

IMPACT AND USE OF SOCIAL AND DIGITAL APPLICATIONS IN SMALL BUSINESS

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ABSTRACT

This study has been undertaken to investigate the impact of the social and digital applications in the home based business run by women. The study is based on survey results based in Pune City and doing home business. Impact is measure by Likes, actual sales, geography, reach etc. Survey is conducted in Mar-19. The analytics framework is design based on social and digital application and its use in home base business.

Keywords : Home Based Business, Internet, Social Media Digital Applications

INTRODUCTION

While writing paper on Financial Literacy in women in slums, we understood that the women are really empowered, she knows many financial parameters. Still she is not showing her behaviour about it. The major difference we found in the age group of 29 to 49 years of women, who are independent and knows about her household expenses, banking, some what about the loan process, documents, digital applications etc. While writing this paper I was also a part of business groups where women are doing the business, a home based business. Many products are sale, manufactured or service to the customer. So what will the percentage of the business through social media? How the social medial or digital applications are used by women or business women? What features gets attracted towards used of social media? How often she used it?

This paper is about to know all such questions. This survey is also being about knowledge, attitude and behaviour of the business women towards social and digital applications.

Global Social Media Research Summary 2019 by Dave Chaffey(Chaffey, 2019) told that social network is now well established but the top 5 social networks don't change much. In this study he had stated that some of the social media sites are declining and some are growing.

Some of the key takeaways from their Global Digital Report 2019 include:

- There are 5.11 billion unique mobile users in the world today, up 100 million (2 percent) in the past year.
- There are 4.39 billion internet users in 2019, an increase of 366 million (9 percent) versus January 2018.
- There are 3.48 billion social media users in 2019, with the worldwide total growing by 288 million (9 percent) since this time last year.
- 3.26 billion people use social media on mobile devices in January 2019, with growth of 297 million new users representing a year-on-year increase of more than 10 percent

As per this statistics Digital population in India as of January 2018 (in millions)(Portal, 2018),

- Active internet users – 462
- Active mobile internet users – 430.3
- Active social media users – 250
- Active mobile social media users – 230

The percentage of use of social media in January 2019 is highest in India. Most popular mobile messaging apps worldwide as of January 2019, based on number of monthly active users (in millions),(Portal, 2018),

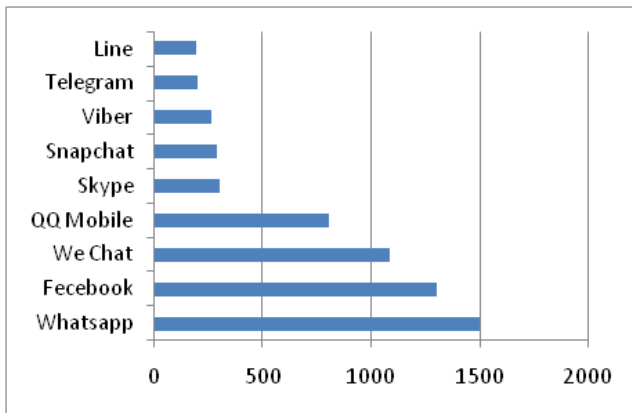


Figure 1

The social media or digital application platform is not just for the personal chatting or sharing the messages or sharing any rumours, political post. But this can be serious business applications. This survey has been done to find out which social media application and digital application is used for business. Mostly this survey is to find out the use and impact of social media and digital applications by women in business.

If we think about the urban area more than as per ((MGI), 2018) 25% of India's workforce is female. As per the Men and Women (Office, 2018) Government of India, Central Statistics Office stated in the Participation in Economy, Maharashtra State Percentage Distribution of Workers According to Broad Employment Status 2011-12 is divided into rural and urban ration

Female %	Rural	Urban
Self-employed	53.4	33.1
Regular wage/ Salaried Employee	3.1	54.2
Casual Labour	43.3	12.0

Table 1

In urban area we found more women are in regular wage or salaried. But now the trend has been change. Some reports or the statistics (Data, 2018) Indian women labour force is declined in 2017. But as we see in urban market or the rural market women are doing home based business and they are running it successfully.

In this digital era women and basically all categories of women are using the social platform for posting their business advertisements.

This paper is studied mainly to observe the use of social media by women and how the impact of it on the business,

previous method of advertisement, its impact on business on the basis of likes, actual sales, customers etc.

WHAT IS SOCIAL MEDIA AND DIGITAL APPLICATION?

Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is internet-based and gives users quick electronic communication of content.



Figure 2

Digital applications are a strategic part of modernizing and digitalizing your business processes. They are online services and applications, which combine data, functionality and modern user interface to serve your customers – in any time and place they desire. In the current study we have consider only the payment gateway as an example of digital applications.



Figure 3

OBJECTIVES OF THE STUDY

1. Which social media is used by women
2. The impact of the social media on business
3. The impact by which parameters
4. The usage of technology

QUESTIONNAIRE DESIGN

The main objective is mainly design to understand the business types, age group, type of social media used, previous used techniques for advertisement, advantage rating for impact of social media on her business, disadvantage of social media if she feels, the actual social impact on her.

RESEARCH METHODOLOGY

Simple research methodology is used to study the impact of digital era. The survey was conducted by using social media. The survey responded very less % of total participations. I have tried to avoid the personal interviews since the study of research is to measure the digital impact on any of the business.

I have reached up to 70+ participants, but the response rate of questionnaire is very low as 35%. Which itself is one of the major learning for us that women are using digital technology but unfortunately not giving the importance for such digital survey. Women are mostly like to use social media as chatting device or sharing some of the information.

The study is based on the primary and secondary research. Primary research is through the survey of home based business women. The secondary survey through journals, newspaper articles, books etc.

SAMPLE SELECTION

Pune is the metro city and use of digital technology is higher in Pune. It is city of universities and education hub. Also, Pune is well known for its industrial zone, IT parks. Pune have working women population also many women are doing small business. For these study we have consider the small women entrepreneurs.

The survey is conducted through the website with small or home based business women. The sample is very small.

DATA ANALYSIS

We have asked about the business and product types. We found that women are in multiple types of business. The business types are from crane rental, Forensic equipment,

Forensic & Crime Investigation, FMCG products, Tax consultant, Saree business financial investment, printing, serials, Psychological Counselling, Writer, Compere, Poet, Interviewer and homemade products.

The women are in business from last 40 years and some of them have started very latest. The women are using social media for general purpose is from last 10 years. The use of social media for the business is from last 10 years and latest by 6 months.

The women participated in survey is from various age groups.

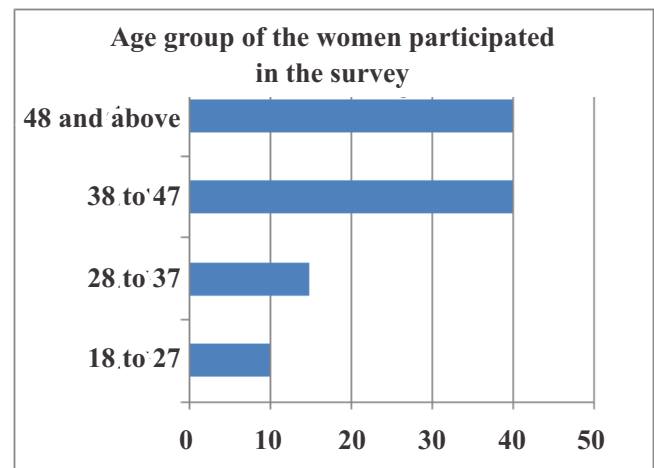


Figure 4

There are many social media used by business women. The most popular social media is whats app and Facebook.

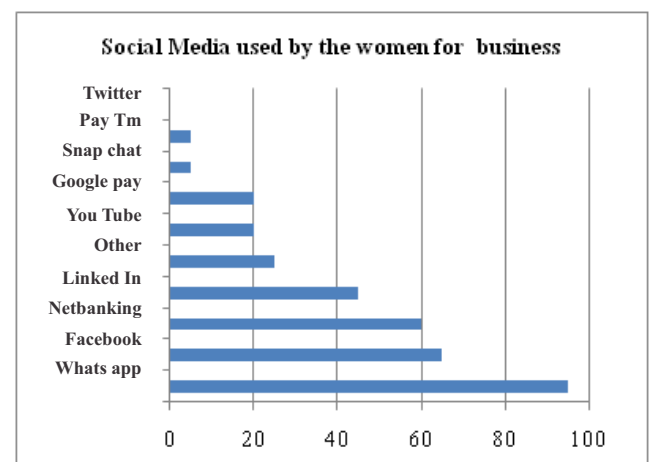


Figure 5

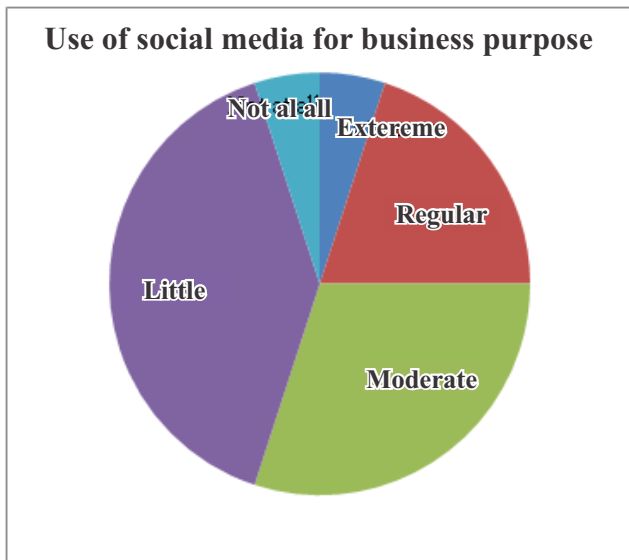


Figure 6

Before social media birth for business purpose the Promotion or communication methods used by women are mostly the mouth publicity and one to one meetings.

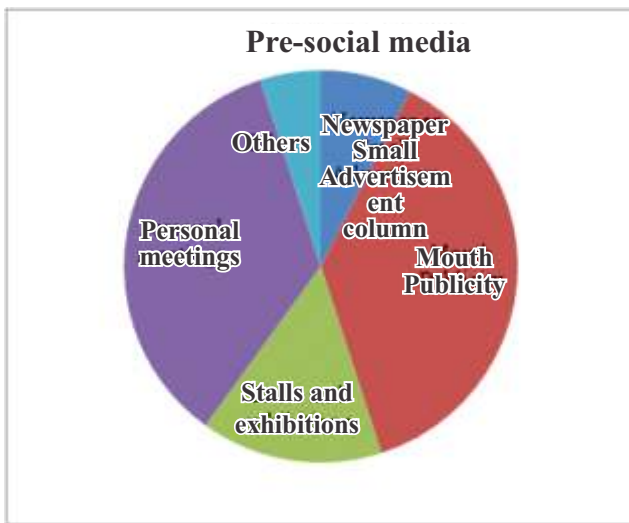


Figure 7

The next Specify Impact of social media on your business, major impact is on contacts and other got the average 30% response.

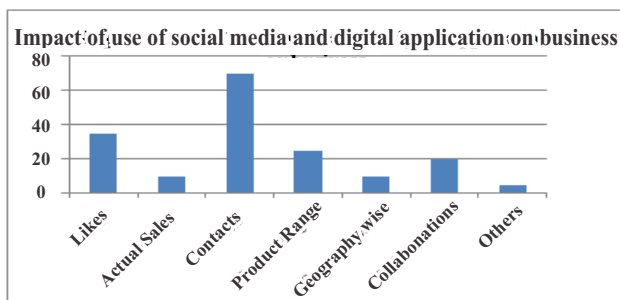


Figure 8

How the women rank the services or operation convenience of social-digital media applications. The average ranking received is 2.7%. The response received for rank 2 and 3 mostly.

The priority is asked for service or operation convenience of social digitization on the business on various aspects of social-digital.

1. 50% women given the 1st priority to Easy to post -text ,photo and less expenses for advertisement
2. 50% women given the 2nd priority to Spread - Many people, business groups of similar type and other groups, internationally, geographically
3. Average priority is given to 3 aspects of social-digital applications - Easy to learn the business tips, Easy for payment, Improve the Recognition 50% women given the 6th priority to Immediate response about product, service, change in order, feedback.

Aspects of social media and digital application	Priority 1 → 5					
	1	2	3	4	5	6
Easy to post - text, photo audless expeuses for advertisement	55.00%	20.00%	0.00%	15.00%	0.00%	10.00%
Spread - Many people, business groups of similar type and other groups, internationally, geographically	20.00%	50.00%	20.00%	5.00%	5.00%	0.00%
Easy to learn the business tips	10.00%	5.00%	35.00%	15.00%	25.00%	10.00%
Easy for payment	5.00%	15.00%	15.00%	25.00%	15.00%	25.00%
Improve the Recognition	5.00%	0.00%	10.00%	30.00%	50.00%	5.00%
Immediate response about product, service, change in order, feedback	5.00%	10.00%	20.00%	10.00%	5.00%	50.00%

Table 2

There are disadvantage also for using social – digital applications

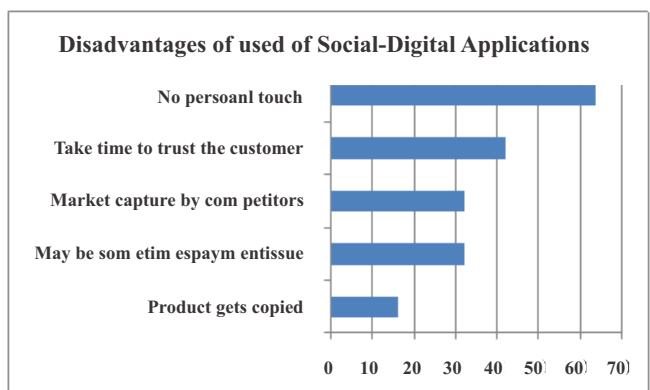


Figure 9

There is no personal touch while using the social media for business purpose.

What is the impact of social-digital applications is also noted.

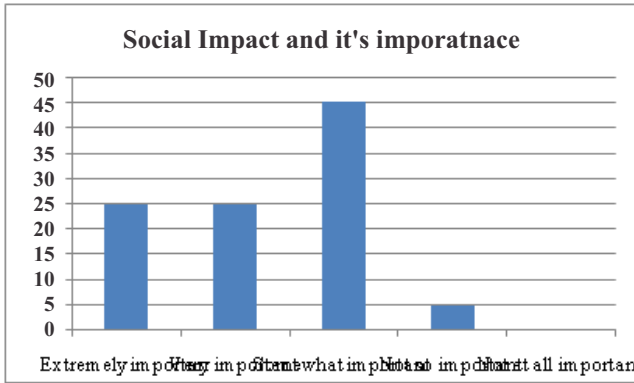


Figure 10

Social media is used and 45% women are saying that it is somewhat important. 50% women are saying that it is extremely and very much important. But still 5% women feeling that it is not at all important.

OBSERVATIONS

1. Social Media is powerful tool for business purpose
2. Still the reply on social media for survey is very less
3. Women are tend to use social media because of easy operations
4. Product and services gets the immediate responses

5. Net banking is used by many women but other tools are gets used majorly

LIMITATIONS

The survey is based in Pune based business women. All types of business are not gets covered. The survey response is very low.

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