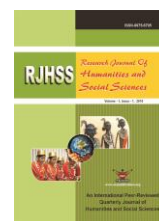


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RESEARCH ARTICLE

Use of Social Media as a Business Tool by Women Vloggers

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ABSTRACT:

Social media has become the backbone of modern communication, influencing everything from relationships to business. In the ever-evolving landscape of social media, women vloggers are emerging as powerful entrepreneurs. By employing the power of platforms like YouTube, Instagram and Facebook, these women are turning their passions into profitable businesses and building loyal communities. Accordingly, it becomes necessary to study the use of social media as a business tool by women vloggers. Data for study have been collected from 185 women vloggers through issue of well-structured questionnaire by adopting convenience sampling technique. Simple Percentage, Weighted Average method and Chi-Square test has been used to analyze the data. The study reveals that majority of the women vloggers use social media as business tool for mental pleasure, economic benefit, to become popular, self respect, revenue, and for improving skills and confidence. It is found that area of residence, educational qualification, occupation, monthly income, hours spend on internet and usage of social media are found to be significant with the level of preference of women vloggers.

KEYWORDS: Social Media– Business-Preference – Women Vloggers.

INTRODUCTION:

The digital revolution has transformed the business landscape, and social media has emerged as a vital tool for entrepreneurs. Women vloggers have been at the forefront of this shift, utilizing platforms like YouTube, Instagram and TikTok to build influential brands, connect with global audiences and drive business growth.

This intersection of social media, entrepreneurship and women's empowerment has created new opportunities for women vloggers to succeed in the digital landscape. With their unique blend of creativity, entrepreneurship, authenticity, women vloggers are redefining the boundaries of online success and inspiring a new generation of digital leaders. So, in this study an attempt has been made to examine the use of social media as a business tool by women vloggers.

REVIEW OF LITERATURE:

Vijayalaxmi RM Patil (2024) observed that Empowerment of women is essential for achieving sustainable development. The new strategies and initiatives must include various tools of social empowerment of women such as right and access to education, right to property, legal and institutional

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mechanism to help women in need, access to media. Bianka Mlodkowska (2019) found that Instabloggers and You Tubers are seen as a credible source of information and consumers find them trustworthy. Moreover, positive reviews on YouTube and pictures posted on Instagram affect consumers buying Decisions. Joanne Morreale (2014) found that, YouTube is media whereby everyday user-generated content on YouTube becomes fodder for corporate media. At the same time YouTube is a business whose purpose is to generate profit. Premlata and Tanuja Jukariya (2018) find that media have a huge potential for the empowerment of women, however the overall use of this media by women is low. Economic self-sufficiency is necessary, though it is not a sufficient condition for empowerment of women.

STATEMENT OF THE PROBLEM:

In this digital era social media has evolved from a mere networking platform to a powerful business tool. Nowadays women vloggers are seizing the opportunity to take center stage with their creativity, experiences, authenticity and business savvy, these women are inspiring a new wave of female entrepreneurship and turning their passions in to profitable business. There are so much of women YouTube channels and the use of vlogs plays a special role in creating opinions and sharing information and which is aiding them in the financial as well as social life. So, this study is focused on participation of women in video vlogging at social media (You Tube, Instagram) as a career. In this context, here comes the question of, what is the preferred social media as a business tool by women vloggers? and what is the level of preference? To find the answers to the above raised questions following objectives have been framed.

OBJECTIVES OF THE STUDY:

- To know the socio-economic profile of women vloggers
- To identify the most preferred social media as a business tool by women vloggers
- To determine the variables associated with level of preference

RESEARCH METHODOLOGY:

The present study is based on primary data. The data were collected from 185 women vloggers residing in Pollachi Taluk by issuing well-structured questionnaire. It contains questions relating to the socio-economic profile, and preference of social media. Convenience sampling method is adopted to select the sample women vloggers. Simple Percentage and Chi-Square test have been used to analyse the data.

FINDINGS:

The findings of the study are divided into four parts namely; Socio-economic profile, preference of social media, reason for selecting social media as channel for business tool, social media preferred by Women Vloggers and variables associated with level of preference on women vloggers are disclosed in the following paragraphs.

(i) Socio-Economic Profile of Women Vloggers:

- Majority 154(83.2%) of the women vloggers are residing in rural area.
- Majority 146(78.9%) of the women vloggers belong to the age group of 26- 35 years.
- Majority 155(83.8%) of the women vloggers are unmarried
- Majority 104(56.2%) of the women vloggers belong to nuclear family.
- Most 87(47.0%) of the women vloggers are post graduates.
- Majority 110(59.4%) of the women vloggers are home makers
- Majority 118(63.8%) of the women vloggers Monthly family Income is Up to Rs.50,000.
- Majority 147(79.5%) of the women vloggers Monthly income is Up to Rs.20,000.
- Most 81(43.8%) of the women vloggers spend 3-4 Hours on internet
- Majority 95(51.4%) of the women vloggers has two earning members in the family.
- Most 81(43.7%) of the women vloggers came to know about social media by themselves.
- Most 78(42.2%) of the women vloggers use social media as a Business Tool for less than a year.

(ii) Reason for Using Social Media as Business Tool:

The table below shows the classification of women Vloggers based on their purpose of using social media as business tool.

Table: 1 Reason for Using Social Media as Business Tool

Factors	Highly agree	Agree	Disagree
Mental Pleasure	66 (35.6%)	81 (43.7%)	38 (20.5%)
Economic Benefit	40 (21.6%)	108 (58.4%)	37 (20.0%)
To Become Popular	47 (25.4%)	82 (44.3%)	56 (30.3%)
Self Respect	44 (23.7%)	107 (57.8%)	34 (18.4%)
Revenue	46 (24.8%)	92 (49.7%)	47 (25.4%)
Improving Skills and Confidence	63 (34.1%)	97 (52.4%)	31 (16.7%)

Out of the 185 women Vloggers, 81(43.7%) are mental pleasure, 108(58.4%) are economic benefit, 82(44.3%) are to become popular, 107(57.8%) are self respect, 92(49.7%) are revenue, 97(52.4%) are improving skills and confidence.

Table: 2 Social Media Preferred by Women Vloggers-Weighted Average Rank

Social media	RANK									Rank
	R1	R2	R3	R4	R5	R6	R7	R8	Total	
Twitter	88	44	63	112	30	18	21	96	472	8
YouTube	36	58	66	124	70	72	182	104	712	2
Snapchat	35	96	123	100	30	42	63	96	585	7
Face book	45	56	63	100	45	48	98	264	719	1
Linked in	41	62	129	144	20	36	28	144	604	6
Instagram	35	66	90	84	50	216	70	64	675	3
Whatsapp	37	62	93	184	40	54	49	112	631	5
Pinterest	35	52	93	108	165	54	77	88	672	4

(iii) Social Media Preferred by Women Vloggers-Weighted Average Rank

The most preferred of women Vloggers that is face app, you tube, Instagram, Whatsapp, Pinterest, Linked in, Snapchat and Twitter satisfaction may vary from one person to another. To find out the most preferred social media channel of women Vloggers, Weighted average ranking has been applied.

It is inferred that women Vloggers ranks “Face book” as first followed by “YouTube”, “Instagram”, “Pinterest”, “Whatsapp”, “Linked in”, “Snapchat” and the least rank is given to “Twitter”.

(iv) Variables Associated with Level of Preference of Women Vloggers

In order to find out the association between the selected variables namely area of residence, age, marital status, type of family, educational qualification, occupation, monthly income, family income, number of earning members in the family, hours spend on internet, source of information and usage of social media and level of preference of women Vloggers. Chi-square test has been made use of. Level of significance is five percent.

Table-3: Variables Associated with Level of Preference of Women Vloggers

Variables	Calculated Chi-Square Value	D.f	Table Value @ 5% Level
Area of residence	7.348*	2	5.991
Age	2.060	4	9.488
Marital Status	1.101	2	5.991
Type of Family	2.603	2	5.991
Educational Qualification	12.321*	4	9.488
Occupation	13.725*	8	15.507
Monthly Income	15.746*	6	12.592
Family Income	11.082	6	12.592
Number of Earning Members in the Family	4.874	4	9.488
Hours Spend on internet	10.760*	4	9.488
Source of Information	7.280	6	12.592
Usage of social media	13.775*	6	12.592

The above table discloses that out of twelve variables selected, six factors namely area of residence, educational qualification, occupation, monthly income, hours spend on internet and usage of social media are

found to be significant with the level of preference of women vloggers at five percent level.

SUGGESTIONS:

- Budding women vloggers can focus on developing a robust content strategy that showcases their unique voice and expertise.
- They can collaborate with company brands so that they can expand their reach and attract new viewers to their channel.
- Women vloggers may engage with their viewers through comments, messages and live streams are crucial for building a loyal community.

CONCLUSION:

Vlogging has become popular among young women’s as source of earning income as well as symbol of social status. Vloggers have a great potential because it provides them an option to take care of their home as well as to manage their work. The success of women vloggers on social media underscores the vast potential for women entrepreneurs to thrive in the digital economy. As social media continues to shape the business landscape, it is essential to recognize and support the contributions of women vloggers, who are paving the way for future generations of women entrepreneurs.

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