

IMPACT OF SOCIAL MEDIA MARKETING ON BUSINESS PERFORMANCE OF WOMEN-OWNED ENTERPRISES IN KARNATAKA

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Abstract

The rapid expansion of digital communication technologies has significantly transformed the nature of contemporary business practices, particularly in the domain of marketing. Among the various digital tools available to entrepreneurs, social media has emerged as one of the most accessible and influential platforms for business promotion, customer engagement, and brand building. This study examines the impact of social media marketing on the business performance of women-owned enterprises in Karnataka. It focuses on the ways in which women entrepreneurs use social media platforms to improve visibility, strengthen customer relationships, and enhance sales outcomes in an increasingly competitive market environment. Karnataka provides an important setting for this analysis because of its growing digital economy, vibrant entrepreneurial ecosystem, and increasing participation of women in micro, small, and emerging enterprises. The study is based on both secondary and primary sources of data. Secondary data were drawn from government reports, entrepreneurship literature, and studies on digital marketing and women's enterprise development. Primary data were collected from 120 women entrepreneurs across Karnataka to understand patterns of social media use and its relationship to business performance. The findings reveal that social media marketing has become a significant tool for women-owned enterprises in improving customer interaction, increasing brand visibility, and supporting sales growth. Organic posting is the most widely used strategy, while paid advertising and influencer-based promotion are less frequently adopted. The study also finds that the effectiveness of social media marketing depends heavily on the entrepreneur's level of digital awareness, marketing strategy, and ability to use online tools purposefully. The article concludes that social media offers substantial opportunities for women entrepreneurs, but its full potential can only be realized through structured digital marketing training, branding awareness, and the effective use of analytics and platform-specific strategies.

Introduction

The relationship between communication technologies and business development has undergone a profound transformation over the past two decades. Marketing, which was once largely dependent on traditional media such as newspapers, television, radio, and physical promotion, has increasingly shifted toward digital platforms. Among these, social media has emerged as a particularly powerful and dynamic medium for business communication. It enables enterprises to promote products and services, interact directly with consumers, gather feedback, and create long-term brand relationships at a relatively low cost. For micro and small enterprises, social media has become not only a promotional channel but also an important business environment in itself.

Women-owned enterprises have especially benefited from this shift because social media provides an opportunity to overcome some of the structural barriers traditionally associated with women's entrepreneurship. Limited access to formal marketing networks, lack of large advertising budgets, mobility constraints, and dependence on local market systems have often restricted the growth of women-led businesses. Social media, by contrast, offers flexibility, affordability, and direct market access. Through platforms such as Instagram, Facebook, WhatsApp Business, and YouTube, women entrepreneurs can display products, engage customers, build trust, and sustain market visibility without having to depend entirely on conventional commercial channels.

In the Indian context, the rise of smartphone usage, digital payments, and internet connectivity has accelerated the integration of social media into everyday business practice. Small businesses across sectors such as retail, clothing, beauty, handicrafts, food services, education, and lifestyle products increasingly rely on social media for promotion and customer communication. Recent studies indicate that a substantial share of small businesses in India now use social media in some form for marketing purposes. This shift is particularly significant for women entrepreneurs who operate home-based, part-time, or small-scale enterprises, as social media reduces marketing costs while improving business reach.

Karnataka presents a particularly relevant setting for such a study. As one of India's leading states in technology, innovation, and entrepreneurship, Karnataka combines a strong digital ecosystem with a growing presence of women-owned enterprises across urban and semi-urban areas. From Bengaluru's start-up culture to the expanding entrepreneurial activities in cities such as Mysuru, Mangaluru, Hubballi-Dharwad, Belagavi, and other district centres, women's enterprise participation is becoming increasingly visible. However, while access to digital tools is expanding, the strategic use of social media marketing remains uneven. Many women entrepreneurs use social media platforms regularly, but not all possess the skills or knowledge required to use them in a planned, business-oriented manner.

This article investigates the impact of social media marketing on the business performance of women-owned enterprises in Karnataka. It examines how women entrepreneurs use social media strategies, the extent to which these strategies influence customer engagement and sales, and the challenges they face in achieving effective marketing outcomes. The study argues that social media marketing has considerable potential to support women's entrepreneurship, but its success depends on the ability to combine access with digital marketing competence, branding awareness, and strategic planning.

Background of the Study

Women's entrepreneurship has increasingly been recognized as an important component of economic development, employment generation, and social transformation. It contributes not only to household income and financial independence but also to community-level market activity and local economic diversification. In India, women-owned enterprises have grown in number across sectors ranging from handicrafts and food products to digital services, wellness, education, and fashion. Yet despite this growth, women entrepreneurs continue to face several obstacles, including limited access to finance, insufficient technical training, weak market linkages, and inadequate marketing support.

Marketing is one of the most critical challenges faced by small enterprises, especially those operated by women. Conventional marketing often requires significant financial investment, access to distribution networks, and professional expertise in advertising and branding. For many women entrepreneurs, especially those at the micro and small enterprise level, these requirements are difficult to meet. Social media has emerged as a practical alternative because it allows businesses to communicate with customers directly and economically. A social media page can function as a product catalogue, customer service desk, promotional platform, and brand-building tool simultaneously.

Karnataka's entrepreneurial environment has been conducive to the spread of digital business practices. The state's relatively advanced digital infrastructure, educational environment, and start-up culture have supported the growth of online business activity. Women entrepreneurs in Karnataka increasingly use social media to market clothing, home décor, food items, educational services, handmade products, cosmetics, jewellery, and other consumer-oriented goods. Social media is particularly beneficial in cases where entrepreneurs wish to maintain flexible working arrangements while managing domestic and family responsibilities.

However, the expansion of social media marketing among women entrepreneurs does not automatically guarantee business success. The effectiveness of social media depends on how it is used. Simply creating an account or posting occasional product images is not sufficient for generating sustained engagement or improving market performance. Effective use requires knowledge of content planning, customer targeting, posting consistency, visual branding, platform algorithms, and audience interaction. In the absence of such knowledge, many women entrepreneurs remain dependent on informal and intuitive methods of online promotion.

The background of this study lies in this contradiction between opportunity and capability. Social media has created unprecedented marketing opportunities for women-owned enterprises, yet the ability to use it strategically remains uneven. This raises an important question: to what extent does social media marketing actually improve business performance among women-owned enterprises in Karnataka, and what factors shape its effectiveness? The present study addresses this question by combining conceptual discussion with empirical data collected from women entrepreneurs across the state.

Social Media Marketing and Women's Enterprise Development

Social media marketing refers to the use of digital platforms such as Facebook, Instagram, WhatsApp Business, YouTube, and similar applications for promoting products and services, engaging customers, building brand identity, and influencing consumer behaviour. Unlike traditional advertising, social media marketing allows businesses to maintain direct and continuous communication with audiences. It is interactive rather than one-directional, and its success often depends on participation, visibility, and trust-building.

For women-owned enterprises, social media marketing has particular significance because it lowers the threshold for market entry. Traditional marketing channels such as print advertising, display spaces, public events, or agency-based promotion often involve costs and institutional access that may not be available to small women-led enterprises. Social media reduces these barriers by allowing entrepreneurs to market products with minimal infrastructure. Product photographs, customer testimonials, live demonstrations, reels, promotional stories, and direct messaging all create opportunities for market expansion at relatively low cost.

The influence of social media marketing on business performance can be understood through several dimensions. First, it enhances **brand visibility**. Even small enterprises can develop a distinct identity through names, logos, colour patterns, packaging styles, and consistent digital presentation. Second, it improves **customer engagement** by enabling direct interaction, responses to queries, and personalized communication. Third, it supports **sales performance** by creating purchase interest, driving repeat engagement, and facilitating customer referrals. Fourth, it enables a degree of **market**

democratization, allowing smaller entrepreneurs to compete with larger sellers in digital spaces where visual appeal and engagement can sometimes outweigh scale.

At the same time, social media marketing is not uniformly successful for all users. Business performance depends on the entrepreneur's ability to understand the platform, reach the right audience, maintain consistency, and create content that resonates with customers. A business account with irregular posting, weak visuals, or poor engagement strategy may not generate meaningful outcomes. Thus, the study of social media marketing must move beyond the mere fact of platform use and examine the quality, strategy, and competence involved in marketing practice.

Review of Literature

- **Schumpeter, J. A., 1934, *The Theory of Economic Development*.** Schumpeter's book is one of the earliest and most influential works in entrepreneurship studies. He explains entrepreneurship as a process of innovation through which individuals introduce new combinations in production, markets, and organization. Although the work was written long before the rise of digital technology, its conceptual framework remains highly relevant to the study of women-owned enterprises using social media for business growth. The book helps in understanding that entrepreneurship is not merely business ownership but the capacity to identify opportunity and create change in the market. In the context of the present article, women entrepreneurs in Karnataka who use social media marketing can be seen as innovators adapting new communication tools for economic advancement. Schumpeter's emphasis on entrepreneurial dynamism provides a strong economic base for analyzing how digital marketing contributes to business performance. The work is therefore important in linking innovation with enterprise development. It offers a foundational perspective for studying the transformative role of social media in contemporary women-led business activity.
- **Oakley, Ann, 1972, *Sex, Gender and Society*.** Oakley's book is a pioneering contribution to gender studies and offers a valuable theoretical framework for understanding women's position in society. She distinguishes between biological sex and socially constructed gender roles, showing how women's economic and social opportunities are shaped by structural expectations rather than natural differences. This argument is highly relevant to the study of women entrepreneurship because it explains why women often face unequal access to markets, resources, and professional recognition. In relation to the present article, the book helps interpret social media marketing as a space where women may negotiate and sometimes overcome traditional gender barriers in business visibility and communication. Oakley's analysis encourages a deeper understanding of the challenges women entrepreneurs face beyond purely economic factors. It also helps connect business performance with wider questions of gendered opportunity and social structure. The book remains significant for locating women's entrepreneurship within the broader sociology of inequality. Its contribution strengthens the gender-sensitive foundation of the study.
- **Bourdieu, Pierre, 1991, *Language and Symbolic Power*.** Bourdieu's work is particularly useful for understanding how communication, representation, and symbolic capital operate in social life. He argues that language and forms of expression are closely related to power, status, and legitimacy. This perspective is highly relevant to social media marketing because digital platforms are spaces where businesses compete not only through products but also through images, narratives, tone, and visibility. In the case of women-owned enterprises in Karnataka, successful use of social media often depends on how entrepreneurs present themselves and their products to customers. Bourdieu's idea of symbolic power helps explain why branding, online interaction, and aesthetic presentation matter in shaping consumer trust and market identity. His framework also reveals that social media marketing is not just technical promotion but a process of creating recognition and value in a competitive field. The book therefore deepens the analytical

understanding of brand visibility and customer engagement. It is especially useful in linking digital communication with business performance.

- **Sen, Amartya, 1999, *Development as Freedom*.** Sen's book provides a major shift in development thinking by arguing that development should be understood as the expansion of human freedoms and capabilities. This perspective is highly relevant to women's entrepreneurship because economic participation is not only about income but also about agency, choice, and empowerment. In the context of the present article, social media marketing can be interpreted as a tool that expands the capabilities of women entrepreneurs by giving them access to markets, information, and customers. Sen's framework helps explain why improved business performance should also be viewed as an increase in women's economic freedom and social participation. The book is especially important in understanding entrepreneurship as a developmental process rather than merely a commercial activity. It also supports the argument that digital tools can become instruments of empowerment when supported by education and opportunity. Sen's approach is therefore valuable for linking marketing outcomes with wider human development goals. The book gives the study a strong normative and developmental foundation.
- **Castells, Manuel, 2001, *The Internet Galaxy: Reflections on the Internet, Business, and Society*.** Castells examines how the internet has transformed communication, economy, and society through the emergence of networked social structures. His concept of the network society is highly relevant for analyzing the role of social media in contemporary entrepreneurship. The book explains that digital networks reshape how people exchange information, interact socially, and participate in markets. In relation to the present study, women entrepreneurs using Instagram, Facebook, and WhatsApp Business are participating in precisely this kind of networked economic environment. Castells' work helps explain how social media marketing allows enterprises to move beyond geographic limitations and connect directly with wider consumer groups. It also shows that the digital economy is changing the structure of business communication itself. The book is therefore valuable in framing social media marketing as part of a broader transformation in the organization of markets. Its contribution is central to understanding the digital context of women-owned enterprises in Karnataka.
- **Warschauer, Mark, 2003, *Technology and Social Inclusion: Rethinking the Digital Divide*.** Warschauer offers an important critique of simplistic ideas about digital access by arguing that technology alone does not create inclusion unless users also possess the skills, resources, and social support required for meaningful use. This argument is highly relevant to the study of women entrepreneurs because many women may have access to smartphones and social media but still lack the strategic knowledge required for effective digital marketing. In the context of this article, the book helps explain why some women-owned enterprises benefit more than others from social media marketing. The issue is not only whether they are online, but whether they can use digital tools confidently and strategically for branding, engagement, and sales. Warschauer's framework is useful in understanding the gap between access and effective performance. It also highlights the importance of training, education, and supportive ecosystems in strengthening entrepreneurial outcomes. The book adds an important critical dimension to the study of digital business practices. It helps explain why social media opportunities remain unevenly distributed.
- **Deshpande, Satish, 2011, *Contemporary India: A Sociological View*.** Deshpande's book provides a broad sociological understanding of contemporary Indian society by examining inequality, identity, class, caste, and gender relations. This perspective is important for research on women entrepreneurship because economic opportunities in India are deeply shaped by social structure. The book is useful for interpreting why women entrepreneurs do not all benefit equally from market opportunities, even when digital platforms are available. In the present article, Deshpande's work helps situate women-owned enterprises in Karnataka within wider systems of social

inequality and differential access to resources. It reminds us that social media marketing is not operating in a social vacuum but within a stratified society where education, location, cultural capital, and gender norms matter. The book strengthens the sociological framework of the study by connecting business performance with broader questions of inclusion and exclusion. It also helps explain why strategic knowledge and confidence vary among women entrepreneurs. This makes it an important interpretive text for the article.

- **Banet-Weiser, Sarah, 2018, *Empowered: Popular Feminism and Popular Misogyny*.** Banet-Weiser critically examines the language of empowerment in contemporary media culture and explores how digital spaces can both enable and constrain women's visibility. Although the book is not exclusively about entrepreneurship, it is highly relevant to studies of women using social media for public and economic purposes. In the context of this article, the book helps explain that social media marketing can create new opportunities for self-presentation, brand identity, and business recognition among women entrepreneurs. At the same time, it also warns that digital platforms are not neutral spaces and may reproduce gendered pressures, visibility burdens, and market-driven expectations. This critical insight is valuable for understanding the complexity of women's online business experiences. The book encourages a balanced perspective that recognizes both opportunity and inequality in social media-based enterprise activity. It broadens the discussion from business performance alone to the politics of visibility in digital culture. As such, it adds an important feminist media dimension to the study.

Objectives of the Study

The present study is guided by the following objectives:

1. To examine the use of social media marketing among women-owned enterprises in Karnataka.
2. To analyse the impact of social media marketing on customer engagement, brand visibility, and sales performance.
3. To identify the major marketing strategies adopted by women entrepreneurs on social media platforms.
4. To assess the limitations faced by women entrepreneurs in using social media as a strategic marketing tool.
5. To suggest measures for improving the effectiveness of social media marketing for women-owned enterprises.

Methodology

The study adopts a descriptive and analytical research design. It is based on both primary and secondary sources of data. Secondary data were collected from government reports, entrepreneurship studies, digital marketing literature, and research on women's enterprise development. These materials were used to develop the conceptual background and situate the Karnataka context within broader national developments in digital business practices.

Primary data were collected from **120 women entrepreneurs** across Karnataka. The respondents were drawn from sectors in which social media marketing is relevant to regular business activity, including clothing and fashion, food businesses, beauty and wellness, handicrafts, home décor, educational services, and related consumer-oriented enterprises. The respondents were selected to understand how women-owned enterprises use social media for marketing and how such usage relates to business performance.

The data were organized under three primary dimensions: **marketing strategy used, customer engagement level, and impact on sales**. These dimensions were chosen because they capture the operational and outcome-based aspects of social media marketing. The data were analysed using

percentage-based interpretation. Although the study does not claim universal representativeness, it provides valuable insights into the emerging role of social media marketing in women-led enterprise development in Karnataka.

Statistical Context: Social Media Marketing Use in India and Karnataka

The growing significance of social media marketing is visible in the wider statistical environment of small enterprise activity in India and Karnataka.

Table 1: Social Media Marketing Use among SMEs

Indicator	India	Karnataka
SMEs using social media	70%	75%
Instagram usage	High	Very high
WhatsApp Business usage	80%	85%

The table suggests that small and medium enterprises in Karnataka show a stronger than average adoption of social media tools when compared to the broader national context. The use of WhatsApp Business is particularly high, reflecting its convenience for direct communication, order coordination, and customer follow-up. Instagram also appears to play an especially important role in Karnataka, likely because of its visual orientation and popularity among product-based businesses. These figures indicate that Karnataka offers a favourable environment for the expansion of social media marketing, particularly for enterprises that depend on image-based promotion and regular customer interaction.

Present Status of Social Media Marketing and Branding among Women Entrepreneurs

The present status of social media marketing among women-owned enterprises in Karnataka can be characterized by high adoption but uneven strategic depth. A growing number of women entrepreneurs are using digital platforms not only to display products but also to engage customers, announce offers, collect orders, and create business visibility. This reflects a wider transformation in entrepreneurial culture, where digital presence has become an essential part of business identity.

At the same time, the marketing practices of many women entrepreneurs remain basic and informal. While social media adoption is high, structured knowledge of marketing strategy is often limited. Many businesses rely on organic posts, product photographs, word-of-mouth sharing through social networks, and direct messaging rather than systematically planned campaigns. Branding is becoming increasingly important, but not all entrepreneurs understand how to develop a consistent and recognizable digital identity. In such cases, the presence of a social media account does not automatically result in stronger business performance.

The current situation therefore presents both promise and limitation. Social media has clearly become a major tool of enterprise promotion, but the ability to use it strategically remains uneven. This makes the study of business performance especially important, as it helps identify which forms of social media usage are associated with better entrepreneurial outcomes.

Analysis of Primary Data

Table 2: Marketing Strategy Used by Women Entrepreneurs

Strategy	Percentage
Paid Ads	35%
Organic Posts	80%
Influencer Marketing	20%

The data clearly show that **organic posts** are the most widely used marketing strategy among women entrepreneurs, with 80 per cent of respondents relying on unpaid promotional content. This indicates

that most women-owned enterprises prefer low-cost marketing approaches that can be managed independently. Organic posting is especially attractive to small businesses because it does not require major financial investment and can be integrated into everyday digital communication.

By contrast, only 35 per cent of respondents reported using **paid advertisements**. This suggests that although some women entrepreneurs are willing to invest in platform-based promotion, many remain cautious about spending money on digital advertising, possibly due to limited budgets or lack of confidence in measuring returns. **Influencer marketing**, used by just 20 per cent of respondents, remains the least common strategy. This may be because influencer collaborations require both financial negotiation and a clearer understanding of target audience alignment.

The dominance of organic methods suggests that social media marketing among women-owned enterprises is still largely self-managed and resource-sensitive. While this reflects adaptability and initiative, it may also limit marketing reach if entrepreneurs do not complement organic strategies with other tools.

Table 3: Customer Engagement Level

Level	Percentage
High	60%
Moderate	30%
Low	10%

Customer engagement is one of the strongest indicators of social media marketing effectiveness. The data show that 60 per cent of respondents reported **high customer engagement**, while 30 per cent experienced moderate engagement and only 10 per cent reported low engagement. This is a significant finding because it suggests that social media is highly effective in helping women entrepreneurs maintain communication with customers.

High engagement may include comments, inquiries, direct messages, shares, likes, repeat interactions, and responsiveness to promotional content. For small businesses, such engagement is important because it builds trust and increases the likelihood of purchase and repeat business. Moderate engagement suggests that social media creates some level of customer interest even when strategy is limited, while low engagement may reflect inconsistent posting, weak content design, limited reach, or lack of audience targeting.

The high engagement rate also indicates that women-owned enterprises are not passive users of digital media. Rather, many of them are successfully using social platforms to create active customer relationships. This is especially important in sectors where trust, personalization, and visual appeal play a key role in purchase decisions.

Table 4: Impact of Social Media Marketing on Sales

Impact	Percentage
High	55%
Moderate	35%
Low	10%

The effect of social media marketing on sales performance is equally notable. More than half of the respondents reported a **high impact on sales**, while 35 per cent experienced moderate impact and only 10 per cent reported low impact. These findings suggest that social media marketing is not merely increasing visibility but is contributing to measurable business outcomes.

The sales impact can be understood through several mechanisms. First, social media helps businesses reach customers beyond immediate personal circles. Second, frequent online visibility increases recall

and trust. Third, customer engagement through direct communication can accelerate purchase decisions. Fourth, the shareability of social media content allows businesses to benefit from informal recommendations and digital word-of-mouth.

However, the existence of moderate and low sales impact among some respondents also indicates that marketing success is not automatic. The conversion of online visibility into sales depends on factors such as content quality, audience targeting, platform choice, and product relevance. This further strengthens the argument that strategic knowledge is essential for maximizing social media's business value.

Findings

The study yields several important findings regarding the role of social media marketing in the business performance of women-owned enterprises in Karnataka.

- First, social media has become a significant marketing tool for women entrepreneurs across different sectors. The high reliance on organic posting and the wide use of platforms such as Instagram and WhatsApp Business show that digital promotion has become embedded in small enterprise practices.
- Second, customer engagement emerges as one of the most important benefits of social media marketing. A majority of respondents reported high engagement levels, indicating that social media enables women entrepreneurs to communicate effectively with customers and build stronger relationships.
- Third, social media marketing has a clear positive influence on sales performance. More than half of the respondents experienced a high impact on sales, demonstrating that digital marketing is capable of generating real commercial outcomes for women-owned enterprises.
- Fourth, organic marketing is the most widely used strategy. This reflects the cost-sensitive and self-managed character of women-led enterprises, but it also indicates limited use of advanced or diversified promotional tools.
- Fifth, many women entrepreneurs still lack professional marketing strategy. While adoption is high, knowledge of branding, analytics, audience targeting, and structured campaign planning remains limited. This reduces the potential business impact of social media.

Recommendations

The findings of the study suggest the need for several practical and policy-level measures to improve the effectiveness of social media marketing among women-owned enterprises in Karnataka.

1. A major priority should be the organization of **digital marketing workshops** specifically designed for women entrepreneurs. These workshops should include practical training in content creation, paid promotions, branding, customer targeting, platform selection, and online communication strategies. Such programmes should be accessible, affordable, and available not only in major cities but also in semi-urban and district-level centres.
2. There is also a strong need for **branding awareness programmes**. Many women entrepreneurs use social media without fully understanding the importance of a consistent visual identity, business voice, and audience positioning. Training in branding can help women-owned enterprises move from casual online presence to recognizable business identity.
3. The use of **analytics tools** should be encouraged. Social media platforms provide valuable insights related to audience behaviour, content reach, engagement timing, and promotional performance. However, many small entrepreneurs either do not know about these tools or do not know how to

interpret them. Simple, language-friendly training in analytics can help women entrepreneurs make better marketing decisions.

4. Government departments, women's development corporations, entrepreneurship cells, and higher educational institutions should collaborate to create **support ecosystems** for digital marketing. These may include mentoring programmes, social media clinics, peer-learning groups, and incubator-style support for women-owned digital businesses.
5. Finally, social media marketing should be integrated into broader entrepreneurship support schemes. Training, finance, packaging assistance, and market linkage initiatives should recognize digital marketing as a core part of business performance rather than a secondary or optional skill.

Conclusion

The study demonstrates that social media marketing has emerged as a powerful instrument in enhancing the business performance of women-owned enterprises in Karnataka. In a digital economy where visibility, communication, and customer responsiveness are increasingly central to market success, social media provides women entrepreneurs with an accessible and cost-effective platform for growth. The findings clearly indicate that social media contributes positively to customer engagement, brand visibility, and sales performance, making it a critical element of contemporary entrepreneurial practice. At the same time, the study also reveals that the benefits of social media marketing are shaped by the entrepreneur's level of strategic understanding. High adoption does not necessarily mean effective marketing. Many women entrepreneurs rely mainly on organic posting and informal promotional methods, while the use of paid advertising, influencer collaboration, and analytics remains limited. This suggests that social media's full potential is yet to be realized among many women-owned enterprises. The article therefore argues that social media marketing should not be viewed merely as a technological trend but as a key developmental resource for women's entrepreneurship. When used strategically, it can reduce marketing barriers, strengthen customer relationships, and support business expansion. However, to convert digital access into sustained business success, women entrepreneurs require structured training, branding knowledge, and institutional support. In conclusion, women-owned enterprises in Karnataka are increasingly participating in the digital marketplace, and social media marketing is playing a central role in that transformation. Strengthening digital marketing competence among women entrepreneurs will not only improve individual business performance but also contribute to broader goals of inclusive economic development, gender empowerment, and entrepreneurial sustainability in the state.

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