

## **Women Start-Up Business in New Era Podium: Social Media and Digital Marketing**

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### **Abstract**

Digital marketing and social media both are just like a head and tail of one coin. Now a day's business can grow up by very speedily and communicated by only digital and social media podiums and its can be build up healthy & improved market status as well. In pandemic period digital marking and social media lots of opportunities provide and also solve lots of challenges which was not very easy task. Recently women also use lots of digital marking and social media, which is playing very crucial role in present era. In this point of view, the researcher presented in this paper: "Women Start-Up Business in New Era Podium: Social Media and Digital Marketing"

**Key Words:** Women Star-up Business, Social Media, Digital Marketing Motivation, Likert scale.

### **Introduction**

In New Era, social media and digital marketing is one of the most important business tool and technique. Recently both are used as a podium for promotion of business, communication with customer's service and awareness of customer's needs. So, in market place social media and digital marking just like an umbrella. Both are the major part of contribution for growing of social building signal. In marketing field social media and digital marketing contribution are very important campaign boost. These two medias are integrated the optimization strategic and build up effective website with organic traffic. Now a day these two major techniques are used by women stakeholders for exploring the number of customer collection and promote their products. They have been using for growth and success for campaign. By using of E-platforms the business stakeholder's establishment methods also change. From these positive points of views networking is one of the very important and crucial marketing's tools for up-grade modern technique.

### **Importance of the Study**

In India women star-up business one of the major women empowerment models which we could not denied. Economically their contributions, they have been improved the growth as equally as improved the stability. Even they help in workforce management and create more job for others women. Development of technical system and growth of new modern technology the women stakeholders very conscious for their business. Now a day, they have been overcome traditional manual system in marketing and started to adopt modern policies. In this golden age, women entrepreneurs, they have been try to develop their venture by transparent and sustainable strategies where they can grow up their venture. Online models are the sources and process where the women stakeholder can easily within short time period, they can earn their income. So, they have been starting and adopting digital marketing and social media, which is one of the process and communication platforms for their own venture. Now a day in India, these women venture developed their new avenue by different digital platform and to promote their product and services, like Facebook, Instagram and Twitter etc. From these points of view, in today's social media and digital marketing environment are very important for women start-up business. In India there are many examples like Elon Musk founder of electric vehicle revolution-founder of Ampere Electric 2008, Falguni Nykaa in 2012- founder and CEO of Nykaa, Aditi Gupta – Founder & Creator of Menstruedia in 2012, Ms. Akansha founder of Celebrity Club in 2017, kids clothing brand on "Meesho" and many others branded E-platforms. Since, understanding of digital marketing and social media platform, the researcher has been analysed and focuses the effectson- "Women Start-Up Business in New Era Podium by Social Media and Digital Marketing and considered with Special Reference Delhi NCR".

### **Limitations of the Study**

This study is considered only Delhi NCR (National Capital Region): East, West, North and South sides. From this study, the researcher only covers Delhi itself. The study did not cover whole India, so from this study it's

not confirm that all over India will be same result. Its dependson areas of selection, numbers of samples and numbers of respondents.

### **Objective of the Study**

- To study overall profile of the women start-up business respondents
- To analysis of using social media with experiences for women start-upbusiness
- To study an impact of social devices and social media podium in women start-up business
- To analysis the influence and motivational factors of the study
- To conclusion and suggestion of the study

### **Methodology of the Study**

The researcher has been used primary data. In this study was conducted over a period of last three years in Delhi NCR. The data are collected by the help of personal interview by using questionnaires and create well google forms for women start -up business. Form is consisted by different questions which were related stakeholders' start-up business where the researchers could find out the respondents age, educations, status, income level, nature of activities, times of establishment with their social media platforms and how to do use of digital marketing tools. In the study it's also interpreted the motivational factors some non-parametric statistical tools.

The total numbers of stakeholders 600 and a well design questionnaire create through google form for all respondents and send through mail in different areas of Delhi NCR. Out of 600 stakeholders, only 343 women start-up business women participated and have been respondents the researcher questions. All respondent's data interpreted by the area charts, Pie chart, Likert scales and also analysed by different statistical tool and techniques.

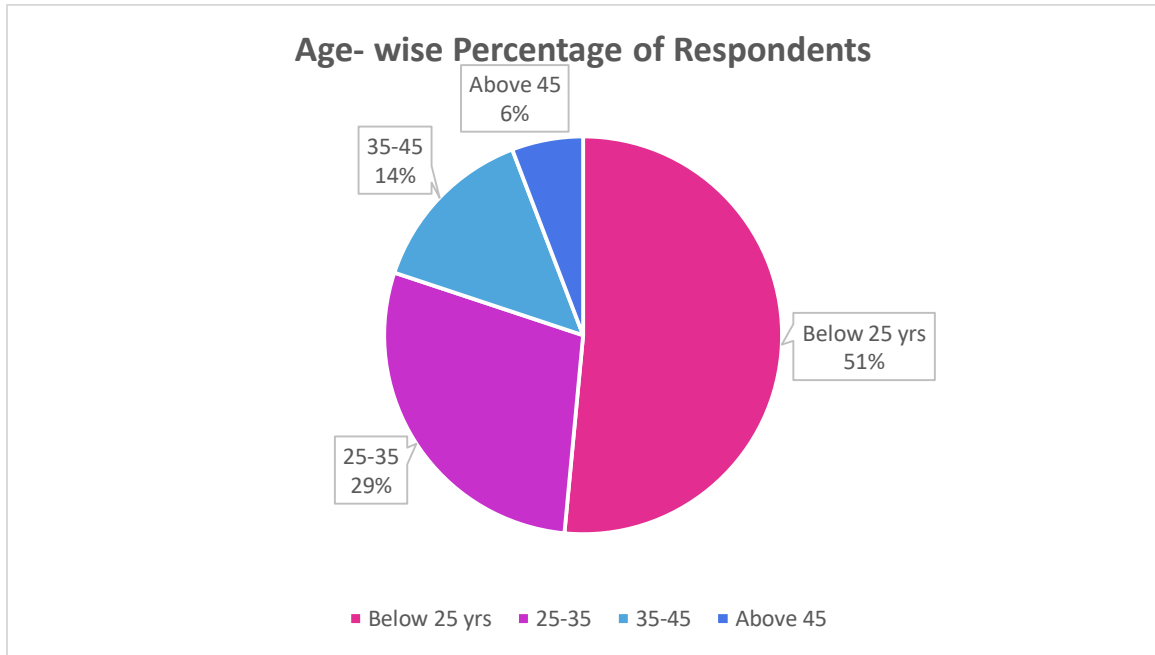
### **Findings and Interpretations of the Study**

In India women start-up business is not an obscure phenomenon. Most of thewomen entrepreneurs, they have been working inside and outside properly and also manage their hearth and homes equally. Especially in modern era women, they always tried up to work with need-based environments where they are influences. India is one of the fastest growing women start-up ecosystem countries. Growth of women start-up business and their influence age, time of start business, types of business etc. are very important and these types of factors always plays very crucial roles. So, before starting the analysis's, therespondent's profile is very important.

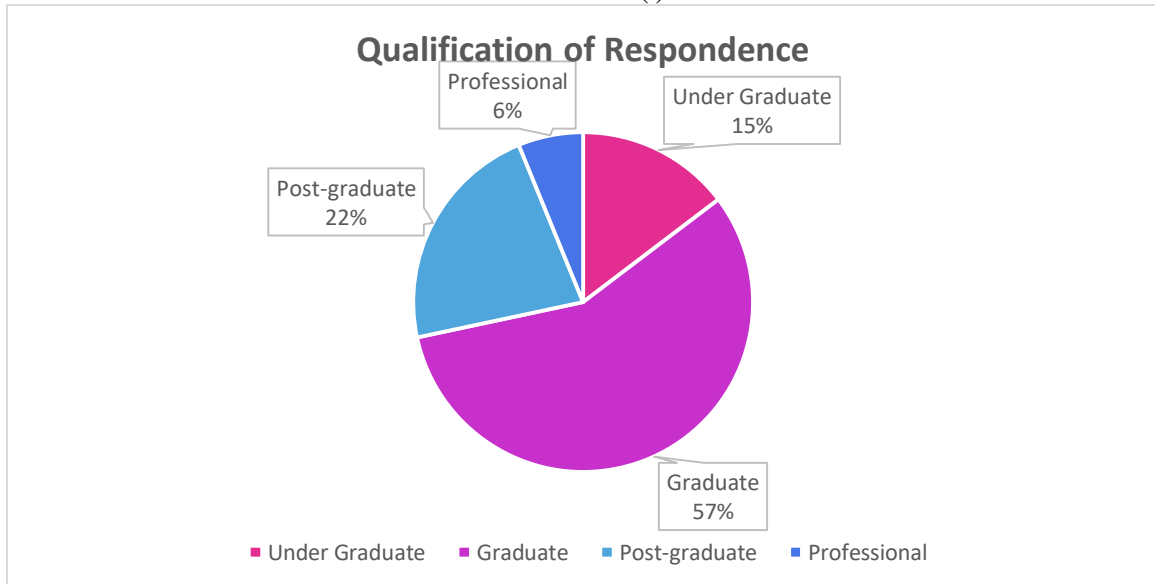
### **1.Profile of women start-up business**

#### **(a) Age- Qualification-Marital Status of Respondents**

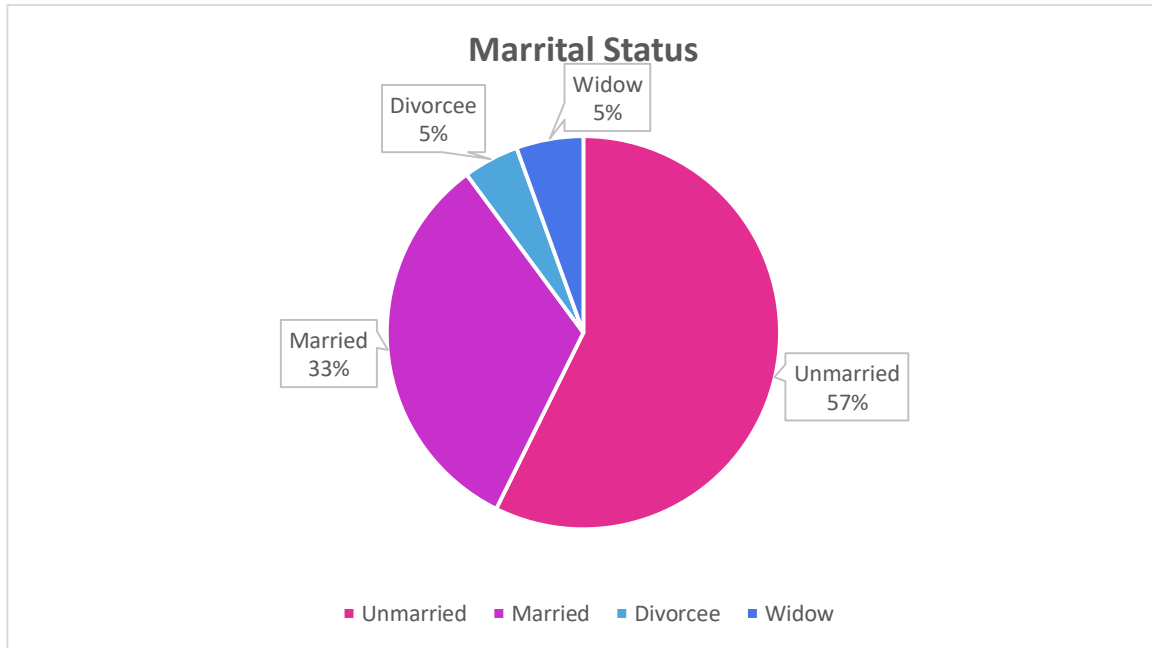
From this study the researches find, out of 600 respondents, only 343 women respondents, they have given their answers. Out of these respondents 51.5 % women were below 25 years, its followed 28.6% respondents age 25 – 35 age and only 5.8% respondents above 45 ages. From these study finds out young age generations were more familiars than old age women start-up business women. Educational qualification, 57.1% respondents were graduate and 62.2% respondents were unmarried. Due to unemployment and unmarried reasons after graduate maximum women they want to do independent and also sources of income they involved them in business and its followed 22.2% were postgraduate and only 6.2% were professional qualification. Pie Chart 1(a), (b) and (c) represented the profile of respondents.



**Pie Chart a (i)**



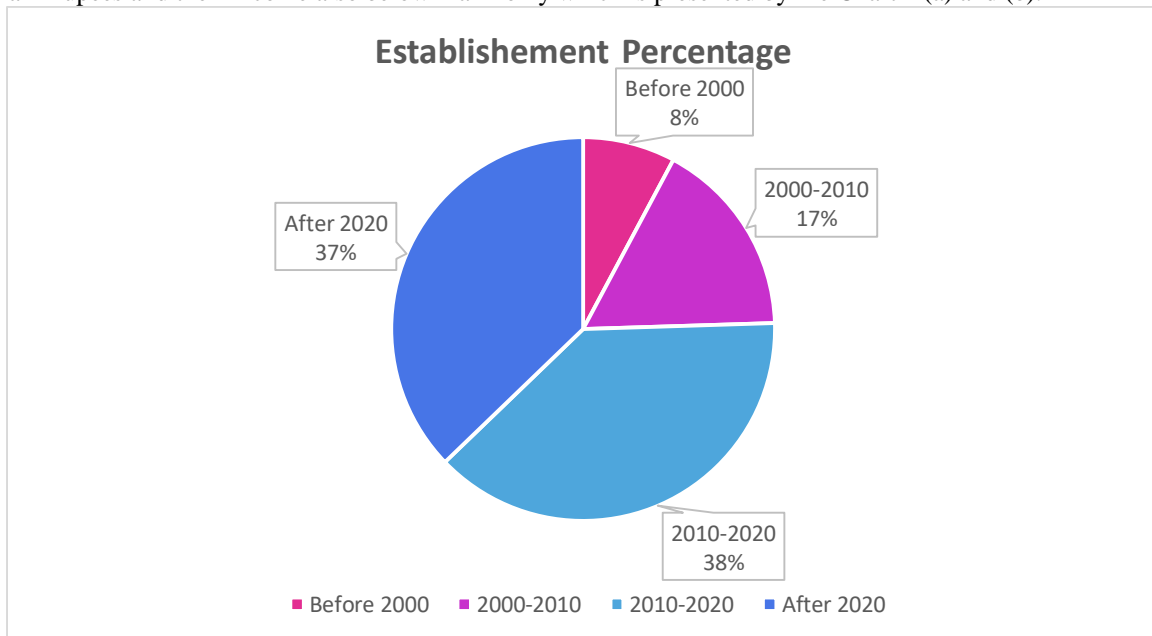
**Pie Chart. a (ii)**



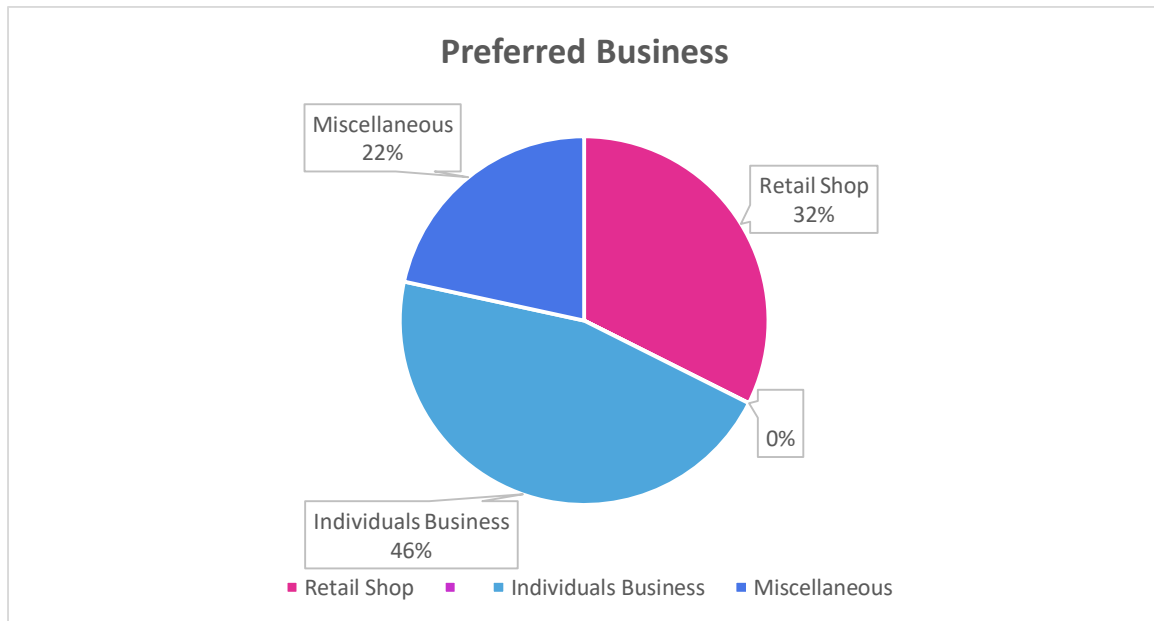
**Pie Chart a(iii)**

**(b)Year of Establishment, Preferred of Business&Income of Respondents**

The researcher finds out from the study this type of business suddenly springs up and instance of setting operation their motion. So, in initial stage the start-up business finance by some entrepreneurial funder or taking loan some micro- finance company. Another pointsthis type of business usually local people or family member employees and small types of business-like grocery shop, milk booths, pan shop, small boutiques, car or cycle repairs etc. and miscellaneous firm. From the study identifies the maximum 46% respondents involved individually and its followed 32.4% respondents, they were involved retails types of business and their business started after 2010 to till now. The study also observed 47.8 % respondents started their business stared by below 1 lakh rupees and their income also below 1lakh only which is presented by Pie Chart 2 (a) and (b).



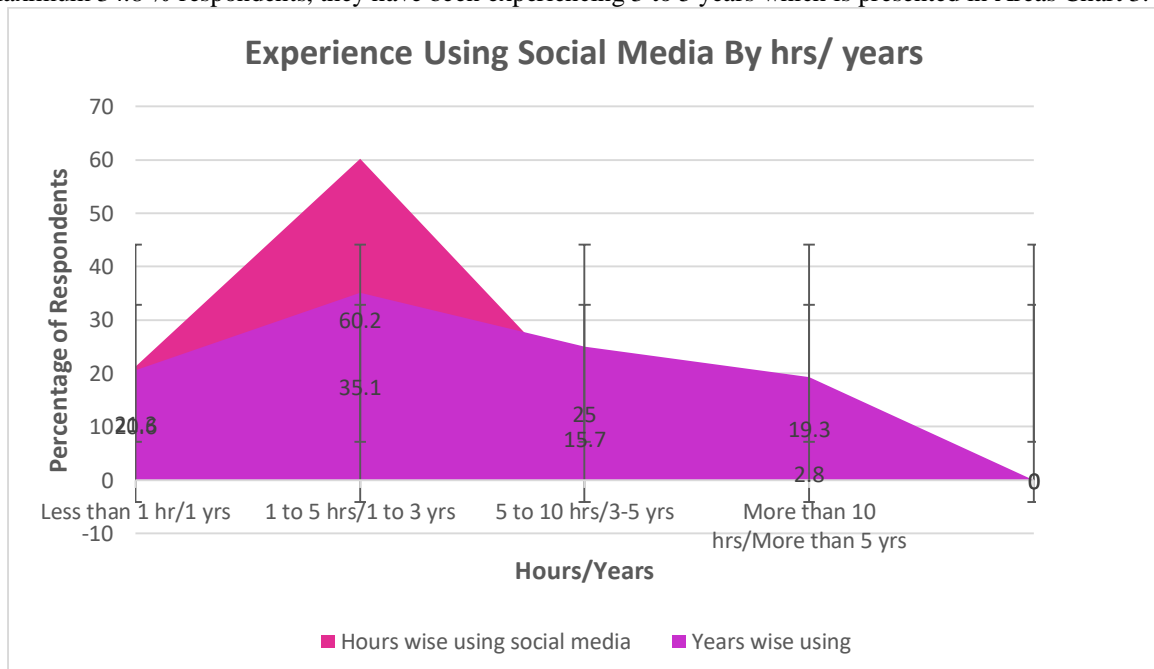
**PieChart b (i)**



**Pie Chart b(ii)**

**2. Analysis of using social media with experiences for women start-up business**

From last decade women always try to change their business globally by social media. These could be increasing their business online platform and makes perfect marketing model. Especially in pandemic period, they have been flourished and could expansion their business also. From the study the researchers observed that maximum women entrepreneurs to increase the workforce management and promote their business by social media. The researcher observed, there were 60.3% women respondents using strength one to five hours with social media. Its followed 21.1% women have been used less than one hours and only 2.7 % respondents used more than 10 hours' times. But in experience year wise of using social media last 5 years only 19.2%. The maximum 34.8 % respondents, they have been experiencing 3 to 5 years which is presented in Areas Chart 3.



**Area Chart 2**

The researcher observed from the study that the respondents could attract the customer, increased customer loyalty, and they could be communicated them easily. The respondents increased revenue by building customers and they also could attract for local made goods & their product.

### 3. Impact of social devices and social media podium in women start-up business

Social media and social device, both is one of the significance podiums in women business. By this platform almost more than 90 % marketing effort could contribute in business and also could increase customer traffic. It creates women empowerment workforce as well as increased awareness for product and services knowledge. The study finds out by the social media respondents could stay with same customer regularly and also help to customer about brand building of product. In this study the researcher observed that accessing of social media devices like mobile phone, smart phone, tablet, laptop etc. The researcher also observed the maximum 41.2% respondents have been used mobile phone and its followed 29.7 % women respondents, they have been used mobile phone as equally as laptop. But 2.4 % respondents, they did not access any types of social media devices.

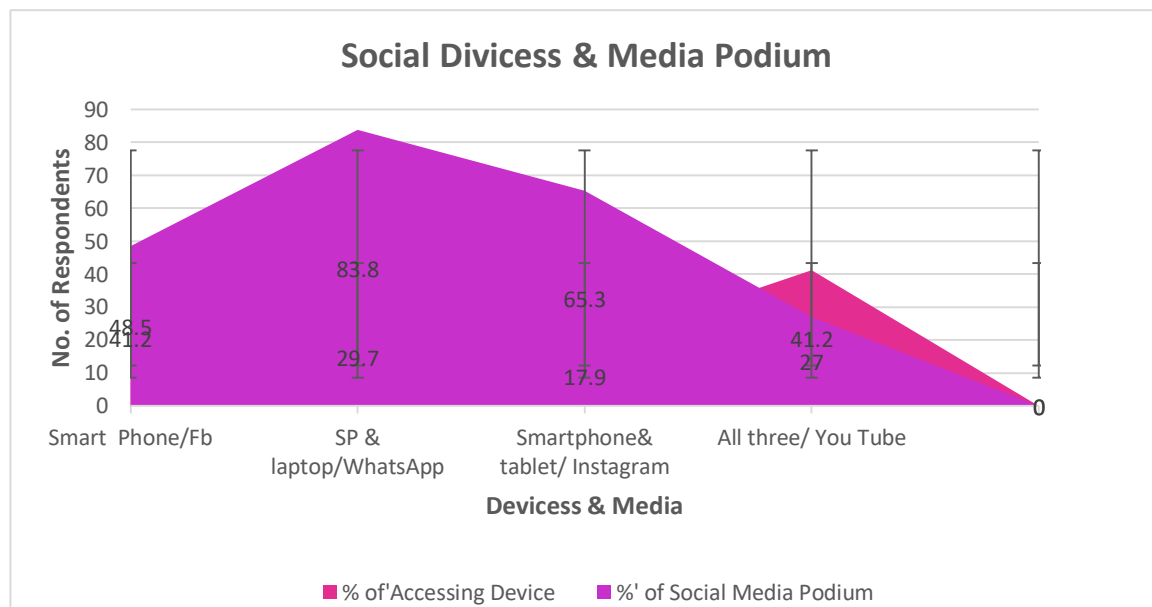
As the uses of social media podium, the respondents have been too much familiar with WhatsApp, Facebook, Instagram and You Tube. But from this study, the maximum numbers of respondents 83.8 % have been uses WhatsApp. Its followed 65.3% respondents have been uses Instagram and a least number of percentage respondents uses You tube. From the study have been observed maximum social media and use social device due to attract customer, build up customer loyalty and also increase revenue. The responded admitted they uses social device because keep an eye on their competitors and exchange ideas to improve the way of business within short time periods. Area Chart No. 4 representing the accessing of social media and podium.

Area

Chart-3

### 4. To analysis the influence and motivational factors of the study

Motivation is a movement of entrepreneurs where they could find out strong inspiration to grow up their venture



and get power for achieving to their goal. For start-up business is a small type of business, there are did not required to much capitals, tool & equipment, employees, and spaces. So, these type of business first steps of ideas taking from home. But some people become entrepreneurs because of learning challenges, income security, recognition for their status, increase self-confidence, influences from family member etc.

From these study researchers has been observed three types of motivational reasons- Competence & Learning with Creative Motivational Reasons, Attitude Motivational Reasons and Technological Momentum Motivational Reasons.

Table No.4(a) represented about how competence & learning motivational reasons influenced to women start-up business and which ways grow up their business with creative motivational reasons.

The study has been observed women were motivated by five competence & learning motivation and creative motivation like:

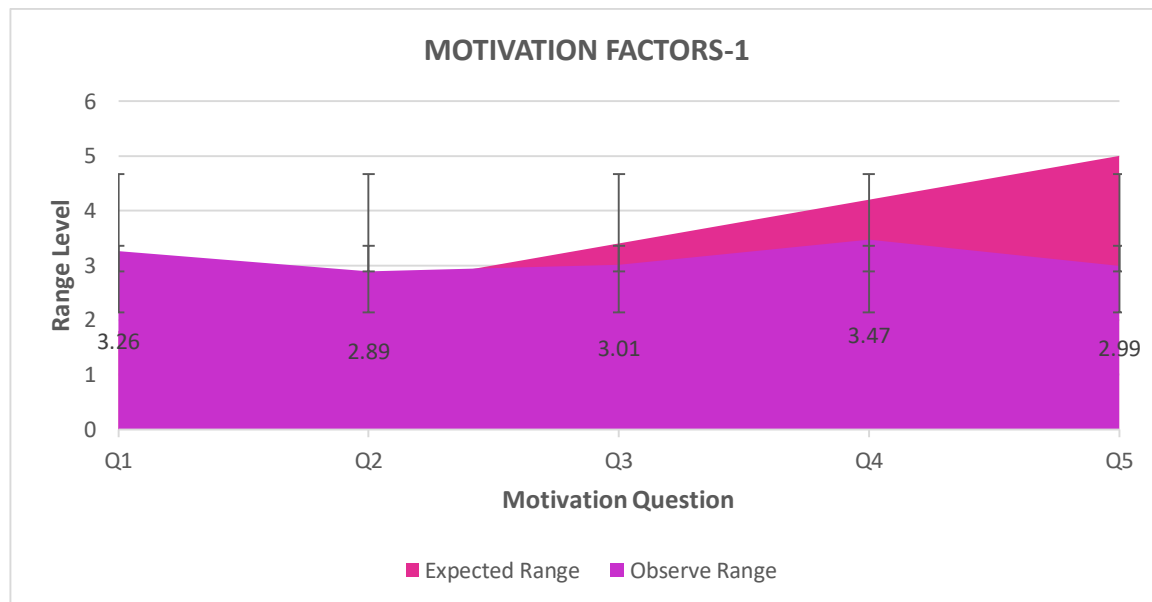
- (i) Technical education due to help to start business
- (ii) Easy to enter for start-up business,
- (iii) There were did not have difficulties in securing technical knowledge,
- (iv) Women were desired and created new business due to they could provide employment to others

(v) Availabilities government scheme which helped to develop their business.

**Table No 4(a): Competence & Learning and Creative Motivation**

| Level of Attitude | Numerical Rating | Respondents |          |     |          |     |          |     |          |     |          | Range             |         | Interpretation |
|-------------------|------------------|-------------|----------|-----|----------|-----|----------|-----|----------|-----|----------|-------------------|---------|----------------|
|                   |                  | Q1          | Total Q1 | Q2  | Total Q2 | Q3  | Total Q3 | Q4  | Total Q4 | Q5  | Total Q5 | Calculation Range | Average |                |
| Strongly Disagree | 1                | 67          | 67       | 17  | 17       | 24  | 24       | 34  | 34       | 40  | 40       | 1.00-1.80         | 3.23    | Neutral        |
| Disagree          | 2                | 17          | 34       | 81  | 162      | 87  | 174      | 41  | 82       | 61  | 122      | 1.81-2.60         | 2.87    | Neutral        |
| Neutral           | 3                | 89          | 267      | 129 | 387      | 130 | 390      | 75  | 225      | 141 | 423      | 2.61-3.40         | 2.97    | Neutral        |
| Agree             | 4                | 109         | 436      | 83  | 252      | 74  | 296      | 125 | 500      | 73  | 292      | 3.41-4.20         | 3.44    | <b>Agree</b>   |
| Strongly Agree    | 5                | 61          | 305      | 33  | 165      | 28  | 140      | 68  | 340      | 28  | 140      | 4.21-5.00         | 2.97    | Neutral        |
| Total             |                  | 343         | 1109     | 343 | 983      | 343 | 1020     | 343 | 1182     | 343 | 1017     |                   |         |                |

From the table the researcher though five motivational factors found but the analyses from the statistical Likert method, the maximum numbers of respondents preferred the fourth motivational factor. They have been created their business do to create the new employees and provided the employee in business and responds also satisfied with fourth factor.



From the area chart also interpreted that fourth factor is more preferable out of five factors i.e. 3.47.

**Scale Reliability Statistics**

| Mean | SD   | Cronbach's $\alpha$ |
|------|------|---------------------|
| 68.6 | 32.9 | 0.863               |

**Item Reliability Statistics**

|   | Mean | SD   | If item dropped     |
|---|------|------|---------------------|
|   |      |      | Cronbach's $\alpha$ |
| A | 68.6 | 34.5 | 0.888               |
| B | 68.6 | 44.6 | 0.783               |
| C | 68.6 | 44.1 | 0.807               |

|   |      |      |       |
|---|------|------|-------|
| D | 68.6 | 36.0 | 0.876 |
| E | 68.6 | 44.1 | 0.787 |

Correlation Matrix

|   |             | A     | B     | C     | D     | E |
|---|-------------|-------|-------|-------|-------|---|
| A | Pearson's r | —     |       |       |       |   |
|   | p-value     | —     |       |       |       |   |
| B | Pearson's r | 0.248 | —     |       |       |   |
|   | p-value     | 0.687 | —     |       |       |   |
| C | Pearson's r | 0.148 | 0.988 | —     |       |   |
|   | p-value     | 0.812 | 0.002 | —     |       |   |
| D | Pearson's r | 0.783 | 0.415 | 0.277 | —     |   |
|   | p-value     | 0.117 | 0.487 | 0.652 | —     |   |
| E | Pearson's r | 0.394 | 0.924 | 0.932 | 0.305 | — |
|   | p-value     | 0.512 | 0.025 | 0.021 | 0.618 | — |

Descriptive

|                    | A    | B    | C    | D    | E    |
|--------------------|------|------|------|------|------|
| N                  | 5    | 5    | 5    | 5    | 5    |
| Missing            | 0    | 0    | 0    | 0    | 0    |
| Mean               | 68.6 | 68.6 | 68.6 | 68.6 | 68.6 |
| Median             | 67   | 81   | 74   | 68   | 61   |
| Standard deviation | 34.5 | 44.6 | 44.1 | 36.0 | 44.1 |
| Minimum            | 17   | 17   | 24   | 34   | 28   |
| Maximum            | 109  | 129  | 130  | 125  | 141  |

Table No. 4(b) presented attitude of motivational factors of women start-up business. The researcher finds out five factors like:

- i) Social media usages for business because of more friendly with their business
- ii) Social media usages for business due to more affordable
- iii) Social media usages for business is more trendy and demanding in market
- iv) Easy to give advertise the product through social media
- v) Easy to offer discount through the social media and can intimate to customer very quickly

**Table No. 4(b) Attitude Motivation**

| Level of Attitude | Numeric Rating | Respondents |          |     |          |     |          |     |          |     |          | Scale Likert Range |         | Likert Scale Interpretation |
|-------------------|----------------|-------------|----------|-----|----------|-----|----------|-----|----------|-----|----------|--------------------|---------|-----------------------------|
|                   |                | Q1          | Total Q1 | Q2  | Total Q2 | Q3  | Total Q3 | Q4  | Total Q4 | Q5  | Total Q5 | Calculation Range  | Average |                             |
| Strongly Disagree | 1              | 29          | 29       | 28  | 28       | 22  | 22       | 24  | 24       | 26  | 26       | 1.00-1.80          | 3.46    | Agree                       |
| Disagree          | 2              | 36          | 72       | 27  | 54       | 35  | 70       | 30  | 60       | 34  | 68       | 1.81-2.60          | 3.50    | Agree                       |
| Neutral           | 3              | 86          | 258      | 100 | 300      | 72  | 216      | 81  | 243      | 75  | 225      | 2.61-3.40          | 3.67    | Agree                       |
| Agree             | 4              | 132         | 528      | 122 | 488      | 119 | 476      | 116 | 464      | 134 | 536      | 3.41-4.20          | 3.65    | Agree                       |
| Strongly          | 5              | 60          | 300      | 66  | 330      | 95  | 475      | 92  | 460      | 74  | 370      | 4.21-5.00          | 3.57    | Agree                       |



|       |  |     |          |     |          |     |          |     |          |     |      |  |  |  |
|-------|--|-----|----------|-----|----------|-----|----------|-----|----------|-----|------|--|--|--|
| Agree |  |     |          |     |          |     |          |     |          |     |      |  |  |  |
| Total |  | 343 | 118<br>7 | 343 | 120<br>0 | 343 | 125<br>9 | 343 | 125<br>1 | 343 | 1225 |  |  |  |

The researcher interpreted by the Likert Scale in all five reasons of attitude motivational factors which respondents have been considered. The result is in all factors; the respondent's attitude level has been agreed equally. In reliability scale also interpreted that all level was highly significant.

Scale Reliability Statistics

|       | Mean | SD   | Cronbach's $\alpha$ |
|-------|------|------|---------------------|
| scale | 66.4 | 46.4 | 0.995               |

Item Reliability Statistics

|   | Mean | SD   | If item dropped     |
|---|------|------|---------------------|
|   |      |      | Cronbach's $\alpha$ |
| A | 70.8 | 48.1 | 0.992               |
| B | 69.3 | 49.0 | 0.997               |
| C | 62.0 | 43.5 | 0.994               |
| D | 62.8 | 43.8 | 0.993               |
| E | 67.3 | 49.4 | 0.995               |

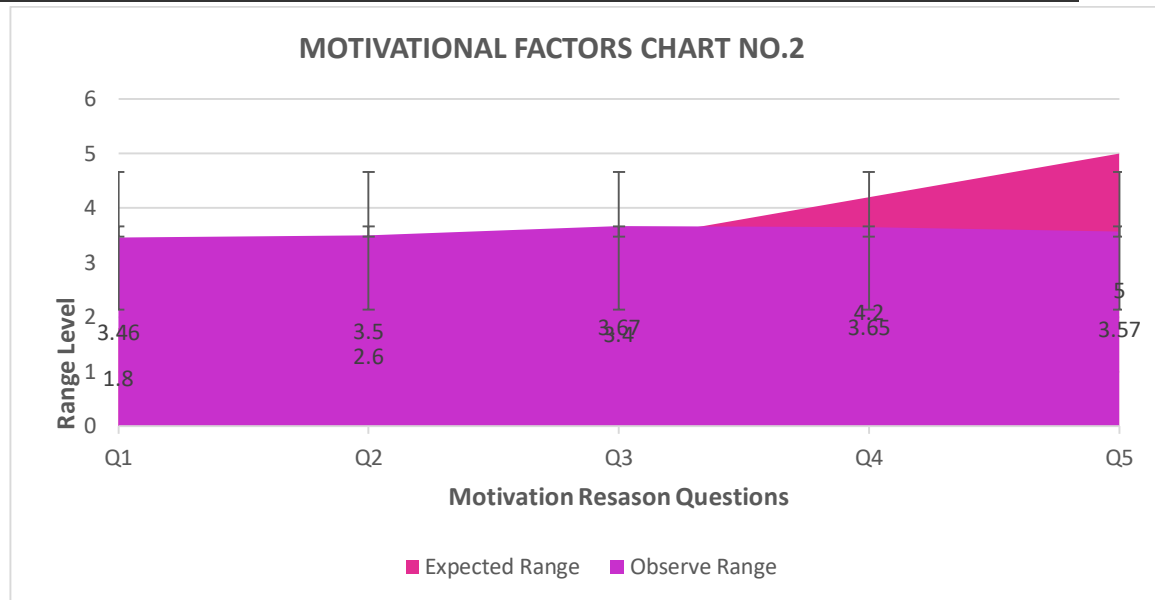
Correlation Matrix

|   |             | A     | B     | C     | D     | E |
|---|-------------|-------|-------|-------|-------|---|
| A | Pearson's r | —     |       |       |       |   |
|   | p-value     | —     |       |       |       |   |
| B | Pearson's r | 0.912 | —     |       |       |   |
|   | p-value     | 0.031 | —     |       |       |   |
| C | Pearson's r | 0.716 | 0.875 | —     |       |   |
|   | p-value     | 0.173 | 0.052 | —     |       |   |
| D | Pearson's r | 0.998 | 0.987 | 0.990 | —     |   |
|   | p-value     | 0.002 | 0.013 | 0.010 | —     |   |
| E | Pearson's r | 0.888 | 0.939 | 0.952 | 0.984 | — |
|   | p-value     | 0.044 | 0.018 | 0.013 | 0.016 | — |

Descriptive

|         | A    | B    | C    | D    | E    |
|---------|------|------|------|------|------|
| N       | 5    | 5    | 5    | 5    | 4    |
| Missing | 0    | 0    | 0    | 0    | 1    |
| Mean    | 68.6 | 68.6 | 68.6 | 68.6 | 67.3 |

|                    |      |      |      |      |      |
|--------------------|------|------|------|------|------|
| Median             | 60   | 66   | 72   | 81   | 54.5 |
| Standard deviation | 41.9 | 42.5 | 40.5 | 40.1 | 49.4 |
| Minimum            | 29   | 27   | 22   | 24   | 26   |
| Maximum            | 132  | 122  | 119  | 116  | 134  |



Area Chart No. 4(b)

In the study, the researcher has been observed third motivational factor i.e. technological momentum motivation which the mostly respondents preferred. From the study of technological momentum factors, they have been considered like:

- i) Interested for the digital marketing because they want to make gain
- ii) Digitally easy to post of the photos and videos which related with the products
- iii) Easy to engaged in comments & developed friend's networks
- iv) Business networks were increased because of use of social media platforms.
- v) Business through digital marketing is more easy and comfortable in comparison to physical mode.

Table No.4(c) Technological Momentum Motivational Factors

| Level of Attitude | Numerical Rating | Respondents |          |     |          |     |          |     |          |     |          | Scale Likert Range |         | Likert Scale Interpretation |
|-------------------|------------------|-------------|----------|-----|----------|-----|----------|-----|----------|-----|----------|--------------------|---------|-----------------------------|
|                   |                  | Q1          | Total Q1 | Q2  | Total Q2 | Q3  | Total Q3 | Q4  | Total Q4 | Q5  | Total Q5 | Calculation Range  | Average |                             |
| Strongly Disagree | 1                | 33          | 33       | 19  | 19       | 28  | 28       | 32  | 32       | 29  | 29       | 1.00-1.80          | 3.29    | Neutral                     |
| Disagree          | 2                | 46          | 92       | 30  | 60       | 28  | 56       | 38  | 76       | 36  | 72       | 1.81-2.60          | 3.19    | Neutral                     |
| Neutral           | 3                | 100         | 300      | 83  | 249      | 73  | 219      | 96  | 288      | 101 | 303      | 2.61-3.40          | 3.64    | Agree                       |
| Agree             | 4                | 107         | 428      | 123 | 492      | 126 | 504      | 111 | 444      | 119 | 476      | 3.41-4.20          | 3.41    | Agree                       |
| Strongly Agree    | 5                | 57          | 275      | 88  | 275      | 88  | 440      | 66  | 330      | 58  | 290      | 4.21-5.00          | 3.41    | Agree                       |
| Total             |                  | 343         | 1128     | 343 | 1095     | 343 | 1247     | 343 | 1170     | 343 | 1170     |                    |         |                             |

Scale Reliability Statistics

|       | Mean | SD   | Cronbach's $\alpha$ |
|-------|------|------|---------------------|
| scale | 68.6 | 37.3 | 0.981               |

Item Reliability Statistics  
 Descriptive

|                         | A            | B    | C    | D            | E    | If item dropped                       |
|-------------------------|--------------|------|------|--------------|------|---------------------------------------|
|                         | <b>Mean</b>  |      |      | <b>SD</b>    |      | <b>Cronbach's <math>\alpha</math></b> |
| N                       | 5            | 5    | 5    | 5            | 5    |                                       |
| A<br>Missing            | 68.6<br>0    | 0    | 0    | 33.1<br>0    | 0    | 0.980                                 |
| B<br>Mean               | 68.6<br>68.6 | 68.6 | 68.6 | 43.3<br>68.6 | 68.6 | 0.976                                 |
| C<br>Median             | 68.6<br>57   | 83   | 73   | 41.8<br>66   | 58   | 0.981                                 |
| D<br>Standard deviation | 68.6<br>33.1 | 43.3 | 41.8 | 34.8<br>34.8 | 39.8 | 0.971                                 |
| E                       | 68.6         |      |      | 39.8         |      | 0.973                                 |

Correlation Matrix

|             | A      | B     | C     | D      | E |
|-------------|--------|-------|-------|--------|---|
| A           |        |       |       |        |   |
| Pearson's r | —      |       |       |        |   |
| p-value     | —      |       |       |        |   |
| B           |        |       |       |        |   |
| Pearson's r | 0.865  | —     |       |        |   |
| p-value     | 0.058  | —     |       |        |   |
| C           |        |       |       |        |   |
| Pearson's r | 0.810  | 0.987 | —     |        |   |
| p-value     | 0.096  | 0.002 | —     |        |   |
| D           |        |       |       |        |   |
| Pearson's r | 0.982  | 0.939 | 0.901 | —      |   |
| p-value     | 0.003  | 0.018 | 0.037 | —      |   |
| E           |        |       |       |        |   |
| Pearson's r | 0.992  | 0.904 | 0.866 | 0.994  | — |
| p-value     | < .001 | 0.035 | 0.058 | < .001 | — |

|         |     |     |     |     |     |
|---------|-----|-----|-----|-----|-----|
| Minimum | 33  | 19  | 28  | 32  | 29  |
| Maximum | 107 | 123 | 126 | 111 | 119 |

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From the Likert scale interpretation, the researcher finds out that most of the entrepreneurs, they have been preferred last three factors. So these entrepreneurs felt that digitally marketing is one of the way for entrepreneur's grow up the venture and also could easily engaged own self and make friend's network. They have been believed from social media and digital marketing, the entrepreneurs could do their business very easy and comfortable way. The reliability statistical calculation showed that first two factors were neutral, there significance level neither high nor low. But last three factors were high significance.

### Conclusion and Suggestion of the Study

#### Conclusions

From this study the researcher sends google form to 600 populations but only 343 women respondents, they have been given replied. So, in this study considered almost 57 percentage samples of populations. From the study the maximum women where below 25 years because of young generation women has been more alert for their working status than old generation. Later age women were involved only because of in some families have been their business in hereditary and some were to bound to involved in their business due to after widow or divorce to run their family.

Educational qualification of the respondents, the maximum numbers of respondents, they were graduate level entrepreneurs due to after completed graduation they could not to do continue their education and secondly, they were very much interested for establishment with self-employment and want to live independently in their life.

From the study analysed of using of social media with experiences for women start-up business they expressed online marketing and uses of digital devices because they have been believed that digital marketing and social media is one of the perfect models and push up systems for marketing. Especially in pandemic period lots of challenges they could solved and respondents & customer also could easily have communicated to each other's. The study also finds out maximum entrepreneurs increased their employment workforce by social media and digital marketing. But the respondents, they were very less time have been used for social media and their experiences also only last five years connected with these podiums.

In the factors of motivations, the study has been observed three types of motivational factors- Competence & Learning with Creative Motivational Reasons, Attitude Motivational Reasons and Technological Momentum Motivational Reasons.

From the competence & learning with creative motivation factors, the maximum numbers of respondents preferred the fourth motivational factor i.e., women were desired and created their new business because they could provide employees in their venture and employees also could earn for their shelters.

From the second motivational factors was attitude factors. The researcher observed from these factors, the respondents were motivated by social media because they could have connected more friendly with their customers, its more affordable, trendy and demanding in market, easy to give advertise, offer discount can have intimated with customer very easily & quickly. So, the researcher interpreted by the Likert Scale in all five reasons of attitude motivational factors which respondents have been considered equally.

In third factors of motivation -technological momentum motivational factors which mostly preferred because the respondents want make gain, easily cold uploaded photo, video, easy to engaged in comment, developed friend's networks, easily can capture about the products by reviews. In these factors, the respondents not too much interested about gain, they were basically interested for others factors.

#### Suggestions

In women start – up business social media and digital marketing podiums is very important phenomena. It's can have increased marketing strategies, consumer's awareness and also can do connect with new customers. Due to these points of view the researcher provided some valuable suggestions':

1. Since, the using of social media and digital marketing can have improved build brand awareness, so government can provide some free micro types of schemes, where the entrepreneurs can go and take some ideas.
2. Start-up business are very small types of business, so government and some NGO types of organisations can conduct some tannings facilities where these small types of entrepreneurs can do participated.
3. Maximum entrepreneurs are graduate level entrepreneurs, so they can easily handle the smart phone, if the network facilities will be available, then entrepreneurs will can do easily handle their enterprises. So, these facilities also can provide by government.
4. In social media and digital marketing podiums are Facebook, twitter, Instagram LinkedIn Pinterest etc., so the entrepreneurs should be follow up the customer regularly and also do regularly engage.
5. In small types of business communities are very important, so entrepreneurs must be care full their communities and for campaign with their communities. So, they can do partnering campaigns.
6. Some social media like Facebook, You Tube etc., these types of medias are being free of cost for advertisements, so the entrepreneur can use freely this media.
7. Though the maximum entrepreneurs have been graduated and littered, but the awareness about some government scheme very low due to in rural areas establishment. So, if some self-help group provided for them, it will be easy.
8. Active channel is very important for digital marketing and social media, so entrepreneurs be careful for selection of right channel.
9. Give to guide for right style of social media and digital marketing podium, because how to do increased and improve the growth of start-up business is very important in new era.
10. Lastly, entrepreneurs must select the right network and right communication system with customer, then entrepreneurs can to do find out the way of offer for customer satisfaction products.

#### **Reference**

<https://www.jamovi.org>

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