



**THE ROLE AND IMPORTANCE OF SOCIAL MEDIA ON WOMEN
ENTREPRENEURSHIP**

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ABSTRACT

The role and importance of social media on women entrepreneurship is the purpose of this research to provide a philosophical discussion of various work of women entrepreneurs using social media as their primary tools for their businesses. Nearly it has been two decades of social media which are powerful tools to communicate with friends and family with limitless connectivity globally. Never before we had access around the world as compare to these days with the help of social media and it's a decade which social media became nearly parts of everyone's life and if we see the statistics of developed and under-developing countries where more than 70 to 80 percent of their population are using internet and most these are new adults between 18 to 35 years old and these adults spend most of these are time on the internet and social media searching for information, products or chat with friends and family in one the social media platforms; there are countless benefits of social media in our personal and business lives. Social media with the help of new technology pave the ground for millions of people to find online jobs for themselves or create businesses for others globally. Women entrepreneurship are not exception of these big change millions of women used these opportunities and its nearly a decade where women use social media for the business purposes to sell products and services. Moreover, this study provides details on how women use these social media affectively in their businesses and what are the factors which help these individual business women in the online business on social media. In addition, this study shows useful ways to apply for an online business basically business which their first target is social media. This study used quantitative research technique and the data was collected from 250 respondents who use social media as primary tools in Kabul Afghanistan. The data was analyzed with the help of SPSS version 22 and AMOS version 23. The outcomes of this dissertation showed that security and ease of use in social media have no significant effect on women entrepreneurship, on the other hand multi-channel, trust and access ability of social media have positive and perceived effect on women entrepreneurship.

Keywords: *Social Media, Women, Instagram, Women Entrepreneurship, Business, Social Media Use, Customers, Online, Products, Growing Business*

I. INTRODUCTION AND BACKGROUND

The rising women entrepreneurship beginning of a new era; if we look at the history of women entrepreneurship, it was different from what is now. Before the 20th century women were not considered to be part of business industry in many countries or to supplement income. Women were for home and considered as homemaker their role was not efficient in economy or commerce. Similarly, the word 'entrepreneur' was also considered for men, but with changing of technologies growing industrialization, globalization and social norms along with the spread of knowledge awareness effected the shifting of women toward success step by step from home household to the highest-ranking professions. Recent year women cross all barriers and rise themselves in all affairs of life in home and workplace successfully; to show that they are equal in the business arena too. (Entrepreneur, 2016). Recently studies indicate that women are active in using social media which make %71 of women use social media as compare to %62 of men, on the other hand technology was considered a make dominant area, but time has changed and women are now active in the same level there are hundreds of example from successful women even in the Facebook head quarter like Sheryl Sandberg as the CEO of Facebook and Marissa Maya as the president and SEO of yahoo this is the power of social media. A study has been done over 2000 women as sample and the results was shocking which showed %82 of women have an average of 2.2 social accounts, and women use social media 12 hours per-week, some these results also indicate that women have best friends are those they met through social media and they never met before. %24 women socialized through social media than meeting face to face and %75 of women said that using social networking is more enjoyable than dating and meeting each other. These women are learned self-control and publish daily contents which make %18 where men on the other hand are %11 and surprisingly women make 99 million more visitors to social media sites than men. These results show women now make voice to be hear through social media either its business or entrepreneurship. (Newton, 2018).

II. LITERATURE REVIEW

With the passes of time the subject got diffident definitions because of the new developments and technologies which came to the modern life. Like other fields the entrepreneurship also become a broad topic where in some universities teach the topic in four semester entrepreneurships to the students in different grades to become self-sufficient and create more jobs also learn to become a good leader among the groups. As there are many definitions for the words itself we will focus on the newest and UpToDate information. The word originally derived from a French verb "Entrenprendre" which means to undertake and Richart Cantillon is the first to have coined the phrase in his manuscript in 1970. Substantial amount of research on the entrepreneurship focused on the economic importance and the risk of entrepreneurship. (Davidsson, 2016). The topic become very important for many organization where a group of people work with the same goals to achieve the best results out of human capital especially business men paid more attention to topic because they want more profit out of less capital. They hired proficiently entrepreneurs to teach the worker to work smarter not to produce more products. This concept over decades become very important for all business and governments to teach the organizations their responsibilities of the jobs. As the definition of the word also emphasize on this issue which in the next topic what is entrepreneurship will be clarify. Over the last decades social entrepreneurship has become an increasingly important international cultural phenomenon, its growing appeal appear to be especially strong among a group of socially aware people who have become more skeptical about the ability of governments and business to meaningfully address pressing social problems such as social poverty. (Dacin *et al.*, 2018).

Entrepreneurship for men and women become the important topic when there is un-employment issues because in some views the scholars says this topic is will-known for creating jobs for the society, for the governments for the organizations therefore it very important subject. We all know that today the un-employments rate is very high in some countries. Unemployment is still a social problem in Indonesia. Many people have a dream to have a chance to take higher education in the

university (Setiawan, 2014). We should hire more professional and talented people in main positions of the governments so pave the way for this problem. Every year most of the counties and world labor organization list the countries base on the unemployment ranking the countries also have the rate which show this field needs more attention and hardworking Entrepreneurs. Setiawan (2012) suggested that universities need not only help students to be ready for seeking jobs but also equip the students to be able to create jobs, here we see the importance of the entrepreneurs educations for men and women to become self-confident and stand on their own feeds.

II.1 What Is Entrepreneurship?

As the historical evidence the terms and usage of the Entrepreneurship come along side with economics and natural resources where always dealing with profits and income. The earliest historical references to entrepreneurship come from field economics and the nature and sources of profit all economics value was thought by the classical economists to come from some combination of land, labor and capital (Davidsson, 2016).As the topic of this paragraph is known what entrepreneurship is? here we will present some of the will-known definitions of the works by different writers along decades which also Davidsson (2016) gathered in his research but if we search the word entrepreneurship there are hundreds and thousands of sources to find where everyone explains this word as their own field of work. But these are the common one.

Table II.1: Summary of the Major definitions that provide alternative sub-domain adjectives of Entrepreneurship.

Author	Definitions or aspects of a definition	School
Cantillon (1755) in Thornton (2005)	The entrepreneur is the bearer of risk inflicted by changes in market demand. Entrepreneurs purchase inputs at a given price to product and sell later at an uncertain price. The entrepreneur brings prices and production into line with demand.	Risk theory of profit
Hufeland (1807) Thunen (1826) In knight (1964)	Profit is what is left after internet, insurance, and management wages, this residual profit consists of payment for risk and extra productivity of the manager's labor due to the fact he is working for himself, his sleepless nights when he is planning for the business. The residual profits that arises from this extra productivity is termed unternehmergewinn- the entrepreneur's profits.	Risk Theory
Hawley (1907)	Risk taking is the essential functions of entrepreneur. Proprietorship is the essence of the intraneuritic. "...the profit of an undertaking, or the residue of the product after the claims of land, capital, and labor are satisfied, is not the reward of management or coordination, but of the risks and responsibilities that undertaker Subjects himself to Profit is the identified with the reward for assumption of responsibility, especially, though not exclusively, that involved in ownership."	Risk theory of Profits
Hartman (1959)	A distinction between manager and entrepreneur in terms of their relationship to formal authority in the industrial organizations The entrepreneurs may justify his formal authority independently or he may describe It as delegated from others, notably from stockholders. But within the organization he alone is the sources of all formal authority. Management is defined residually as "not being the source of all authority." The between the entrepreneur and the manager is thus relatively.	Risk Theory
Hornaday and Banker (1970) Hornaday and	The successful entrepreneur was defined as a man or woman who started a business where there was none before, who had at least 8 employees and who had been established for at least 5 years.	Risk Theory

About (1971)

Palemr (1971)	The entrepreneurial function involves primarily risk measurement and risk taking within a business organization.	Risk Theory
Brockhaus (1980)	An entrepreneur is defined as a major owner and manager of a business venture not employed elsewhere.	Risk Theory

II.2 The Importance of Entrepreneurship

There are many reasons to address when we want to write about the importance of entrepreneurship in general because with the development of the technology and modernization of factories machines take over the human capital. It is a fact machinery work more and fast instead of human with non-stop day and night therefore company prefer machines to work. Unemployment is still a social problem in Indonesia. Many people have a dream to have a chance to take higher education in the university. (Setiawan, 2014). The only way which can bring stability for the society for the long term is training people as there is famous saying from chines “when you give one fish to a man you give him one time food but when you teach him fishing you give lifetime food” so we should teach our society the importance of entrepreneurship especially the young generation. According to the preview researches the realistic way about the acceptance of the basics for community in entrepreneurship is a common benefit to have for the society because there are new enterprises and new organization that coming to existing everyday these has its impact on the society where lead the society to progress. (Peng *et al.*, 2016).

Finally, the importance of the entrepreneurship is a broad topic of the day where we write chapters about it but here we get a short review because our topic is about the rising of women entrepreneurship so if we talk more about this is will get boring, over all from the first part where we bring a full table of definition of entrepreneurship its clear this subject in modern days developing as the technologies developed there many researchers recommend more researches about entrepreneurship in general as (Chen *et al.*, 2016).

Innovation: Paying attention to entrepreneurs cause the creation of new jobs so when there are new jobs obviously, this will bring innovation to the society as we have more examples from the past few years which created millions of jobs like the entrepreneurial movements, startups, events which held every year in different countries and millions of new entrepreneurs joining to show their talent to the world. Also, the connection between entrepreneurship and innovation is very clear where as Stevenson and Jarillo, (1990). Says “Entrepreneurship is the process by which individuals pursue opportunities without regard to resources they currently control.” And there are many other researchers which also emphasize and agree with the same issue.

As the research explains where more productivity make stability and help entrepreneurs to make income for individuals. At the end of their paper they find out that governments should support the entrepreneur individual for their antepandial innovations for the befits of society this will also bring social welfare for all those individuals who are unable to find jobs also decrease the unemployment rates. As Many governments promote small businesses for the dual reasons of fostering ‘break-through’ innovations and employment growth. (Haufler, Norbäck and Persson, 2012). Many countries have started to support for small and medium businesses which is the act of entrepreneurial for example in June 2008, the European union lunched the small business act for Europe this was a useful policy in which they support the small and medium-size and enterprises (SMEs) in all European union members to save policy the members states. Also It is becoming apparent that voluntary, incremental environmental improvements by individual to significantly offset the growth of the global economy. (Moore and Manring, 2009). At the end we come to this result that entrepreneurs are job creator because these individual working hard for innovation and as, One of the main reasons for the support of entrepreneurship is important role they play as providers of “breakthrough” inventions. (Haufler, Norbäck and Persson, 2012).

Social Welfare: Entrepreneurship also bring social welfare, as in the entrepreneurship innovation saw that by innovation and new jobs stability will be in the society so here social welfare is connected to the stability of the society where people has jobs and the crimes rate will be low. However, the definition of social welfare is different with the term of use how people for example social welfare in

terms of economic deals with the stability of economic between the poor and rich in one society where Social welfare services deals with the equal services that government is providing for the people, their access to the services and the quality of services. But in general, social welfare is all about the quality life which has many factors like quality of the environment, air water, cleanliness, the un-employment rate, the crime level, the abuse of drugs, education access and religious freedom for all people in the society. As It has been nearly 65 years since the united nation General assembly proclaimed the universal declaration of human rights. On Dismember 10, 1948, the long road to exclusive education as a human right began on paper while the implementation in practice continues to develop throughout the world. (Reiser, 2012). With this declaration the equal access to all aspects of life is the responsibility of the governments to pave the for people. Now as we get abet information about what is social welfare and how it works. Here we can understand the importance of entrepreneur's rule bringing this very important goal to the place because as in the definition of the social welfare we studied that the job of entrepreneur is to make new jobs, also entrepreneur is someone who can create jobs for others in the society and solve difficult situations, to bring social welfare back. (Authors, 1987).

Globalization and Standardization: Globalization has many impact on a country standardization and life style of the citizens like many developing countries today they pride facilities for their domestic product to a global market by sharing the profits with the government. If we give an example the best one is Turkey how a small company in a village can produce product to sale it in American markets or a chines company which produce lights can sale its products in Turkey. (Authors, 2014). We are going to the deep of this theory it show us that globalization is very important for all to get their business out of borders and also When we study the history of trade between nations we come across a common term which is globalization it means having access to different market and continents in trading from ancient time the people were trading between continents like the famous one is Silk-way which the main highway between china and Europe but after the first world war 1914 this globalization trade and market changed a lot of agreements were signed between countries to trade free and they made free trade zone in each continent. The great change come after the invention of internet and serving as public sector which the start was between 1980 to 1990, where the internet become the place everyone from anywhere have access to the internet can buy or sell thing online. As an example, when amazon started operation in June 5, 1994. No one thought of one day this one page will dominate the world since 1994 the company growth not only in its home countries but globally, today anyone from around the world can buy or sell products online where the definition of the globalization means operating in global scale or having influence globally is globalization. We all know that today companies from the first day think as global market and how they can have access to the world market. (Hartungi, 2006).

There are many pros and cons of the globalization which the term is defined as a win-win game for example; when Nike in 1988 started expansion to dominate global market first they target the poor countries where they can get raw material very cheap for making braded cloths and sale it to the developing countries to generate billions of dollars because in these countries like Bangladesh, china, Pakistan, Nepal the work force was cheap and the raw materials were produce with in the countries. Very soon the company face international labor abusing law which pointed out that the company use more worker than they pay them, but the company rejected those issues where they abuse the workers in poor countries.(Entrepreneur, 2016).

Add to National Income: When we heir this sentence the question come to our mind how entrepreneurial activities can bring values to national income of a country? While this is an good question but first we should know what is a national income and how it works; a there are many definitions for national income in a country but we will note a few of them; a national income define all the values of goods and services which is provided or produce in a country within a financial year, also we can say the outcome of all financial activities in a country in the period of one year. Some countries are good at this point and some countries are very bad at the generating of outcomes. Here when we got a clue about the national income of a country we also know that the people are the assets which work behind the value generation like people pay taxis, rent, gas, electric to the government and government provide them services. These assets are important for government because they do all the activities and run the system, so now if these people who are working for government get more training in their off-course and become professional in their fields will collect more income for the

government and train them entrepreneurs because this is their job to train individuals to become successful for them in their fields. In recent there has been fortunately a growing unanimity of opportunity of opinion in this respect and the international institute of statistic has set up a commission to simulate various factors of income. (Shiras, 2011).

According to Narendran R. et al, (2016). National income and the GDP of a country this term give value to a country in international level which is very complicated because in this list the countries with big economy are not the first position but the countries with less economy than have the first positions for example if we the U.S is GDP was \$19.36 trillion in 2017 according to the CIA world Facebook.

II.3 What Factors Force Women to Be Entrepreneur

Women entrepreneur will answer different according to the difficulties they faced to achieve their goals in life what this means, will because of the complication of the societies around the world women face the difficulties where they live, where they work and where the people surrounding them have an effective rule on their career to achieve their goals. Many studies have done so far by many great scholars about the problems women face in the societies they live. For example, there were a survey done about the same issue to find out what the difficulties women are face or why men are more successful than women in many areas or position, men get hired faster than women in companies; the questions were ready to ask women about their opinions where to see their reactions to answer for the research. (Nadim, Peverelli and Song, 2012).

Financial Supports: Women as entrepreneur face is finance supports in their business career where it is as new start up or entrepreneurship, this is common in most of the cases between men and women because the finance support issue is broaden topic for every new starting businesses, for example when we hear any big company name they at the beginning has the same finance issues too. But there are some certain points which make the case little bit difficult for women as entrepreneurs this is because of the limitation for women and proven by statistics on the other hand money is the first factor which lead a business to start from zero like the chart in Figure 2.2 below which describe the necessity of money to start a new business.(Lalla, 2011).

Government Laws: Women face different problems, in some countries are the laws which made for the society by the people who run the government many of these laws are very restrict to women entrepreneurs, for example in some Asian countries women can't drive because of the laws which was established, they can't go out without the permeation of their husband and family members. These are the fact which we have in modern society but with all its ups and down many laws and regulations have changed in the passage of time the countries and governments accepting women and men equality in many cases. If we see across the globe where women are everywhere they have access to build their businesses and make their careers and help others; many statistics show women entrepreneurs are very active for jobs creation in many parts of the world. each year there are hundred non-profit organization out their statistics about the change coming after one another in the life of women entrepreneurs as in the figure 2.3. Explains the rule of women in the media in global level.(Segar, 2017).

Lack of Management and Training: According to the World Bank, (2017). Reports the main reasons beside many other which stop women to get high position is the lack of training by many reasons, which will be describe and this cause them to not higher in long term jobs with high salary, as we talked preview in the topic about the low and high income countries where women can get what they want by getting better education. When women don't have access to better education how they can make family and run businesses, India had the same problem, china had the same problem which are the fastest growing economy in the world but they make system to reduce the number of women who can't access to education, which cause them to become successful today India has more women in the work force and this number is growing rapidly which is countable for the to go forward for all men and women equality in the future.

II.4 Social Media Marketing Strategies

According to Jonston, (2017). Instagram marketing is depending what you want from it. As the user's capacity Instagram has more than eight million business accounts and its 60% percent users are between the age of 18 to 29 which make this platform unique from platform in the market. All brands

must take Instagram marketing in their priorities; the platform has five million active users on daily bases which is increasing overtime having an Instagram account is not enough for businesses because surviving in the market is important. If you don't have any strategy for growing your brand followers your brand name will die in the social media marketing because your competitors will take the market; if you want drive sells and want to make money through Instagram you need to take Instagram marketing seriously and working to increase your presence in the platform or hire someone to get your brand ahead of the market. (Quicksprout, 2018).

Instagram and following brands on Instagram increasing, research indicate that users on Instagram who following brands become addiction; because users on Instagram spend more than three to four hours to search on which is not real whenever they see as they follow them but the problem is these brands and the products they over are not for everyone or some of these young's can't effort it to buy them. On the other side brands use powerful strategies to sell them their products by making eye caching ads, paying influencers, targeting their followers. (Authors, 2015a). The points which make Instagram more effective for brands and marketers is hashtag which makes 70% of brands names using hashtags. These hashtags are now branded where followers follow them to get the best in the market, how these hashtags work it long story but in short; when a user who is following hashtag all brands which use the same hashtag on their content or text, automatically it uppers to all users of the same hashtag. If you are not using Instagram marketing for your brand you are losing big opportunity in the market. (Quicksprout, 2018).

III. RESEARCH METHODOLOGY

III.1 Research Design

This study aims to determine impact of Social media on satisfaction of women entrepreneurs. The subfactors (e.g. multi-channel, easy to use, security, accessibility and trust) are also included to the study to define the main factors which are affecting social media usage behavior of women entrepreneurs. As a quantitative research design a descriptive research was applied to illustrate the relationships among constructs. Primary data was obtained via online surveys. Online surveys have the advantages as cost and time efficiency, less social pressure on respondents as well (Smith and Albaum, 2005).

Structural Equational Model (SEM) is used to analyze the current research as it applies different types of models to describe relationships within respected variables and conducts quantitative tests for a research model. (Schumacker and Lomax, 2010). SEM includes regression, path and confirmatory factor analysis. The variables in current research can be divided as latent and observed. Latent variables are those variables that cannot be measured directly. As latent variables cannot be observed directly they are being signified by observed variables which are being measured by means of surveys, tests etc. (Byrne, 2010).

Research stages for this study started with research rationale, then followed by related literature review phase. Based on reviewed literature hypotheses were developed, questionnaire is formulated and applied. In the end of this part, findings are revealed in the light of literature.

III.2 Sample Size and Sampling Method

The data has been collected from women entrepreneurs who use social media as their first tools to grow their businesses and women who already made successful businesses through social media. The quantitative data was collected through a structured online questionnaire which is attached at the end of the research with appendix A. Sampling method of current study is based on judgements of the researcher and does not involve any probabilities techniques. Women entrepreneurs are selected by researcher with the technique of convenience sampling. Convenience sampling techniques is set of methods where the response is taken by convenience because of their vicinity techniques, obtainability and convenience other way that researchers decides which this method is the easy technique to select for finding the outcomes (Byrne, 2010). The questionnaires were created on Google survey and sent online through social media like Facebook, WhatsApp, Messenger. Furthermore, personal connections were used to add the participant. In addition, 50 hard copies were sent to women entrepreneurs who work and run an online business by using social media.

To calculate the size of sample formula proposed by Tabachnick and Fidell (2007) was used (2007). $N > 50 + 8m$. Where:

N = sample size

m = number of independent variables

Based on this formula required sample size for current research is defined as 90 (as the number of independent variables equals to five). Sample size is defined as 170 to exceed the minimum threshold.

III.3 Survey Instruments

Questionnaire once was designed in English and distributed to women entrepreneurs where all women may not understand the roles of the questions. A brief discretion was added to the questionnaire for better understanding. Total of 27 original questions was adopted from preview studies. In the first part of the survey, participants were asked specific type of the questions in order to obtain general information regarding to demographics and customer profile. These questions consist of age, education level, occupation, income level, marital status and experience in using Social Media.

In the second part of questionnaire attitudes and potential behaviors toward online business on social media were asked to participants. Furthermore, multi-channel strategy is measured by adopting the original scales of Ainin (2015) and Abed (2015). Trust is measured by the scale of Abed, Alawadhi&Koohang (2018). To measure ease to use the scales of Costello (2017) and Alwadhi (2018) are adapted to current study. In order to measure accessibility of social media the scales of Sun et al (2016) & Sugathan et al (2018) were used. Security in social media is measured with the scale of Benson et al 2015. Social media use is measured by adapting the scales of Coa et al (2012), Valentini et al (2018) and Thewall (2017) and finally, satisfaction of women entrepreneurs is measured with the scale of Chen et al (2018).

The data was collected by adoption of questionnaires which were constructed by preview studies and the 5-points Likert scale was used to measure the constructs in which (1)strongly disagree, (2) disagree, (3) neither agree nor disagree, (4) agree, (5) strongly agree.

All constructs and items under each of them are showed in Table 1.

Table III.1: Instruments of the survey

Multi-Channels sharing on social media (Ainin, 2015 & Abed 2018)

Multi-channel strategy of social media helps me to think big about my business and grow fast
I like Multi-channel aspect of social media because, it creates more opportunity for new started businesses.

I will continue to grow my business on social media, using multi-channel approaches and I will advise to my friends too.

Trust to buy on Social Media (Abed, Alawadhi & Koohang 2018)

Social media are trustworthy for selling products

Based on my experience using social media, they are useful for my business, I know they are honest.

Social media help to interact effectively with users

Social media sites are trustworthy in handling my information

Social media sites would keep my best interests

Easy to use Social Media (Costello, 2017 & Alwadhi, 2018)

It is easy for me to seek information from my customers on social media

Social media make it easy for me to operate and connect with my network

Through social media it is easy to get users feedback

Accessibility of social media (Sun et al, 2016 & Sugathan et al, 2018)

I have Access to my social accounts whenever I'm connected to internet

I can work from home on my social media accounts to sell products.

My customers can contact me through social media all the time

I can get order from my customers all the time

Security in social media (Benson et al, 2015)

I have control with whom I share my information in social media

I have control over how my information is used by social media

I never share my client personal information with other social sites

Security on social media is one of the essential parts

Social Media Use (Coa et al, 2012; Valentini et al, 2018 & Thewall 2017)

I expand my business internationally using Instagram
 I would find social commerce useful in my daily life
 I regularly use social media to communicate with my clients
 I often spend my time on Instagram marketing to sell my products
 I intended to use social commerce in the future
 Satisfaction of Women Entrepreneurship (Chen et al, 2018)
 I am satisfied with the progress I have made toward meeting my goals for advancement.
 I am satisfied with the progress I have made toward meeting my goals for the development of new skills
 I am satisfied with happiness I have after founding my business

Hypotheses and Graphical Model

Graphical model of the study and hypotheses are as following;

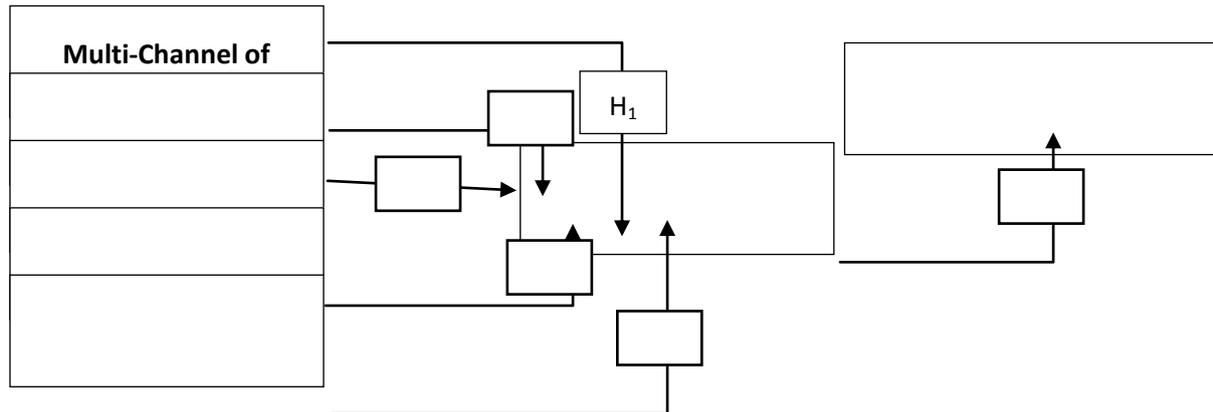


Figure 1: Graphical model

Hypotheses:

- H₁: There is a positive relationship between multi-channel of social media and use of social media
- H₂: There is a positive relationship between trust on social media and use of social media
- H₃: There is a positive relationship between ease to use of social media and use of social media
- H₄: There is a positive relationship between accessibility of social media and use of social media
- H₅: There is a positive relationship between security of social media and use of social media
- H₆: There is a positive relationship between use of social media and satisfaction of women entrepreneurs

III.4 Statistical Techniques

SPSS analysis has been applied in order to process the data and prepare it for further SEM analysis carried out in AMOS. First, Exploratory Factor Analysis (EFA) was applied in SPSS 22 and each construct was validated that each of them comprises of one factor. Then, Confirmatory Factor Analysis (CFA) is applied in AMOS 22 to evaluate the results of CFA and check the validity and reliability of constructs. After that, Path analysis is conducted through AMOS 22 Structural Equation Model to test the relationships among constructs. SEM and CFA techniques provide the ability to design a path diagram as well as reflecting the estimates on illustrated graphics (Byrne, 2010).

IV. ANALYSIS OF FINDING

The sample for current study consisted of 170 complete responses. 36 % of the respondents were married and 63% of the respondents were single. The age of survey participants varied between 18 and 50 years, 77 % of them are between 20-30 years. 45 % of the respondents have bachelor's degree whereas 39% of them have master's degree. 39 % of the sample is student and entrepreneur at the same time, 21 % of them are private sector worker as well as entrepreneur. 21 % of respondents are only entrepreneur. 60 % of the respondents have income less than 25.000 AF yearly. Considerable part of the survey participants (55%) 5-10 years' experience in social media. Table 2 presents demographics of sample.

Table IV-1: Demographics

<u>Variable</u>	<u>Count</u>	<u>Percentage (%)</u>
<i>Marital Status</i>		
Married	61	36
Single	107	63
Other	2	1
<i>Age group</i>		
Less than 20 years	10	6
20 – 30 years	131	77
31 – 40 years	127	16
41 – 50 years	2	1
50 and above that	0	0
<i>Education level</i>		
High school	20	12
Bachelor's Degree	76	45
Master's Degree	66	39
PHD Degree	6	3
Other	2	1
<i>Occupation</i>		
Student	66	39
Self-employed	36	21
Private sector employee	48	28
Government Employee	13	8
Retired	4	2
Other	3	2
<i>Income Level</i>		
Less than 15000 AF	53	31
15000 – 25000 AF	49	29
25000 – 35000 AF	28	16
35000 – 45000 AF	15	9
45000 and above	25	15
<i>Experience of Using Social Media</i>		
Less than 5 years	34	20
5 – 10 years	93	55
10 – 15 years	40	24
15 and above	3	1

IV.1 Validity and Reliability Assessment

Validity focuses on checking if variables are being measured in an accurate manner. In terms of checking validity construct validity; discriminant validity and convergent validity were checked

In order to demonstrate convergent validity, the measures (at least two) dedicated to measure latent variable should be related within the same construct. While for demonstration of discriminant validity the measures that represent different latent variables should not be more related that they are within the same construct (Smith and Albaum, 2005).

Reliability is related to the degree to which test results are free of measurement error. Additionally, the reliability examines how consistent the measured item is among respondents and steadiness of the characteristics across time period (Smith and Albaum, 2005). The thresholds suggested by Hair et al. (2010) to assess validity and reliability are as follows:

Reliability:

- CR (Composite Reliability) > 0.7

Convergent Validity:

- AVE (Average Variance Extracted) > 0.5

Discriminant Validity:

As security of social media 3, security of social media4 and trust to social media 3 variables had the factor loadings less than 0,5 they were eliminated. Table 4 depicts the factor loadings and significance values (***) refers to $p < 0.001$, ** refers to $p < 0.05$).

Table IV-4:CFA Results

			Estimate	S.E.	C.R.	P
multichannel1	<---	multi	1,000			
multichannel2	<---	multi	,679	,082	8,254	***
multichannel3	<---	multi	,930	,094	9,927	***
Entrepreneur1_1	<---	ent	1,000			
Entrepreneur2_1	<---	ent	1,001	,084	11,969	***
Entrepreneur3_1	<---	ent	,944	,096	9,851	***
Access1_1	<---	acess	1,000			
Access2_1	<---	acess	1,409	,181	7,771	***
Access3_1	<---	acess	1,433	,178	8,042	***
Access4_1	<---	acess	1,345	,174	7,746	***
Security1_1	<---	secure	1,000			
Securtiy2_1	<---	secure	,728	,095	7,692	***
Trust1	<---	trust	1,000			
Trust2	<---	trust	1,161	,143	8,114	***
Trust4	<---	trust	1,203	,154	7,825	***
Trust5	<---	trust	1,119	,140	7,996	***
Socialmediause1	<---	social	1,000			
socialmediause2	<---	social	1,004	,112	8,957	***
socialmediause3	<---	social	,989	,116	8,539	***
socialmediause4	<---	social	1,069	,129	8,315	***
socialmediause5	<---	social	,841	,105	7,997	***
Easytouse1_1	<---	easy	1,000			
Easytouse2_1	<---	easy	1,006	,126	7,964	***
Easytouse3_1	<---	easy	1,087	,137	7,907	***

In order to measure relative strength of the observed variable to explain latent variable Standardized Regression Weights was obtained. In general, values of the estimates demonstrate strong contribution (Table 5).

Table IV-5:Standardized Regression Weights

			Estimate
multichannel1	<---	multi	,788
multichannel2	<---	multi	,656
multichannel3	<---	multi	,786
Entrepreneur1_1	<---	ent	,795
Entrepreneur2_1	<---	ent	,889
Entrepreneur3_1	<---	ent	,730
Access1_1	<---	acess	,636
Access2_1	<---	acess	,744
Access3_1	<---	acess	,782
Access4_1	<---	acess	,740
Security1_1	<---	secure	,969
Securtiy2_1	<---	secure	,694
Trust1	<---	trust	,651
Trust2	<---	trust	,756

			Estimate
Trust4	<---	trust	,721
Trust5	<---	trust	,742
Socialmediause1	<---	social	,705
socialmediause2	<---	social	,756
socialmediause3	<---	social	,717
socialmediause4	<---	social	,697
socialmediause5	<---	social	,669
Easytouse1_1	<---	easy	,663
Easytouse2_1	<---	easy	,770
Easytouse3_1	<---	easy	,761

According to Hooper et al. (2008) there are three types of model fit indices considered by researchers:

- Absolute fit indices (χ^2/df , RMSEA, SRMR, GFI and AGFI)
- Incremental fit indices (CFI and NFI)
- Parsimony fit indices (PGFI and PNFI; AIC and CAIC)

Recommended thresholds that will help to determine the goodness of fit are followings:

- p-value > 0.05 (Hooper, Coughlan and Mullen, 2008)
- CFI \geq 0.95; (Hooper, Coughlan and Mullen, 2008)
- GFI - the values close to 1.00 demonstrate good level of fit (Byrne, 2010)
- AGFI > the values close to 1.00 demonstrates good level of fit (Byrne, 2010)
- SRMR \leq 0 \leq 0.08 (Hooper, Coughlan and Mullen, 2008)
- RMSEA – the values between 0 and 0.08 (Hooper, Coughlan and Mullen, 2008)
- PCLOSE > 0.05 (Byrne, 2010)

In general, modification indices fix and solve conflicts between suggested and estimated model. In the recent study all modification indices were low enough and there was a good model fit, so it wasn't any need for covariate the error terms of items under the same construct. Table 6 demonstrates model fit analysis of the hypothesized model

Table IV-6: Model Fit Analysis for CFA

Measure	Result
Chi-square/df (cmin/df)	2.000
p-value	0.000
CFI	0.882
GFI	0.813
AGFI	0.757
SRMR	0.000
RMSEA	0.079
PCLOSE	0.000

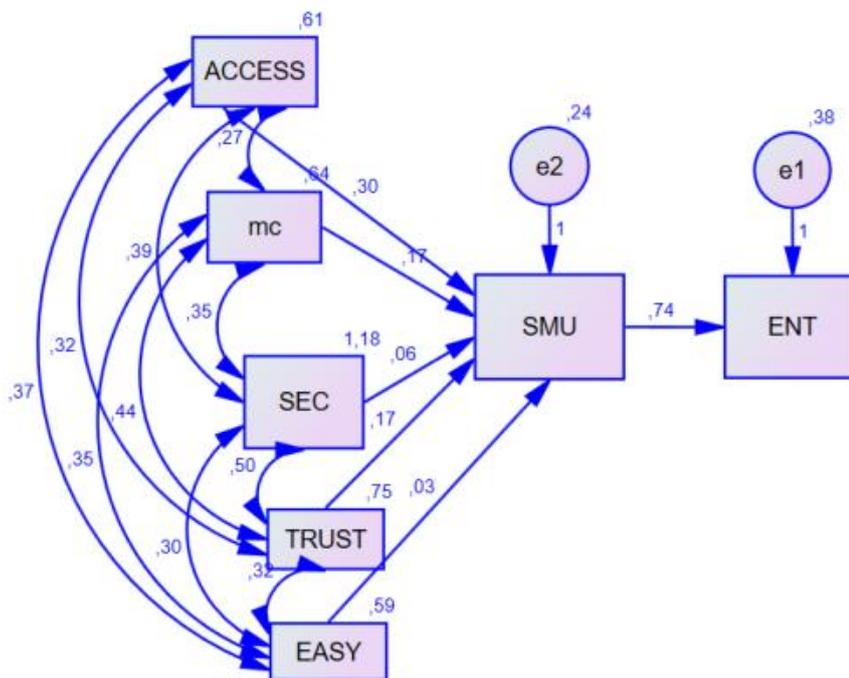
As Good model fit can be recognized when χ^2/df is less than value of 5 (Wheaton, 1977), χ^2/df value of current research is equal to 2 indicates one of the first signs of goodness-of-fit when the p value is 0.00. As RMSEA value within current study is less than 0.08, it indicated well-fit of the model. PCLOSE stands for closeness of fit and is a measure that indicates good level of RMSEA within population (Byrne, 2010). PCLOSE value of 0.00 couldn't meet the criteria of good of fitness. SRMR refers to the difference between observed and hypothesized correlation matrices. As SRMR value equals to 0.00 in current research model fit was enabled. Both GFI and AGFI values are near to 1.00 and meet the recommendations. CFI assumes that all latent variables are not correlated, and contrasts

hypothesized model with null model (Hooper, Coughlan and Mullen, 2008). CFI within this study being equal to 0.882 confirms that the model is fit. Based on results discussed above it can be concluded that hypothesized model demonstrated well fit according to collected data within this study.

IV.4 Hypotheses Testing (SEM)

As measurement model has been analyzed in 5.4, this section focuses on structural model. Structural model (Figure 3) depicts interrelationship between latent and observable variables where several regression equations take place. Direct and indirect effects are being taken into consideration within this model. Direct effect refers to effect of exogenous variable on endogenous variable. While indirect effect refers to effect of exogenous variable on endogenous variable by means of mediating variable (Schreiber et al., 2006).

Figure IV-2: Structural Equation Model.



In order to examine hypotheses global and local tests will be conducted. For hypothesis to be supported it is critical for local test to be passed. At the same time, it is important to note that initially global test should be met for local test to make sense. Basically, hypotheses that have significant p-value but with poor model fit lose their reliability. Another global test to be conducted is R-squared. Respectively, in case of significant p-value and model fit, but low R-square hypotheses cannot be supported as relationships tested do not reflect adequate variance in endogenous variable (Gaskin, 2016).

Model fit statistical results conducted for structural equation model are provided in Table 7 and based on obtained results it can be concluded that hypothesized structural equation model has overall good fit.

Table IV-7:Model Fit Analysis for SEM

Measure	Result
Chi-square/df (cmin/df)	3.200
p-value	0.007
CFI	0.979
GFI	0.975
AGFI	0.859
SRMR	0.000
RMSEA	0.000
PCLOSE	0.040

As Good model fit can be recognized when χ^2/df is less than value of 5(Wheaton, 1977) and χ^2/df value of current research is 3.2, one of the first signs of goodness-of-fit is provided. As RMSEA value within current study is less than 0.08, it indicated well-fit of the model. PCLOSE stands for closeness of fit and is a measure that indicates good level of RMSEA within population (Byrne, 2010). PCLOSE value of 0.00 meets the criteria of good of fitness. As SRMR value equals to 0.00 in current research model fit was enabled. Both GFI and AGFI values are near to 1.00 and meet the recommendations. CFI within this study being equal to 0.979 confirms that the model is fit. Based on results discussed above it can be concluded that hypothesized model demonstrated well fit according to collected data within this study.

As seen in Table 8 the relationship between security and social media usage and ease of use and social media usage couldn't be found significant ($p>.05$) whereas all other relationships are found statistically significant.

Table IV-8:SEM Results

			Std. Estimate	S.E.	C.R.	P
SMU	<---	ACCESS	,341	,066	4,598	***
SMU	<---	MC	,195	,068	2,494	,013
SMU	<---	SEC	,010	,043	1,418	,156
SMU	<---	TRUST	,218	,073	2,786	,006
SMU	<---	EASE	,031	,060	,435	,663
ENT	<---	SMU	,639	,069	10,80	***

Figure IV-3:Final Path Diagram

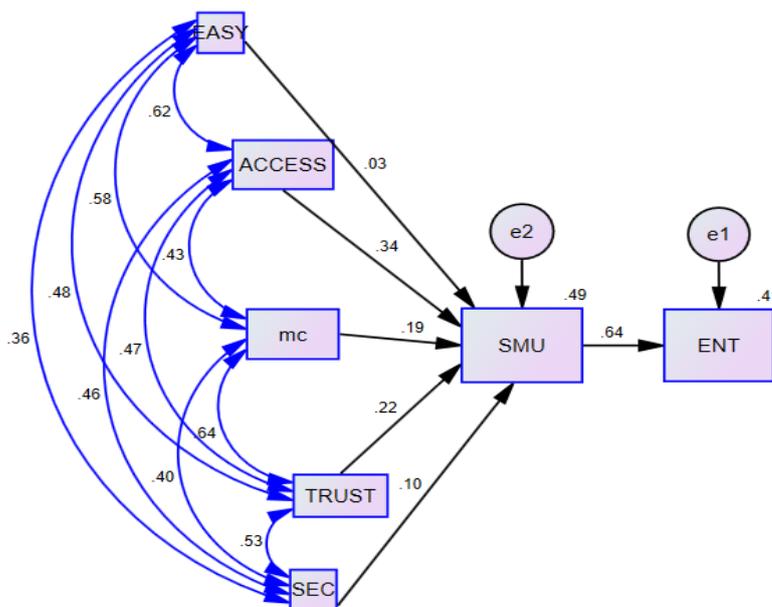


Table IV-9: Hypotheses Testing Results

Hypotheses	Relationships	Status
H1	SMU <--- M.CHANNEL	Accepted
H2	SMU <--- TRUST	Accepted
H3	SMU <--- EASE	Rejected
H4	SMU <--- ACCESS	Accepted
H5	SMU <--- SECURITY	Rejected
H6	ENT <--- SMU	Accepted

As a summary, multi-channel strategy (H1: $\beta = 0.195$, S.E. = 0.068 and $p < 0.05$), trust on social media (H2: $\beta = 0.218$, S.E. = 0.073 and $p < 0.05$), access to social media (H4: $\beta = 0.341$, S.E. = 0.066 and $p < 0.05$) have positive effect on social media usage. However, ease of use (H3: $\beta = -0.03$, S.E. = 0.06 and $p > 0.05$) and security on social media did (H5: $\beta = 0.06$, S.E. = 0.43 and $p > 0.05$) have no significant effect on social media use. Lastly, social media usage has strong positive effect on satisfaction of women entrepreneurs. (H6: $\beta = 0.639$, S.E. = 0.069 and $p < 0.001$)

V. CONCLUSION AND RECOMMENDATIONS

The current study aim was to explore the role and importance of social media on women entrepreneurship, particularly those women who use social media to start and run business and which factors of social media affect more to their businesses growth. The study finds out a wide range of related conditions, the effects of social media with experiences and their results. Firstly, the women who are active as an entrepreneur in society has positive affect on other women to be active in the economy by knowing the basics how to start a business from zero. Secondly, women entrepreneurs can participate in their growth of country by coaching and training other women in the society by transforming different skills to overcome incompetence and it shows the important role of women entrepreneurship. Thirdly, social media make big change in the life of women and facilitate their ways to be more creative in their business activities by making save environment to buy and sell products through online sources with no interactivity with men in the physical market. The study finding suggest that the ease of use and security of social media are not positively related with the women entrepreneurship and it can be concluded that the security and ease of in social media do not support the women entrepreneurship, while on the other hand the MC, trust, access ability and SMU of social media have positive effect on women entrepreneurship. These finding are not co-related with previous studies of other researchers, Katre. A. (2018) and Cabrera & Mauricio, (2017). Where they have also stated that social media make women entrepreneurs powerful in under development society. Moreover, the data which is used in the analysis chapter of this research are gathered from women entrepreneurs who are active in online businesses in Kabul, Afghanistan. As an entrepreneur if you make a strong commitment, in all situations no matter what will happen, you must keep going, not just your business's brand grows but your personal brand and all other aspects grow too. On the hand making poor decisions about business put your status as an entrepreneur at risk. (Vaynerchuk, 2006). The 21st century, women entrepreneurs which is named modern women entrepreneurship are everywhere with different stages now we see women as president or prime minister and secretary or governor in all over the world. as an example, women entrepreneurs which are recognition as female entrepreneurs of today include Oprah Winfrey, Beyonce, Lucy Penco, Sofia Vergara, and Sheryl Sandberg and they founded millions of businesses across the globe and made hundreds job opportunities for their female entrepreneurs, (Segar, 2017). Finally, the object of this research was to identify and analyze the role and importance of social media on women entrepreneurship. In this study it is found that MC, trust and access ability of social media have a positive effect on women entrepreneurship while ease of use and security have no significant effect on women entrepreneurship. Based on the outcomes of the study it can be stated that the social media has a significant role to the growth of business run by women entrepreneurship in small and medium level. The findings of the dissertation are also vetted by the literature itself Hoffman & Novak, (2016).

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