and supportive policies to enhance women's entrepreneurship. **Singh (2023)** examined the role of women entrepreneurs in India and the various government schemes supporting them, highlighting issues in accessing financial aid and other government initiatives, while also offering recommendations to better support women's entrepreneurial growth.

OBJECTIVES

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

HYPOTHESES

- **H_1:** Women entrepreneurs in Kalyana Karnataka face unique challenges in leveraging social media for business growth.
- **H_2:** The adoption of social media marketing strategies leads to increased sales and revenue for women-owned start-ups in the Kalyana Karnataka region.

RESEARCH METHODOLOGY

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

TESTING OF HYPOTHESES

HYPOTHESIS:1

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

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sum of squares is 20.405, leading to a mean square for regression of 9.875 and a residual mean square of 0.110. Overall, the analysis demonstrates that the social media marketing strategies significantly impact increased sales and revenue, explaining a substantial portion of the variance in the outcome.

Table 2 Descriptive Analysis

Variables	Mean ($\bar{x}$)	Standard Deviation (σ)
Self-Confidence	2.5	0.945
Innovativeness	1.2	1.231
Risk-Taking Ability	1.4	0.855
Challenges in Digital Adoption	1.7	3.214
Financial Barriers	1.5	3.265
Knowledge and Skill Gaps	1.22	2.741
Cultural and Social Barriers	3.4	0.965
Government and Institutional Support	2.1	0.741

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

HYPOTHESIS: 2

Table: - 3 Descriptive Analysis

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

The descriptive analysis examines various factors influencing the adoption of digital platforms among women-owned start-ups in North Karnataka. The mean ($\bar{x}$) and standard deviation (σ) values indicate the levels of these factors. Self-confidence ($\bar{x}$ =1.95, σ=0.848) and risk-taking ability ($\bar{x}$ =2.05, σ=0.911) are moderately low, suggesting many women in this group may not feel highly confident or willing to take significant risks. Innovativeness ($\bar{x}$ =2.23, σ=1.166) is slightly higher, indicating a modest level of creativity and forward-thinking among these entrepreneurs. Challenges in digital adoption ($\bar{x}$ =2.15, σ=1.281) and financial barriers ($\bar{x}$ =2.32, σ=1.057) highlight that financial constraints and the complexity of digital integration pose notable hurdles. Knowledge and skill gaps ($\bar{x}$ =2.54, σ=0.967) present the highest average, underlining a significant need for education and training in digital competencies. Cultural and social barriers ($\bar{x}$ =2.16, σ=1.302) are also a critical factor to analysis, showing that societal norms and expectations may inhibit digital adoption. Finally, government and institutional support ($\bar{x}$ =2.00, σ=0.913) suggests that while support is available, it is not substantially impactful . Overall, despite these challenges, there is a vital positive impact on the adoption of digital platforms to boost the performance of the women owned entrepreneurship. This elaborates that

with proper support and evidences, women-owned start-ups in this region are potential of successfully integrating and implementing digital technological advancements.

CONCLUSION

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

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