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"Impact of Social Media on the Promotion of Entrepreneurship in Developing Cities of Pakistan: A Survey Conducted in Rawalpindi"

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Abstract

The purpose of this study is to check the impact of social media on the new trends of business and market especially in the domain of entrepunurship. There is no doubt that social media being comparatively new arena. Social media is a rising occurrence in the field of marketing and business.it is also finding that there is strong relationship between social media and business activities and it was also assume that more the usage of social media in entrepreneurship reduces the risk factor. It was assumed that more the usage of social media in entrepreneurship reduces the risk factor. Total one hundred respondents have been taken from Islamabad city. A well-structured questionnaire was developed for the data collection. Crome Batch Alpha was (. 89) which is highly significant value of data. To meet the requirement of this study, convince sampling technique was used for collection of data from the target population. More on the findings shows the result that majority 52.5% (42) agrees, and 31.3% (25) strongly agree and 6% (7.5) disagree and 6 (7.5) It is fund from the data that majority 37% (46.3) agree, and 33.8% (27) Disagree and 12.5 (10) strongly agree and 6 (7.5) and only 1% (1.3) was not at all. Form one question data shows that majority 41.3% (33) agree, and 21.3% (17) strongly agree and 20.0 %(16) disagree and 12.5 (10) and only 4% (5.0) was not at all. So research show that majority 41.3 (33) agree. The statistical tests have highly significance values (.000< .5).

Key Words:

Promotion, Entrepreneurship, Social Media, Business,

Introduction

Social media is one such phenomenon. Social media which is sometimes referred to as social networking and Web 2.0 refers to

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collaboratively produced and shared media content and to network communities. The users of social media have the ability of sharing their views and encounters. This assists in creativity, open communication and sharing of knowledge among users. Facebook, Skype and discussion forums are examples of social media tools (Tapscott and Williams, 2008). As we are interested in understanding social media from a marketing perspective. Without a doubt social media has fundamentally changed the way many people approach their marketing today, there is still the problem whether social media users should be called as social media marketers. Andreas & Kaplan (2010) define social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user generated content. This is growing interest in entrepreneurship has emerged in the past years and research into this domain has been growing rapidly.

McDougall & Oviatt (2000) says that entrepreneurship around three dimensions: innovation, pro-active behavior and risk-seeking action. Social media can provide a great starting point for an entrepreneur to start investing in social capital. social media as it is seen in the form of Facebook, YouTube, eBay, Twitter, and others has exploded as a form of interactive communication. Equipped by the advancement in technology, social media has changed the delivery, structure and availability of information, putting the once capital-intensive role of broadcasting within the reach of individuals. This has given immense power to consumers and transformed individuals around the world from passive recipients of information and products into active creators of content (information and ideas) who are able to actively and immediately communicate with one another with the help of social media

Anderson (2008) argues that entrepreneurs should look to build social capital which is applicable to their business and their activities. In that sense, social networking is a great way to find similar minded people and start building networks with people from the same industry or field. Whether an entrepreneur is adapting a strategy to write a professional blog or to make a daily Facebook update there has to be full engagement. In order to become a significant player online, one will need to

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bring out business expertise and create contacts and start the discussion with customers. Clearly, all this will need time and resources despite the size of the business. Social networking allows businesses to gain access to resources that might otherwise not be available to them. The sky is the limit with social media. Owing to of the flexibility of social networking tools, businesses can realize different benefits.

Simon et al (2012) there is a greater access to different audiences, improved customer service, improved products and services and adoption of favorable pricing practices. Entrepreneurs, marketers and consumers are witness the appearance of virtual social media. As of January 2012, there were more than 800 million active Facebook users, with over 250 million of them logging in every day. The Internet and the online social networks allow individuals to connect with one another. It is important for entrepreneurs and marketer to grasp how the Internet functions and the expectations of its users. Many businesses are now turning to social networks as a worthwhile communication tool and, if used adequately, they can significantly improve their online presence, in the form of effective promotion (Bygrave & Hofer, 1991).

Literature Review

To achieve success with the online marketing, the marketers need to have a presence in the environment that their customers inhabit. Mark Zukerberg, co-founder of Facebook supports this by saying that advertising is fast changing and businesses need to understand the usage of Internet technologies in order to remain relevant (Maymann, 2008). There are low barriers to the use of social networking technologies; small businesses can make use of social media in the same ways that large corporate can, without the need for extensive resources. Fruhling and Digman (2000) set out that the adoption of the Internet can help a business increase its customer and market base and this makes a contribution towards the business' growth strategy. The internet can also facilitate a business to expand its scope and extending its main business through market penetration and development or product development.

Porter (2001) goes further to say that the relationships formed via the internet can boost sales and generate opportunities to

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come up with new products and services. Constantinides and Fountain (2008) have found out the following major categories of Social Media: blogs, social networks, content communities, forums and bulletin boards, and content aggregators. Kotler, (2010) pointed out as Social Media becomes more expressive, consumers are unreservedly sharing their experiences and opinions, which are becoming increasingly influential on other consumers' choices and preferences.

In 2000 there was a boom in social media with the spring up of many social networking sites. This highly boosted and transformed the interaction of individuals and entrepreneurs who share common interest. For entrepreneurs, social media is already becoming an essential tool for keeping in touch with their suppliers, customers and contacts, recruiting employees, and promoting their profile and brand. In this respect, and as it pertains to business strategies, social media provides entrepreneurs with an opportunity to collaborate and share knowledge with their network, thus developing and creating new adaptive more successful business strategies. For SMEs without the resources to explore conventional advertising options, social media like Twitter presents a free and efficient alternative to promote goods and services directly to customers, exploiting the immediacy and intimacy that other channels simply can't match. Examination of the manners in which companies can take advantage of emerging social media technologies (Thapar, & Sharma, 2013).

A company becomes more attractive to the customers, and to current and potential employees, if it has a well-built brand name. As a result, Social Media will help in building a good reputation for a entrepreneurs. A couple of words can describe a brand whether in the consumer or in the business space. By building a brand, it helps to reinforce the brand in the minds of the consumers. Through Social Media, the company can repeatedly reinforce the brand name. Customers experience a brand privilege while using a product or service and also when interacting with a company (Carraher, Parnell, Carraher, Carraher, & Sullivan, 2006). Brand awareness starts with the experiences of the employees of a company. If a company is approachable, people-friendly, then the company must make itself visible by inclusion on the web

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(Carraher, 2006). Social Media forum acts as a powerful way to communicate the brand value and brand attribute as they facilitate open forms of communication. Social Media is best for the following situations. Entrepreneurship enables enterprises to successfully develop products and new markets, and thus increase their competitiveness so that they can achieve excellent performance (Prahalad & Hamel 1994). Kadam, & Ayarekar (2014) showed that people have got their own media to raise their voice and stand for their rights. Author thinks that Social Media possess the character of true democratization of information. Study concludes that the participatory nature of Social Networking Sites cuts through caste and class barriers.

Jagongo, Catherine & Kinyua (2013) in their study The Social Media and Entrepreneurship Growth focused on the effect of social media on the growth of SMEs in Nairobi. The study established that social media tools offer greater market accessibility and CRM which in turn have a significant impact on the growth of SMEs. This study recommends that the policy makers should come up with favorable internet surfin rates and e-business policies to encourage the technological adoption that would grow the SME industry. Venkatesh (2013) examines the possibilities of different sections of society following different trends of communication. This study talks about the usage of product promotion on social media, by the multinational companies in India especially in the FMCG sector. Social media has been modernized to reach consumers through the internet. Study concluded that Social Media has become appealing to big and small businesses and it has the ability to reach more consumers worldwide.

Hypothesis of the Study

- It is more likely that more the usage of social media in entrepreneurship reduces the risk factor.
- It is more likely that social media will changed the trends of entrepreneurship.
- There is relationship between social media usage in entrepreneurship and new jobs opportunities

Methodology

There are various strategies to conduct the research but we have decided to the best way to conduct the questionnaire was to

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make the survey. In this study total one hundred respondents has been taken for survey research from Islamabad city. A well-structured questionnaire was developed for the data collection. These respondents belong to business school. And the response rate was very good from respondents and the values of Crome Batch Alpha was (. 89) which is highly significant value of reliability of data. To meet the requirement of this study, convince sampling technique was used for collection of data from the target population.

Data Analysis and Interpretation

Table No. 1

Social Media is Backbone for Entrepreneurship

Scale	Frequency	Percent
Strongly Agree	25	31.3
Agree	42	52.5
Disagree	6	7.5
Strongly Disagree	6	7.5
Not at All	1	1.3
Total	80	100.0

Table shows that majority 52.5% (42) agrees, and 31.3% (25) strongly agree and 6% (7.5) disagree and 6 (7.5) and only 1% (1.3) was not at all. So research show that majority 52.5% (42) agree.

Table No. 2

Business is growing due to social media usage in entrepreneurship

Scale	Frequency	Percent
Strongly Agree	10	12.5
Agree	37	46.3
Disagree	27	33.8

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Strongly Disagree	6	7.5
Total	80	100.0

Table shows that majority 37% (46.3) agree, and 33.8% (27) Disagree and 12.5 (10) strongly agree and 6 (7.5) and only 1% (1.3) was not at all. So research show that majority 46.3% (37) agree.

Table No.3

Social media is more effective in entrepreneurship as compare to other media

Scale	Frequency	Percent
Strongly Agree	17	21.3
Agree	33	41.3
Disagree	21	26.3
Strongly Disagree	3	3.8
Not at All	6	7.5
Total	80	100.0

Table shows that majority 41.3% (33) agree, and 21.3% (17) strongly agree and 20.0 % (16) disagree and 12.5 (10) and only 4% (5.0) was not at all. So research show that majority 41.3 (33) agree.

Table No. 4

Social media provides strong communication platforms for entrepreneurship

Scale	Frequency	Percent
Strongly Agree	17	21.3
Agree	33	41.3
Disagree	16	20.0
Strongly Disagree	10	12.5
Not at All	4	5.0
Total	80	100.0

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Table shows that majority 41.3 (33) agree, and 26.3% (21) disagree and 21.3% (17) strongly agree and 7.5 (6) not at all and 3.8% (3) was strongly disagree. So research show that majority 41.3 (33) respondents are agrees.

Table No. 5

Social media usage in entrepreneurship reduces the risk factor

	Frequency	Percent
Strongly Agree	20	25.0
Agree	40	50.0
Disagree	12	15.0
Strongly Disagree	3	3.8
Not at All	5	6.3
Total	80	100.0

Table shows that majority 50.0% (40) agrees, and 25.0% (20) strongly agree and 15.0% (12) disagree and 3.8% (3) and only 6.3% (5) was not at all. So research shows that majority 50.0% (40) respondents agree.

Table No. 6

Social media has change the trends of entrepreneurship n third world countries

	Frequency	Percent
Strongly Agree	24	30.0
Agree	34	42.5
Disagree	14	17.5
Strongly Disagree	6	7.5
Not at All	2	2.5
Total	80	100.0

Table shows that majorities 42.50% (34) agree, and 30.0% (24) strongly agree and 17.5% (14) disagree and 7.5% (6) and only 2.5% (2) was not at all. So research shows that majority 42.5. % (34) respondents agree.

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Table No 7

Social media usage entrepreneurship create new jobs opportunities

	Frequency	Percent
Strongly Agree	11	13.8
Agree	36	45.0
Disagree	22	27.5
Strongly Disagree	2	2.5
Not at All	9	11.3
Total	80	100.0

Table shows that majority 50.0% (40) agrees, and 25.0% (20) strongly agree and 15.0% (12) disagree and 3.8% (3) and only 6.3% (5) was not at all. So research shows that majority 50.0% (40) respondents agree.

Table No 8

Social media usage entrepreneurship increase the market knowledge

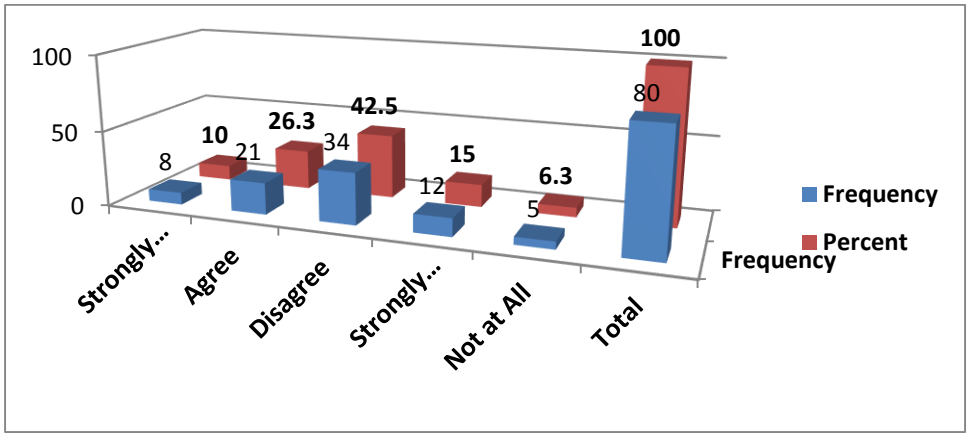
	Frequency	Percent
Strongly Agree	11	13.8
Agree	25	31.3
Disagree	25	31.3
Strongly Disagree	11	13.8
Not at All	8	10.0
Total	80	100.0

Table shows that majorities 31.3% (25) agree as well as 31.3% (25) disagree and 13.0% (11) disagree and 13.0% (11) strongly disagree and only 10.0% (8) was not at all. So research shows that majority 31.3% (25) respondents agree.

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Table No 9

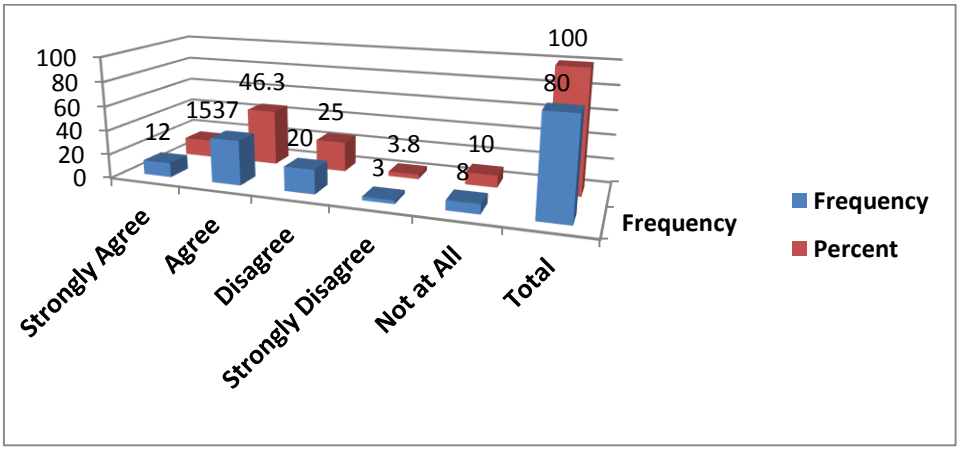
Social media usage in entrepreneurship increase the market knowledge



Graph values shows that majority 42.5% (34) disagrees, and 26.3% (21) agree and 15.0% (12) agree and 10.0% (8) and only 6.3% (5) was not at all. So research shows that majority 42.5% (34) respondents agree.

Table No 10

Social media usage in entrepreneurship is strong factor to increase the sales?



Graphs show that majority 46.3% (37) agree, and 25.0% (20) disagree and 15.0% (12) strongly agree and 10.0% (8) not at all and only 3.8% (3) was not at all. So research shows that majority 42.5% (34) respondents agree.

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Statistical Analysis of Data

Usage of Social Media in Entrepreneurship Reduces the Risk Factor.

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Usage of Social	30.166	100	**.000**	2.551	2.29	2.62
Reduces Risk Factor.	48.468	100	**.000**	3.960	3.80	4.12

In this study the researcher has made three hypotheses and these hypotheses are checked by statistical software SPSS. An independent-samples t-test was conducted to compare use of social media and risk factor reduction. The researcher has supposed this if the social media has been used in entrepenreship than risk factor can be reduced. This hypothesis has been proved through One-Sample Test which is showing that there is highly significance relationship. The statistical value (p=.000) is highly signfnce and less than .5 whereas the mean difference is (MD= 2.551) and (MD= 3.960) and total sample size was 100. Whereas the confidence interval level is also in difference in position. Upper confidence interval level (CI=2.62) and lower confidence interval level (CI= 2.62) of using of social media whereas the risk reduction factor also has difference low and upper confidence interval level e.g (CI=3.80 and 4.12).

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Correlations

		Social Media Usage	New jobs Opportunities
Social Media Usage	Pearson Correlation	1	**.000**
	Sig. (2-tailed)		.379
	N	100	100
New Jobs Opportunities	Pearson Correlation	**.000**	1
	Sig. (2-tailed)	.379	
	N	100	100

Relationship between Social Media Usage in entrepreneurship and New Jobs Opportunities

In this study the researcher want to assess the relationship between social media usage and new job opportunities through statistical software SPSS and parametric test correlation. There was highly significant relationship between social media usage and new job opportunities where as t Person Correlation (p=.000) and significance (2 tailed =.379). After the application of parametric test correlation the resultant value shows highly significant (p=.000) relationship among the usage of social media among creating of new job opportunities in enterpenureship.

Summary and Discussion

In the field of business the role of media cannot b ignore now days and especially in modern area the social media is backbone of every type of business. Social Media tools and techniques will be helpful for Small and Medium scale entrepreneurs to improve operational as well as entrepreneurial performance. Social Media tools have considerably influenced the purchase decision of consumers and therefore consumers have more power than ever before. In this study a well-structured questionnaire has uses for data collection. Total one 100 respondents were taken for data collection and response rate was very good from the respondents. After the application of reliability scale on data the value was highly significant. There are three hypothesis in the study and two statistical tests have been apply on two hypothesis the result was highly significant after the result. The significant value of are (.000<.5) and

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major finding are strongly agree.it has been found that majority 52.5% (42) agrees, and 31.3% (25) strongly agree and 6% (7.5) disagree and 6 (7.5) and only 1% (1.3) was not at all. So research show that majority 52.5% (42) agree. In another table shows that majority 37% (46.3) agree, and 33.8% (27) Disagree and 12.5 (10) strongly agree and 6 (7.5) and only 1% (1.3) was not at all. So research show that majority 46.3% (37) agree. Table shows that majority 41.3% (33) agree, and 21.3% (17) strongly agree and 20.0 %(16) disagree and 12.5 (10) and only 4% (5.0) was not at all. So research show that majority 41.3 (33) agree. It is more likely that more the usage of social media in entrepreneurship reduces the risk factor this is proved through statistical T-test (.000<.5) and the table shows that majority 50.0% (40) agrees, and 25.0% (20) strongly agree and 15.0% (12) disagree and 3.8% (3) and only 6.3% (5) was not at all. So research shows that majority 50.0% (40) respondents' agree. It was hypothesis that there is relationship between social media usage in entrepreneurship and new jobs opportunities so the value shows that majority 50.0% (40) agrees, and 25.0% (20) strongly agree and 15.0% (12) disagree and 3.8% (3) and only 6.3% (5) was not at all. So research shows that majority 50.0% (40) respondents agree. In future this study will led new dimension of research in context of social media and marketing.

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