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ANNEXURE -I

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore-641043

An Interview Schedule for Data Collection for the Study An Analytical Study on Social Networking Among the Youth

I. Socio economic background of the respondents

1. Name :
2. Age : 15-24 Years 25-39 Years
3. Gender : Male Female
4. Type of family : Nuclear Joint Extended
5. Location of living : Rural Urban
6. Marital status : Married Single Living together
7. Family income per year : Below Rs 100000
 Rs 100000-200000
 Rs 200000-300000
 Above Rs 300000
8. Present position : Student Employed
9. Spouse stayed far from Home Town : Yes No
10. Parents stayed far from Home Town : Yes No

II. To identify the social networking knowledge on rural and urban youth (Answer the questions with suitable answers)

1. Third party application installation in mobile phone using.....
 Play store You tube Video mate No idea
2. Find out the search engine below mentioned
 Yahoo Wikipedia Twitter Google No idea
3. Gmail is a free email service
 True False
4. WhatsApp is used for
 Personal messaging purpose only Business purpose only Both
5. Which of the below is an applications in social networking
 Google classroom
 m pocket
 Khata book
 Messenger
 General science
 Aptitude test & preparation tricks & practice
 Naukari
 Swayam
 Byjus app
 Unacademy learning app

6. Choose the application based on your usage (if you use another application for the same purpose please mention it)

- Meesho.....
 LinkedIn.....
 WhatsApp.....
 Facebook.....
 Swiggy.....
 Ola cabs
 Oyo rooms.....
 Uc browser.....
 Irctc
 Google pay.....
 Beauty plus.....
 Smule.....
 Others

7. Do you know social networking ‘‘Status’’ updating?

- Yes No

If yes, what kind of status do you prefer more ?

- Motivation Love Songs Present news Updating photos
 Depends on situation Others

If no, reason

8. Who will open the social networking sites for you

- Made by self Parents Friends Colleagues
 Relative From media

9. Do you know the operation of social media

- Yes No

If yes ,

- Do you know the profile creation
 Page creation
 Privacy importance
 Public standerds
 New video upload
 Content creation

If no,Reason

10. Mention the use of social networking

- Communication
 Business
 Knowledge sharing
 Content creation
 Online discussion
 Entertainment
 Others
 No idea

11. In what manner does social networking help you ?

- Knowledge Relationship maintaining Share ideas User generated content No improvement

12. Can you identify the application of social networking being used for.....

- Government exams, applications
 Customer relationship management, sell, buy products
 Dating applications
 Educational applications
 Finance applications

III. To identify the attitude towards social networking among rural and urban youth (Tick the appropriate column)

S.No	Category	Strongly Agree	Agree	Neutral	Dis Agree	Strongly Dis Agree
A	EMOTIONAL LEVEL					
a.	Social networking helps to maintain a relationship					
b.	Social networking provides deep relationship					
c.	Social networking content creation used to express my attitude without fears					
d.	Social networking friends sometimes dissatisfy the relation					
e.	Social networking create the worry between the partners in opening social networking sites or being online					
f.	Social networking eliminates something from past when people were less mobile					
g.	Not getting the attention from social networking sites for the profile you made you will leads depression					

B	BEHAVIOURAL LEVEL					
a.	Social networking sites mostly not an interested area					
b.	In social networking, only interested in chat application					
c.	Social networkings need some changes then only can active participation					
d.	Social networking account holders do not bothered about the privacy policies					
e.	Social networking used news reading or viewing very enthusiastic					
f.	Social networking changes mentality of the people					
g.	Social networking accounts provide freedom to use own profiles					
h.	I am the active user of social networking sites					
i.	I have fear in social networking isolation because of expressing thought on social networking sites					
j.	Social networking improves sexting (sending receiving or forwarding sexually explicit messages photo graphs or images via cell phone, computer, and digital devices)					
k.	My hobbies\activities are lost when I am using social networking sites					

C. POSITIVE LEVEL						
a.	Social networking communication open other possibility in the world					
b.	Social networking is the part of the daily activity					
c.	Social networking is used to express the own attitude with out fears					
d.	Social networking have useful applications					
e.	Social networking provides knowledge and opportunities					
f.	Social networking provides information quickly					
g.	Social networking is widely used in official work					
h.	Social networking magnifies the communication and learning					
i.	Social networking opens the business opportunity via social marketing					
D. NEAGATIVE LEVEL						
a.	Social networking has faced huge privacy issues and lots of fake accounts					
b.	Social networking does not maintaining any cyber security					
c.	Social networking has huge amount of fraudulent activities and people are misguided					
d.	Social networking opens a platform for more crimes					

e.	Social networking increases the demoralization					
f.	Over use of social networking leads to negative behaviour					
g.	Families do not have positive opinion about social networking					
h.	Messagetyping behaviour influenced writing skills					

IV. Analyze the usage and impact of social networking among the youth(Tick the appropriate column)

Sl.No	Category	Yes	No	If yes, reason	If no, reason
a.	After the usage of social networking do you imitate any character ?				
b.	After the usage of social networking has your language improved?				
c.	After the usage do you generate any new caliber or skill ?				
d.	Do you have interest in video making increased after the use of social networking sites ?				
e.	Do you have interest in photography is increased after the use of social networking				
f.	Are you interested in increasing fans / followers for your social networking?				
g.	Do you chat with unknown people in social networking ?				
h.	Do you have your own YouTube channels ?				
i.	Do you use online video games?			If yes, do you have experienced	
				If yes, how much hour spend for gaming.....	
j.	Have you experienced hacking?				

k.	Have you experienced any kidnapping incidents among your social circle due to social networking ?				
l	Do you have any health issues due to social networking ?			<input type="checkbox"/> Headache <input type="checkbox"/> Neck pain <input type="checkbox"/> Eye strain <input type="checkbox"/> Back pain <input type="checkbox"/> Joint pain <input type="checkbox"/> Walking difficulties <input type="checkbox"/> Breathing problems <input type="checkbox"/> Allergy <input type="checkbox"/> Others	
m.	Tick the interested area of social networking			<input type="checkbox"/> Online magazines <input type="checkbox"/> Social networks <input type="checkbox"/> Podcast <input type="checkbox"/> Photographs <input type="checkbox"/> Pictures <input type="checkbox"/> Videos <input type="checkbox"/> Social book marking <input type="checkbox"/> Blogging <input type="checkbox"/> Picture sharing <input type="checkbox"/> Wall posting <input type="checkbox"/> Music sharing <input type="checkbox"/> Crowd sourcing	
n.	Social networking usage provides a large number of job opportunities			If yes, which application	If no, do you aware about online job recruitments
o.	Do you believe social networking usage is more critical?			<input type="checkbox"/> Women harassment <input type="checkbox"/> Crime <input type="checkbox"/> Murder <input type="checkbox"/> Cyber cheating <input type="checkbox"/> Adolescents <input type="checkbox"/> Juvenile delinquency <input type="checkbox"/> Trolling <input type="checkbox"/> Online bullying <input type="checkbox"/> Interpersonal communication <input type="checkbox"/> Social media break Ups increased stress <input type="checkbox"/> Suicide <input type="checkbox"/> Fake news	

V. Interest of youth towards awareness programme to educate the rural and urban youth on social media communication

1. Do you interest in social media awareness programmes?

Yes No

ANNEXURE - II

**Avinashilingam Institute for Home Science and Higher Education
for Women, Coimbatore-641043**

**Tool to Find out Socialization Experience in Social Networking Usage and
Problems through Case Studies**

1. GENERAL INFORMATION

Name:

Age:

Gender:

Area of living:

Employed /Student:

Permanent address:

Phone number:

Mail id:

2. SOCIO ECONOMIC PROFILE OF THE RESPONDENTS

Characteristics		Tick below
Gender	Male	
	Female	
Caste	General	
	OBC	
	SC	
	ST	
Religion	Hindu	
	Muslim	
	Christian	
	Others	
Type of family	Nuclear	
	Joint	
	Extended	
Family size	Up to 2 members	
	3 to 4 members	
	Above 4 members	

3. Do you have social media accounts?
4. How many social networking applications do you maintain?
5. Do you access your social networking accounts daily?
6. What is the reason behind this usage?
7. What is your purpose of using social networking (educational, official, entertainment etc.)?
8. Are you comfortable with social media?

9. Do you agree that social networking is easily affordable?
10. Did you get any chance to explore through social networking sites?
11. How important are these sites in your life?
12. Does social networking give more advantage or disadvantages?
13. Do you feel any life style changes after the usage of networking sites?
14. Do you feel that you are addicted to social networking sites?
15. Do you face any health issues while using social networking?
16. Specify the area on which you spend more time (like video viewing, news reading, messaging, etc.)?
17. Do you share your opinion on social networking?
18. Do you agree or disagree with sharing new ideas on social networking?
19. Have you observed any negative or abusing comments to any posts? What is your opinion?
20. Are you aware of cyber bullying, cyber security, privacy issues while doing a post or sharing comments?
21. Are you a victim of social networking malpractices? Kindly explain.
22. Can you share your positive experience in social networking?
23. Can you share your negative experience in social networking?
24. Is your social networking experience positive or negative?
25. Do you believe that free availability of applications is the reason for negative consequences?
26. Do you believe exploration of social networking changes the life situations?
27. Can you predict the future impact of social networking?
28. Do you have any suggestions for the advancements of the social networking?

ANNEXURE – III

SHORT MOVIE

ANNEXURE – IV

INSTITUTIONAL HUMAN ETHICAL CLEARANCE CERTIFICATE

INSTITUTIONAL HUMAN ETHICS COMMITTEE

**Avinashilingam**

Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3
of UGC Act 1956) Re-accredited with 'A+' Grade by NAAC.
Recognised by UGC Under Section 12 B
Coimbatore-641 043, Tamil Nadu, India

Chairman

Dr. S. Ramalingam
Principal, PSG Institute
of Medical Sciences
& Research, Coimbatore

Member Secretary

Dr.S.Uma Mageshwari
Professor and Head,
Department of Food Service
Management & Dietetics

Members

Mr. K.Arulmoli (Legal Expert)
Dr.Subhashini K. Sripathi
Dr.A. Saraswathy
Ms.D.Kavitha
Dr.S. Muthulakshmi
Dr.G.Victoria Naomi
Dr. Judith Justin
Dr.Anitha Subash

7th July 2021

To
Ms Sinjitha V
Department of Home Science Extension Education
Avinashilingam Institute for Home Science and
Higher Education for Women
Coimbatore – 641 043

Dear Sinjitha V,

Ref: Your proposal No.IHEC/20-21/EXT/10 entitled “An Analytical Study on Social Media among the Youth” submitted for approval of IHEC on 29.01.21.

The Institutional Human Ethics Committee of our University hereby grants approval to your research proposal No.IHEC/20-21/EXT/10 “An Analytical Study on Social Media among the Youth”. The Approval number for the same is AUW/IHEC/EXT-20-21/XPD-10

We wish you all the best in your research endeavours.

Regards,

Dr.S.Uma Mageshwari
Dr.S.Uma Mageshwari
Member Secretary



ANNEXURE-V

**Avinashilingam Institute for Home Science and Higher Education for
Women, Coimbatore-641043**

An Analytical Study on Social Networking Among the Youth

Questionnaire for Pre and Post Impact Assessment Test

1.is an application built by the internet with ideological and technological help of web 2.0.
 - a. Newspaper b. Social media c. Mobile phone d. Computer e. Don't know
2. Facebook is a
 - a. Social review sites b. Social networking sites c. Discussion sites
 - d. Community blog e. Don't know
3. Any unlawful act where a computer communication device or computer network is used to commit or facilitate the commission of a crime is.....
 - a. Cybercrime b. Harassment c. Teasing d. Rape
4. Find the section for punishment for cheating a person by using the computer.
 - a. Resources section 66 A b. Section 67 c. Section 67a d. Section 66D
5. Find out the core values of using social media.
 - a. Privacy b. Harassment c. Bullying the person d. Without consent share the content
6.is a collaborative tool to facilitate the communication
 - a. Online discussion b. Video chat c. Messages d. Don't know
7. Social networking must follow the legal protecting right that is
 - a. Communication b. Copyright c. Content writing d. Don't know
8. Social networking helps with money making
 - a. Yesb. No.....
9. Online harassment of women is called.....
 - a. Cyber sexism b. Friendship c. Community building d. Opinion sharing

10. Find out if the Government of India facilitates the victims to report the cybercrime online.
- a. National portal India
 - b. National cybercrime reporting portal
 - c. Crime portal India
 - d. National Cyber Portal report
11.is a considerable public health problem
- a. Accident
 - b. Social networking
 - c. Suicide
 - d. Murder
12. Excess social networking usage will cause
- a. Attraction
 - b. Internet addiction
 - c. Happiness
 - d. Time consuming
13. Find out the National Commission for Women helpline number.
- a. 01126944880
 - b. 011269448809
 - c. 00112694488
 - d. 01238528640
14. Acts of publishing pictures of others is under law section 66E. The criminal gets punishment is
- a. Imprisonment up to three years, or/and with a fine of up to Rs 200,000
 - b. Imprisonment up to four years, or/and with a fine of up to Rs 200,000
 - c. Imprisonment up to three years, or/and with a fine of up to Rs 300,000
 - d. No punishment
15. If you feel trapped due to social networking what are you going to do
- a. Plan suicide
 - b. Inform near police station
 - c. Plan trapping back
 - d. Follow the issue with problem makers.



Avinashilingam Institute for Home Science and Higher Education for Women

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Coimbatore - 641 043, Tamil Nadu, India

Appendix L2

(Item No 5 of Check List)

Details of Research Publications

S.No	Article	Journal	Other Details Vol/No/Page No/ Year	Published in UGC- CARE / Scopus Indexed/ Web of Science
1	An Analytical Study on Women Empowerment Through Social Media	Journal of Research. ANGRAU	50 (3), 87-95, 2022	UGC Care Listed
2	Social Media Entrepreneurship: An Analytical Study Based on Diffusion Innovation Theory in a Selected Population from Vithura Village	Journal of Management and Entrepreneurship	15(2), 90-97, 2022	UGC Care Listed

*Proof of list of Journals from Internet to be attached along with copies of reprints.

Scholar :

R. J. J.

Supervisor :

R. J. J.
18/3/2025

R. J. J.

Checked By:

HoD/Dean of Respective School

The Research scholar Singh, V (19PHExF001)
has published two articles.

1. "An analytical study on women empowerment through social media" in The Journal of research Angsai, vol. 50, No. 3 (2022) Pg. 87-95 is active in UGC care group 1 from June 2019 - present
2. "social media Entrepreneurship: An analytical study based on diffusion innovation theory in a selected population from Vithura village" in Journal of management and Entrepreneurship, vol. 16, No. 2 (2022 April), P. 90-97 is active in UGC care group 1 from October 2021 to present.

~~17/9/21~~
18.3.25

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ANGRAU

ACHARYA N.G. RANGA AGRICULTURAL UNIVERSITY
Lam, Guntur - 522 034

AN ANALYTICAL STUDY ON WOMEN EMPOWERMENT THROUGH SOCIAL MEDIA

V. SINJITHA * and R. JANSI RANI

Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore – 641108

Date of Receipt : 09-05-2022

Date of Acceptance : 04-08-2022

ABSTRACT

The study conducted during 2021–22 aimed to evaluate the socio-demographic profile of educated homemakers between the age group of 34 and 54 to recognize the influence of social media and to realize the impact of social media on women home makers. The adoptive structuration theory was used to enhance homemakers' capacities by improving their technology acceptance among people who are unable to work independently and compelled to rely on their spouses for financial assistance. The results of the study showed that 90 percent of the homemakers were familiar with online commerce and social media utilization, which isn't always feasible for earning additional money by homemakers because they're overburdened with domestic responsibilities. However, the respondents could gain valuable insights into technology adoption.

Keywords: Empowerment, Home Maker, Social Media, Women

INTRODUCTION

Home-making means managing a household. It may not have been considered employment, an opportunity, or punishment; it was a regular household chore. The homemaker can be either a man or a woman. But women were stereotyped to do homemakers' duties, and house chores were considered women's responsibilities (Adamokulicz and Rocha Valente, 2017). According to the Oxford dictionary, when husbands move to jobs, they stay at home to constantly cook, clean, and protect their toddlers. Women's participation in the household was generally voluntary and

strenuous to their societal expectations, which would affect them psychologically more than economically (Jamil *et al.*, 2019). According to a report by the Indian Labour Organization (Steven Kapsos, 2013), women sought economic integrity but were denied it because of their gender limitations and stereotypes. Historically, gender assumptions affected their jobs and incomes, such as their caste, religion, and marital status (Tripathi and Bhattacharjee, 2012). Indian law dictates that women are considered equal to men, which often does not work practically. They were frequently perceived as disadvantaged and persecuted by family members, ancestors, and society.

*Corresponding Author E-mail i.d: sinjithasinjusingh@gmail.com; Ph.D. thesis submitted to Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

Indian institutions adhere to a patriarchal society, and women's contributions and growth are not appreciated. The homemaker got inadequate recognition or attention and endured humiliation at home (Zaman *et al.*, 2010). Nowadays, men and women get jobs and earn equally. In India, many in the patriarchal setup claim that women 'fit' the role of a homemaker and hence it is not imperative to recognize their contributions to their family. (Lal Chandani, 2021). Social media empowered women in social, emotional, financial, political, and physical spheres to get along with that. Homemakers received innumerable updates and they don't feel alone at home (Tanavathi, 2018). According to an OECD development (Loiseau and Nowacka, 2015), social media assists homemakers who are involved by household activities. Homemakers could create new creative videos, design blog or vlog posts. During this indistinguishable period, they could take fame and money for their work. Homemakers should develop their abilities and areas of interest through social media. They'd grow up to defend their coherence against discrimination, domestic violence, and harassment via social media platforms (Madhu Kumari, 2020).

Theoretical framework

Giddens adoptive structuration theory (1994) was used to examine the study. According to the adoption structuration theory, a group of people or organizations use information technology for their job or activities to promote understanding and effectiveness within the specific work. People were adopting information technology in groups or

organizations focused on developing outcomes. Social media had a role in the technological and resource-based progress of homemakers. The adoptive tendency of social media emphasizes the importance of theory, and a group of homemakers should be recognized and adopted for daily routine. It deals with grave changes and generates intuition in their lives. (Kauffman and Techatassanasoonorn, 2011). The study aimed to seek out the socio-demographic background of the women respondents, understand the impact of social media usage on women homemakers, and identify the homemaker's main areas of social media usage. The study assumed that educated women who stayed home wouldn't comprehend how social media works and functions properly.

MATERIALS AND METHODS

The study was conducted during the year 2021–22. The researcher employed interview method for gathering data, and a well-prepared interview schedule was used to collect data through face-to-face interaction among 100 women homemakers aged between 34 and 54 years. The samples were collected randomly from the Pattom area of Thiruvananthapuram, Kerala. The collected data was analysed and interpreted through percentage analysis.

Empowerment: Empowerment means change, choice, and power. It is the process of change in a group of people or an individual. If people had little or no power and ability to make choices that affect their lives. Empowerment is the stage of gaining strength for women in order to comprehend their rights and carry out their duties to others and to

Table1.Socio-Demographic Profile of the Respondents (n=100)

S. No.	Category	f	%
Age			
1	34-40	50	50
2	41-54	60	60
Religion			
1	Hindu	40	40
2	Christian	60	60
Educational Qualifications			
1	Graduation	80	80
2	Post-graduation	20	20
Monthly Income of the Family (Rs.)			
1	< 100000	60	60
2	100001-200000	30	30
3	> 300000	10	10
Spouse Job			
1	Retired employee	20	20
2	Government employer	30	30
3	Private job	20	20
4	Business	30	30
Type of the Family			
1	Nuclear	60	60
2	Joint	40	40

themselves in the most effective manner (Sobha Rani, 2021).

RESULTS AND DISCUSSION

The virtual earth would get knowledge and information within seconds. Social media

convey it worldwide and are technologically savvy (Teun Siebers *et al.*, 2022).

Table 1 indicates the socio-demographic background of respondents. The study revealed that, out of 100 female respondents, the majority (60 percent) lived in Christian communities. And the majority of the homemakers (80 percent) were graduates, and 20 percent of the respondents had a postgraduate degree. But most of them were engaged in household work and giving birth to children. The respondents were dependent on their husband's income. They were government employees (30 percent), businessmen (30 percent), private employees (20 percent), and retired regime employees (20 percent). The data showed that 60 percent of respondents lived in a nuclear family.

Figures 1 and 2 illustrates the phone usage habits of the respondents. Figure 1 shows that cent percent of respondents had a smartphone. Figure 2 shows that 80 percent of respondents kept their smartphone handy all the time. Those who do not use them for most of the time also tend to keep smartphones handy. The functional flexibility and portability of smartphone bring up people (Sarwar and Rahim, 2013).

Figure 3 shows that cent percent of homemakers use social media. According to 2019 report by the Indian Express, WhatsApp has become a social communication tool. Figure 4 shows that 60 percent of homemakers use both Facebook and Whats App, while 40 percent use exclusively WhatsApp. Whats App has the potential to overtake Facebook in terms of popularity in India.

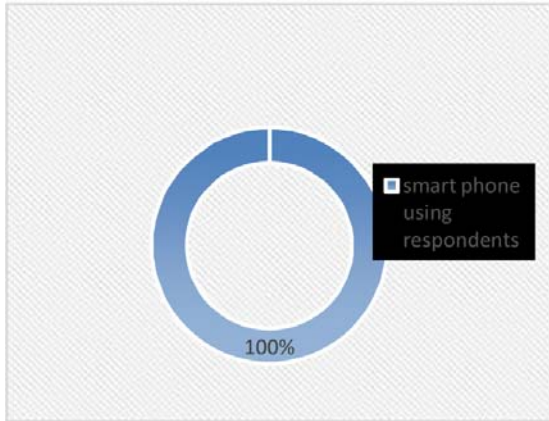


Fig.1. Respondents smart phone usage

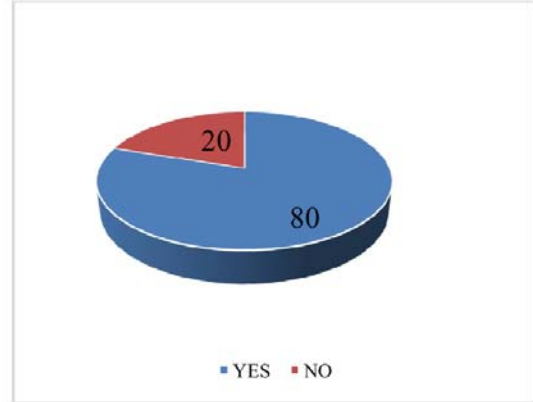
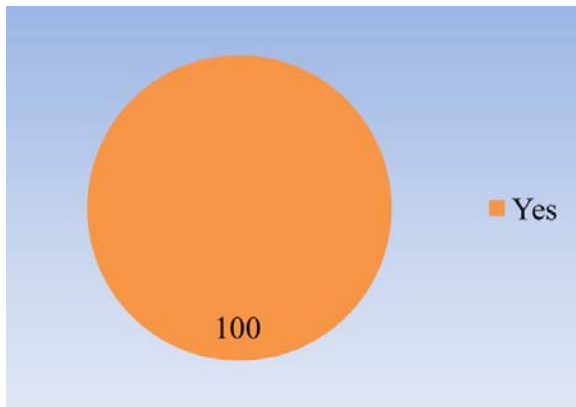


Fig.2. Respondents who kept smartphone handy



.Fig. 3. Respondents Account details on social media

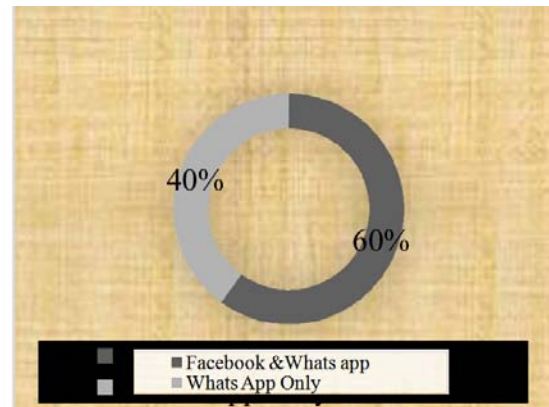


Fig. 4. Respondents preferred Apps

Figure 5 shows that the majority (30 percent of respondents) chose social networking applications for communication and 30 percent for past time. Social media help to form social relationships and unlimited interaction (TemelEginli and Ozmelek, 2018). Figure 6 depicts that respondents chose an application based on their preferences and interests. The majority (60 percent) were active on their preferred websites. At the same time, 40 percent were infrequent users.

Figure 7 shows that 50 percent of the respondents spent less than one hour on social media, but 50 percent of them spent 1

to 2 hours on social media in a day. These findings indicated that homemakers who were active on networking sites when free from household activities and wanted to be more productive. Fig. 8 represents the free time and hobbies of the respondents. Seventy percent of the respondents had 1-2 hours of free time per day after household activities. In the same way, 20 percent of the respondents got less than one hours of free time, and 10 percent of them had more than 3 hours of free time and were more able to fulfill their hobbies.

Figure 9 indicates the respondent's major hobbies in their leisure time. The

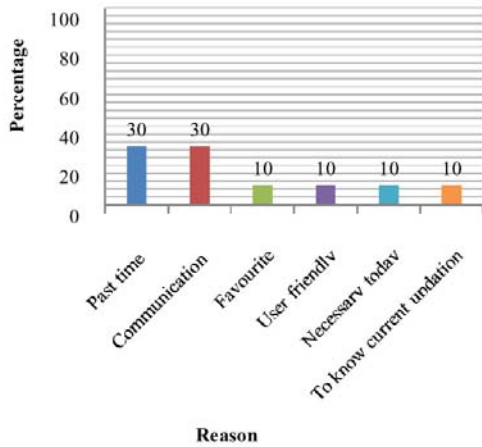


Fig. 5. Respondents reason for choosing social networking apps

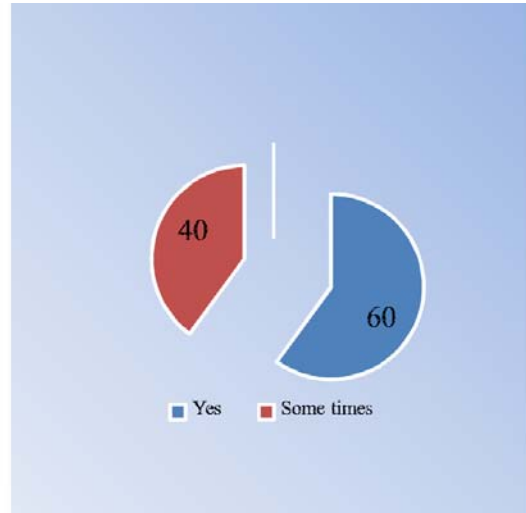


Fig. 6. Respondents who are active on social media sites

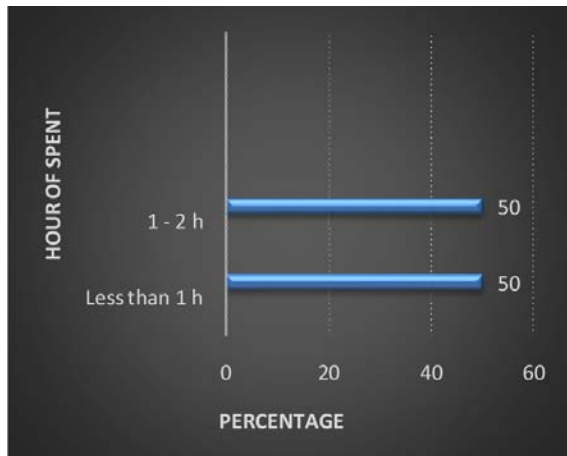


Fig.7. Respondents time spent on browsing social media

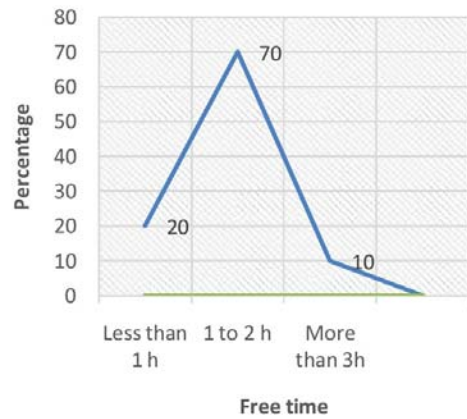


Fig. 8. Respondents free time per day

majority (40 percent) were interested in listening to music. This pattern indicated that social media provided opportunities to utilize their leisure time and be more productive. Figure 10 shows that the majority(80 percent) of the respondents agreed that social media was helpful in their daily routine. Figure 10 shows that a cent percent of respondents' husbands knew about their social media usage and none of them maintained secret accounts. This kind of habit helps to prevent misuse of

social networking sites because social media had become a haven for scammers and cybercrime (Bhavana Arora, 2016).

Figure 11 shows the information related to the respondents' daily news analysis. The majority (60 percent) of respondents got their news from either television, newspapers, or both. Furthermore, 30 percent of respondents rely solely on social media sites for news. As seen here, homemakers were interested in traditional media due to its availability. Many

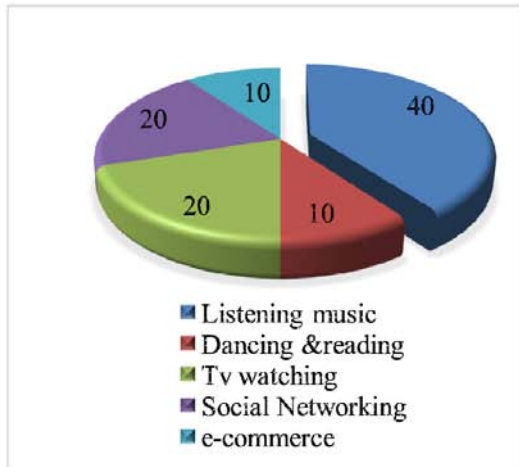


Fig. 9. Respondents major hobbies to pursue in leisuretime

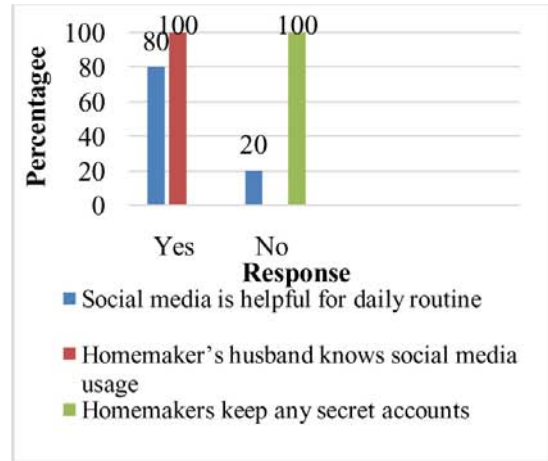


Fig.10. Respondents social networking usage in a day

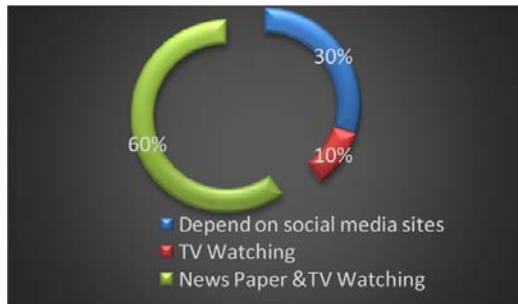


Fig.11. Respondents' various channels usage to get news updates everyday



Fig.12. Respondents knowledge about online transactions

people use social media platforms for news rather than social interaction or entertainment (Rafique *et al.*, 2020).

Figure 12 examines respondents' knowledge of online transactions and e-commerce. The majority (80 percent) respondents were aware of internet transactions, payment services, sales, the importance of online e-commerce etc. This indicates that people were aware of significant areas of social media where an online transaction would provide opportunities to manage their money from home in a fast and quick way (Sravika, 2022).

Figure 13 shows homemakers' knowledge of popular applications for present-day usage. The homemakers (90 percent) said Flipkart and Amazon were their e-commerce sites. The respondents knew Swiggy (80 percent) and Uber Eats (80 percent) food ordering apps and they order food and pay via online. A majority (70 percent) of homemakers use PAYTM and net banking (30 percent) for their financial activities. OYO was popular for guest rooms/hotels and provided secure stays for travellers. Respondents could book rooms through this application anywhere. This instance showed that they knew travel-related engagements

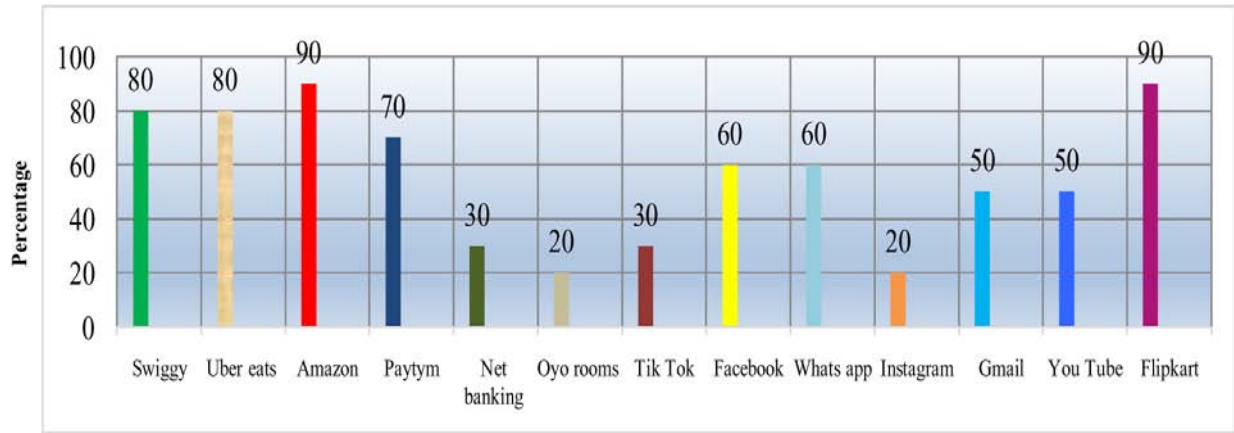


Fig.13. Respondent's knowledge level about various applications

might prioritize safety and security. This indicated that social networking sites were used to promote business and can harness to accomplish travel and reduce travel due to online services (Rahuman and Janet Mary, 2020).

TikTok is a video-making application (30 percent) and respondents are interested about this application, at the same time they use Facebook (60 percent), WhatsApp (60 percent), and Instagram (20 percent) for online chatting and messaging purposes. The reason might be due to the fact that the homemakers were interested in communicating with their friends and beloved ones and use WA and FB on a daily basis. Gmail was an online e-mail

service that help to communicate messages from one person to another. Fifty percent of the respondents recognized and are familiar with Gmail. YouTube is a video browsing and video-making application and 50 percent of respondents were browsing YouTube channels.

Table 2 denotes respondents' knowledge about income through social media. Social media generates revenue from new video production and uploads, news channels, blogs, and if a video goes viral, more exposure and income for the content. People could create videos or share self-created content in their spare time (Szu Chuang Li *et al.*, 2022). A majority (80 percent) of the respondents had no clarity or knowledge of online websites, blog

Table 2. Respondents' knowledge about income through social media (n=100)

S. No.	Category	No of Respondents	Percentage
Online websites /Blog /Channel			
1	Yes	20	20
2	No	80	80
Details of Income generation			
1	Yes	20	20
2	No	80	80

channels, or online income generation through social media.

CONCLUSIONS

After entering into the institution of marriage, the respondents did not focus on career advancement, their own income, and settled into household activities, mainly depending on their spouse or family income. In such a situation, women homemakers rely on socializing through social media or social networking. The majority of homemakers were unaware of the scope of income generation through social media, but they had basic ideas about social networking sites. Proper training could lead these homemakers to greater success on social media and relief from household activities. They get more ideas about technology adoption and would get opportunities to generate their own income through social media activities in their free time. It would mean the possibility and applicability of the theory. The study found that homemakers aged between 34 and 54 were not generating their own income even though they were well-educated. The study noticed that nuclear family structure was one of the reasons for the above findings. In this situation, women's use of social networking showed that the adoptive structuration theory was applicable, and therefore women can be empowered by prioritizing their use of social networking. In other words, women empowerment is possible here if they are made more aware of the importance of social media in helping them grow at personal level.

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Social Media Entrepreneurship: An Analytical Study Based on Diffusion Innovation Theory in a Selected Population from Vithura Village

Sinjitha. V*

R. Jansi Rani**

A b s t r a c t

The study was conducted to analyze the scope of social media entrepreneurship in the present scenario on the basis of the Diffusion Innovation Theory. The randomly selected samples are the social media users belonging to the age group between 18 to 60 years old. Survey method was used to collect sixty responses through an online survey tool that was to say through a well-prepared questionnaire. The collected data were analyzed and interpreted through percentage distribution. The study was proposed to identify the socio-economic background of the respondents, to find out the possibility of people being an entrepreneur in online media and the purchase behaviour of the people through online media. The study results revealed that the respondent's online behaviour and their instantaneous tendency to adopt the technological possibility open up a novel online business culture and thus expand the scope of social media entrepreneurship which ensures the application of diffusion theory in the study area.

Keywords: Social Media, Entrepreneurship, Diffusion Innovation Theory, Business

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1. INTRODUCTION

Human intelligence develops many innovations to please their day-to-day activities, and world interconnection happens through the internet. The development of internet technologies, like many other areas, has transformed the way businesses do business (Cicek 2018). The invention of the internet expands mobile communication, social shaping, intrinsic affordances and network evolution (John Naughton, 2016). The internet tool makes different ideas into the society like it makes consumers more accessible. It has created a completely new form of communication device that makes the process of exchanging information much faster than earlier, and due to this invention, firms and companies are compelled to rethink how they could communicate with their customers (Jaokar, Jacobs, Moore and Ahvenainen, 2009). The digital revolution started with the use of social media. According to Andreas Kaplan (2015), social media were an application built by the internet with the ideological and technological help of web 2.0, and the user could create their own content. Social media communication easily shares the information to users or customers without delay and reserves time by providing a provision to communicate through video calls, pictures, text messages, free calls, etc., and social networking allows businesses to gain access to resources (Jagongo, Kinyua 2013). Online behaviour of users not only provides knowledge and entertainment but also it has wide scope in entrepreneurship.

Social media fashioned a new trend in entrepreneurship. The Schwab foundation defines social entrepreneurship as a practical, innovative and sustainable approach to benefit society in general, emphasizing those who are marginalized (Georges Abi-Aad, 2015). People spend their major portion of the day on social media sites. One could promote young entrepreneurs and reduce unemployment with the help of social media since it helps the entrepreneur interact with customers directly. Online businesses yield profit returns through buying and selling goods.

Entrepreneurial success is the level to which the entrepreneur's enterprise converges with the

owner's view and the community's expectations (Kakish and Haddad S, 2018). Nowadays, researchers have attempted to explain the tool of the internet revolution in the commercialization of products and the creation of new firms and different types of services (Angelides, 1997; Lancioni et al., 2000; Batjargal, 2007).

Gunelius (2011) suggests five ways to boost business by using social media for relationship building, brand building, publicity, promotions, and market research. These five ways can be helpful in different perspectives like building a customer-friendly relationship between the customers and influencers, the conversation that the company gets a chance to make awareness about their brand, sharing the information and modifying the negative perceptions, providing discounts and other opportunities and finally to get information about the demographic data, future trends and competitors information to expand their market and thereby increase the market share.

Entrepreneurs are in the position of being one of the most important driving forces of economies (Dutta et al., 2009). Oxford Dictionary defined an "entrepreneur as a person who undertakes the responsibility of business or businesses, together with the possibility of profit or loss" (Oxford Dictionaries English (2018). Normally entrepreneurs go with local business strategies and find it difficult to popularize their brand. But social media helps their brand reach all over the world through advertisement, posting information related to the product to a public profile, sharing content from one person to another, branding through a satisfactory survey, to promote online and offline business. The possibility of entrepreneurship success depends on the application of diffusion innovation theory in the field of business.

DIFFUSION INNOVATION MODEL

Diffusion is a method or system of transmission of ideas, technologies and commodities through modern communication channels during a particular period. This system was a special form of communication which focused on delivering information about the new ideas, technologies, services, commodities etc. It was important in the sense that this could help to promote progress and tries to address the burning

issues concerned with the society, and make the society address the unemployment and other social issues, especially in a country like India. Nowadays, the diffusion principles and delivery of various processes have been gaining wide importance since the emergence of different social media platforms and during the time of advancement of internet technologies in the 21st century (Cizek, 2018). Now many researchers conducted the studies on diffusion process in the last decades, particularly after the publication of Everett M. Roger's book titled 'The Diffusion of Innovations' in 1962 as its first edition. Later it came to be known as the Diffusion of Innovations (DOI) model, often referred to as the Diffusion of Innovations theory. This theory explained how a communication channel could influence the adoption of new ideas, technologies and processes (Kreps Gary 2017). Nowadays, research in this field has reached different perspectives on various issues like "agriculture, engineering, sales, education, architecture, technology, public policy, and health care, and was applied to a range of different issues, such as the adoption of new technologies, consumer purchasing behaviours, and public support for political issues and candidates" (Kreps Gary 2017). Roger (2010) maintains that a sound system can only communicate new innovations over time.

Significance of the study: Social media would improve our economic growth and the chance to explore the business through social media entrepreneurship.

2. OBJECTIVES OF THE STUDY

1. To know the socio-economic background of the respondents.
2. To find out the possibility of people becoming an entrepreneur through online media.
3. To access the purchase behaviour of the people through online media.

3. METHODOLOGY OF THE STUDY

- **Study Area**

The study was carried out in the Vithura village of Thiruvananthapuram, a district in Kerala, at the beginning of 2021. Samples were collected from sixty respondents. Twenty-one males and thirty-nine females have participated in this online survey method.

- **Sampling and Experimental Procedure**

The samples were collected randomly, taking into consideration their age, gender, religion, educational status, family income per year, number of children, the possibility of respondents being an entrepreneur, and the purchase behaviour of the respondents through the survey method. A well-prepared questionnaire was sent through the respondent's social media account. The collected data was analyzed and interpreted through percentage distribution. Here the study tries to examine how far the diffusion theory was effective for social entrepreneurship in Vithura village, Trivandrum District of Kerala.

4. RESULTS AND DISCUSSION

An entrepreneur primarily focuses on money and profit. Social media entrepreneurship was a great venture seeking money, profit, and growth for the firm. The profile of the respondents is shown in the below tables:

4.1. Socio-Economic Background of the Respondents

Table - 4.1.1

Sl No	Category	No of Respondents	%
Age (Years)			
1	18-24	18	30
2	24-35	33	55
3	35-60	9	15
Gender			
1	Male	21	35
2	Female	39	65
Religion			
1	Hindu	42	70
2	Christian	14	23.4
3	Muslim	4	6.6
Educational Qualifications			
1	Primary	-	
2	UP	3	5
3	HS	3	5
4	Plus two	9	15
5	UG	30	50
6	PG	15	25
Marital status			
1	Married	33	55
2	Single	27	45

	Widower	-	
Family Income per year (Rs)			
1	<100000	15	25
2	100000-200000	21	35
3	200000-300000	12	20
4	> 300000	12	20
Number of Children			
1	One	14	23.4
2	Two	10	16.6
3	No child	36	60

The above table shows that sixty respondents were collected for the analysis of their socio-economic background of the respondents.

Age: In the above table, out of sixty respondents, the majority (55 per cent) were aged between 24 and 35, and thirty per cent of respondents were between 18 and 24. They were mostly youngsters. Participants from the 35 to 60 age group were very few (15 per cent).

Gender: In this study, sixty respondent's majority of respondents were women (65 per cent), and thirty-five per cent were men. The study indicates that women respondents were very much interested in social media entrepreneurship.

Religion: In the above study of sixty respondents, the majority were from the Hindu religion (70 per cent). Respondents from other religions were very few.

Educational qualifications: In the above table majority of them completed their graduation (50 per cent), and twenty-five per cent of respondents had post-graduation. But the interesting fact is that five per cent of respondents have upper primary qualifications only.

Marital status: In the above table of sixty respondent's majority of the people are married (55 per cent), and forty-five per cent of people are unmarried.

The family income per year: Today's generation takes care of their economic status and is cautious in making every minute productive. The above table denotes that the majority of the respondents (35 per cent) have income between one lakh and two lakh per year. Thirty per cent of the respondents only earn more than three lakh per year. In this instance, we can infer that social media entrepreneurship is becoming an effective tool for income generation.

The number of children: In the above table, forty-five per cent of the respondents are single. The majority of the respondents (sixty per cent) have no children. It might be observed that financial instability furthers the problem of unreasonable birth control. It is generally perceived that having a child would have a serious financial effect on low-income families, and consequently, a considerable number of couples are disbanding their parental intentions.

4.2.Possibility of People to be an Entrepreneur in Online Media

(Table :4.2.1)

SI No	Category	No of Respondents	%
Hobbies of the Respondents			
1	Yes	60	100
2	No	0	-
Total		60	100

4.2.1. Hobbies of the Respondents

Table: 4.2.2

SI No	Hobbies	Number of Respondents	%
1	Social media	30	50
2	Singing	6	10
3	Dancing	3	5
4	Writing	3	5
5	Video making	6	10
6	Shopping	12	20
Total		60	100

4.2.2. social media usage

The above table (4.2.1) reveals that the majority of the respondents spent more time on social media, which means fifty per cent of the total respondents spent their leisure time on social media.

The table above table (4.2.2) discusses another prominent hobby among respondents, i.e., shopping. Twenty per cent of respondents have shopping as their hobby. The study shows that traditional hobbies like singing, dancing and writing are rarely seen among respondents. An interesting finding from the study was that a new generation hobby

like video making is becoming prominent among the respondents (10 per cent). The study also indicates that social media developed as a platform that brings together options for different aptitudes like singing, dancing, and writing. A clear indication from the study was that the influence of social media usage has a very negative impact on traditional skills, but still, we can see that many respondents are using social media as a tool to promote their physical skills. Social media was an eminent tool for the diffusion of innovation among the present generation. But still, the diffusion has both positive and negative indexes.

4.2.3. Most Interested Area of Social Networking Sites

Figure: 4.2.1



The above pie chart implies that thirty-nine per cent of respondents are using social media for mere entertainment, which intimates that the majority of respondents see social media as a tool to spend their leisure time. However, a relevant percentage of respondents use social media for functional purposes like shopping (22 per cent). The fact that another 22 per cent were using social media for messaging was an expected outcome. It is a widely accepted fact that a relevant percentage of people use social media for messaging. We can infer that there was a wide scope for entrepreneurship using the advancement of social media. The entrepreneurs can improvise their business based on diffusion theory using social media.

4.2.4. Details of Websites Maintainers.

Table: 4.2.3

SI No	Category	No of Respondents	%
1	Yes	9	15
2	No	51	85
Total		60	100

The above table shows that out of 60 respondents, most do not maintain websites that are helpful in expanding their business as an entrepreneur. If done, they could improve the possibility of their vast business superior. It would help them to earn income from websites as well they could help reach their products and services through these websites. The study shows the need to create awareness among entrepreneurs about the positive impact of websites. A website was a good communication tool, as described in the diffusion theory.

4.2.5. Respondents' Interest in Online Shopping.

(Table: 4.2.4)

SI No	Category	No of Respondents	%
1	Yes	54	90
2	No	6	10
Total		60	100

A very interesting fact derived from the above table was that ninety per cent of the respondents showed interest in online shopping. It was a good indication and a ray of hope for online entrepreneurship. Through online shopping, entrepreneurs could save advertisement charges and agent commission. Therefore, by maintaining a website of one's own, an entrepreneur can either sell their products at a low price or make an offer sale on their products. In turn, it becomes beneficial to both the entrepreneurs and customers. The trend toward online shopping can be clearly seen in this study. Online shopping sites are the best tool for diffusing new ideas and products.

4.2.6 Online Behavior versus Business Opportunity.

(Table: 4.2.5)

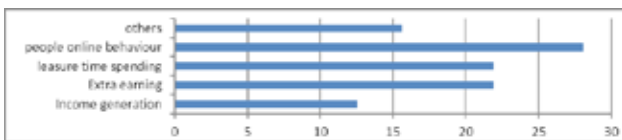
SI No	Category	No of Respondents	%
1	Yes	46	76.6
2	No	14	23.4
Total		60	100

The majority of the respondents believe that spending more time online improves business opportunities. Being online, they would be notified about updates from gmail and different business applications. This indicates that they could increase their earnings,

profit, etc., by spending more time online and reading related articles. As per the diffusion theory, the spread of innovations can be only made through proper channels. Online applications are a good tool in this aspect.

4.2.7. Factors Influencing a Social Media Entrepreneur

Figure: 4.2.2



In the above graph, it was interestingly noted that the majority of the people come under the people online behaviour category. This category includes the people who use social media for purposes other than leisure time and extra earnings. Notably, above twenty per cent of respondents use social media for leisure and extra earning. A very good trend was that 12.5 per cent of respondents use social media for income generation. This indicates a very positive spread of innovations mentioned in the diffusion theory.

4.2.8 Response to be An Entrepreneur.

Table: 4.2.6

SI No	Category	No of Respondents	%
Interested in being an entrepreneur			
1	Yes	60	100
2	No	-	-
Total		60	100
Interested mostly in			
1	Offline	21	35
2	Online	36	60
3	Both	3	5
Total		60	100

The above table revealed that a cent per cent of the respondents wish to see themselves as an entrepreneur, but interestingly sixty per cent wish to do business through an online channel. Whereas thirty-five per cent still believe in traditional business techniques, a small portion of the respondents use both techniques in their business and using both

techniques simultaneously will be more helpful for the businessman. However, most of the respondents are not aware of this. In this instance, entrepreneurs using offline techniques should be made aware of the benefits of online techniques. Diffusion theory would apply only when more entrepreneurs use both techniques alternately.

4.2.9. Respondents' Response in Proper Awareness in Doing in Online Entrepreneurship.

(Table: 4.2.7)

SI No	Category	No of Respondents	%
1	Yes	6	10
2	No	54	90
Total		60	100

In this table, early we discussed that a good number of respondents like to do entrepreneurship through online media. However, a more detailed study shows that even though they like to do online business, they do not have proper knowledge about the applications to use and the techniques to earn money. This means that entrepreneurs should be given more awareness and training rather than vague ideas. Then the only proper application of diffusion theory becomes more successful.

4.3 Purchase Behavior of the People through an Online Media

People's interest in businesses allows them to flourish. As a reason, it is essential to be able to make purchasing decisions.

4.3.1. Details of Respondent's Social Media Purchase

Table: 4.3.1

SI No	Category	No of Respondents	%
Purchase done in			
1	Weekly	24	40
2	Monthly	21.6	36
3	Yearly	4.8	8
4	Whenever I need	7.2	12
5	Not interested	2.4	4
Total		60	100

Purchased from			
1	Flipkart	19.5	32.5
2	Amazon	-	-
3	club factory	12.2	20.33
4	Myntra	17.1	28.5
5	Based on advertisement	4.89	8.15
6	Others	6.1	10.1
Total		60	100

The above table describes new trends in respondents' shopping frequency. Notably, most of the respondents do the shopping weekly, indicating a bigger change in the shopping habits of society. Weekly shopping started to replace conventional monthly shopping. The arrival of new shopping applications plays a bigger role in this prospect. Twelve per cent of respondents put no time bound for shopping. They do shop whenever they need it.

4.3.2. Level of Satisfaction among Respondents for Online Shopping

Table: 4.3.2

SI No	Category	No of Respondents	%
Genuineness of online products			
1	Yes	51	85
2	No	9	15
Total		60	100
Satisfied with online shopping			
1	Yes	45	75
2	No	15	25
Total		60	100

In table 4.3.2, the majority of the respondents (85 per cent) believed that they were getting the same product displayed on online sites. Also, it is notable that seventy-five per cent of respondents are satisfied with online shopping. This study ensures the genuity of the path (social media) of the diffusion of innovations.

4.3.3. Respondents' Interest to Maintain an Online Shop

Table: 4.3.3

SI No	Category	No of Respondents	%
Interested respondents to maintain online shop			
1	Yes	54	90
2	No	6	10
Total		60	100
Interested area for online Shop			
1	Cosmetic	28.9	48.3
2	Electronic	6.2	10.4
3	Household things	2	3.4
4	All products focused	4.13	6.9
5	Textiles	2	3.4
6	No idea	16.5	27.6
Total		60	100

In the above table, it was very interesting to see that majority of the people are interested in maintaining online shops. Among these majority of respondents prefer cosmetics shops (48.3 per cent). Also, we could see that 27.6 per cent of respondents like to maintain an online shop. However, they do not have an idea about the areas they could opt. Such people should be given proper guidance to bring them to the entrepreneur's level.

5. CONCLUSION

The above study analyzes the changing attitude of different categories of society towards social media entrepreneurship and how it would influence the diffusion innovation model. Social media users in Vithura are progressing towards social media entrepreneurship. The study observed that respondents do not consider social media as a primary income source or as a trusted source of income, but they consider it as an extra earning source. The study found that cent per cent of the respondents like to be an entrepreneur. Thirty-five per cent of respondents trusted traditional business only. In this particular study, the author analyzed how the interest of society in shopping could be utilized to promote social media entrepreneurship. Ninety per cent of respondents are interested in maintaining an online shop.

As described by diffusion innovation theory, diffusion of innovation and ideas become strong when new powerful media of communication are involved in society. Social media has a high hand in bringing a revolution in the present society. It gives a good direction to a positive perspective of society toward social media entrepreneurship.

Future Implication of the Study: The trend of people spending more time on social media could be utilized to make society benefit economically. People cannot think about the business without social media and change the trend in business. The easy way to attract the customers is that they can be educated to spare a part of their time spent on entertainment for entrepreneurship. Also, the attitude of spending more time online can be diverted to purchase behaviour. Thus, developing people to earn primary income online with offline business is indispensable for the future.

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