



A Study On Perception Of Under Graduate Arts And Science Students Towards Social Media Entrepreneurship

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Abstract: Social Media has become an easy platform to communicate, provide and access information between individuals. Youngsters of Gen-Z spend most of their time in smart phones for various reasons and self-directed learning is made possible through applications like Whatsapp, Facebook, Instagram, Youtube, Twitter etc... The field of education and business understood the importance of social media after the impact of Covid-19. Social media became the only support system for entrepreneurs to communicate with employees, customers and other stakeholders during the pandemic. These technological applications have influenced even traditional start-ups and have created an intention among youngsters to start their own business. At this point it is very important to analyze the attitude of students towards entrepreneurship, Social Media and Entrepreneurship through Social Media. This study focuses on the perception of Undergraduate arts and science students towards Social Media Entrepreneurship.

Keywords: Entrepreneurship, Facebook, Instagram, Social Media, Whatsapp

1. Introduction

The booming of internet technologies and increase in the usage of smart phones has led to the evolution of online entrepreneurs. Social Media Platforms like whatsapp, Facebook, Instagram etc....has become highly cost effective and helps entrepreneurs to generate a personalized way of reaching consumers. The new age entrepreneurs are ready to face even a tough competitive situation with the support of these Social media platforms. Facebook, Instagram, linkedin etc...helps entrepreneurs in incorporating an effective online presence and generates big data on number of views, Customer reviews, marketing strategies followed by the competitors etc... Educational Institutions have also started to revise their curriculum based on upcoming technologies and subjects like E-Commerce, Digital Marketing, Digitalization in Business, Social Media Marketing and EDP's organized by E-Cell has added value to Commerce and Management courses. This paper with the intension to create young entrepreneurs analyzes the perception of Under Graduate Arts and Science students towards social media entrepreneurship.

2. Research Objectives

The objectives of this study are

1. To analyze the usage of smart phones and Social Media platforms by UG Arts and Science Students
2. To assess the different purposes for using Social Media
3. To evaluate the attitude of students towards Entrepreneurship through Social Media
4. To measure the inclination of students in becoming Entrepreneurs

3. Research Methodology

The data collection is primary where the respondents are selected based on convenient sampling and the sample size is 67. The secondary data includes various research publications referred for the conceptual framework of the study.

3.1 Research Instrument

The research employed survey method through questionnaires and the tools include percentage analysis and Garrett Ranking. The questionnaire consists of three parts. Part A includes personal details like gender and discipline. Part B is constructed in such a way to collect information regarding availability of smart phones and usage of Social Media platforms, purpose and perception on social media usage. Part C consists of factors to collect the perception of respondents towards Social Media Entrepreneurship

4. Limitations of the study

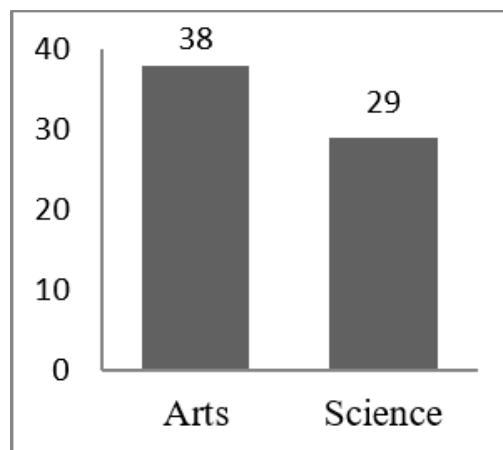
The students were selected randomly that includes only final year Undergraduates from Unaided stream.

5. ANALYSIS & INTERPRETATION OF DATA

5.1 Discipline & Gender of Respondents

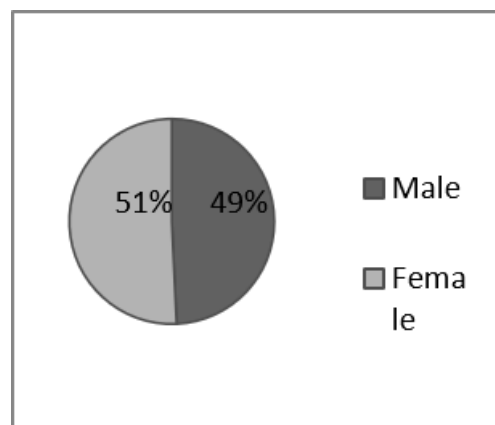
Figure1 reveals discipline-wise classification of respondents. Out of 67 respondents 38 (57%) belong to Arts and 29 (43%) students are from Science discipline. As per the information given in Figure 2, out of the total respondents 51% of respondents are female and 49% are male.

Fig 1: Discipline-wise classification



Source: Primary Data

Fig 2: Gender-wise Classification

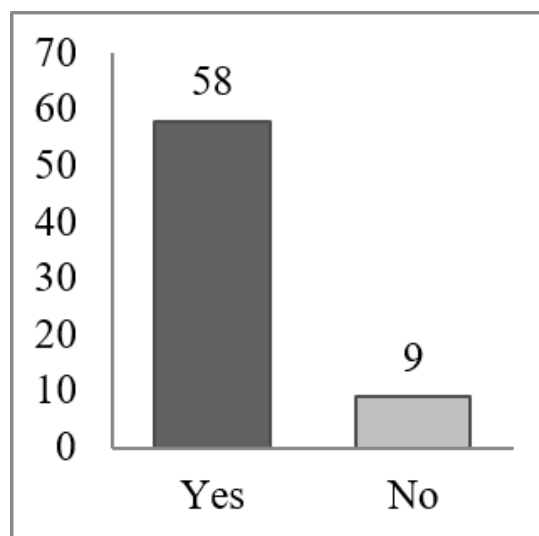


Source: Primary Data

5.2 Availability of Smart Phone

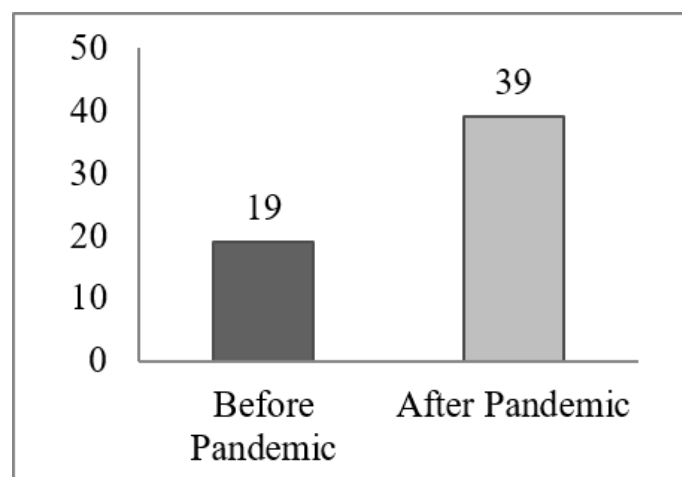
Data in Figure 3 & 4 shows that among 67 respondents 58 (86.6%) have their own personal smart phone and out of 58, 19 (32.8%) respondents bought their smart phone before pandemic and the rest 39 (67.2%) purchased after pandemic. This data clearly reveals the impact of Covid 19 has increased the purchase of smart phones among the respondents.

Fig 3: Availability of Personal Smart Phone



Source: Primary Data

Fig 4: Time of Purchase



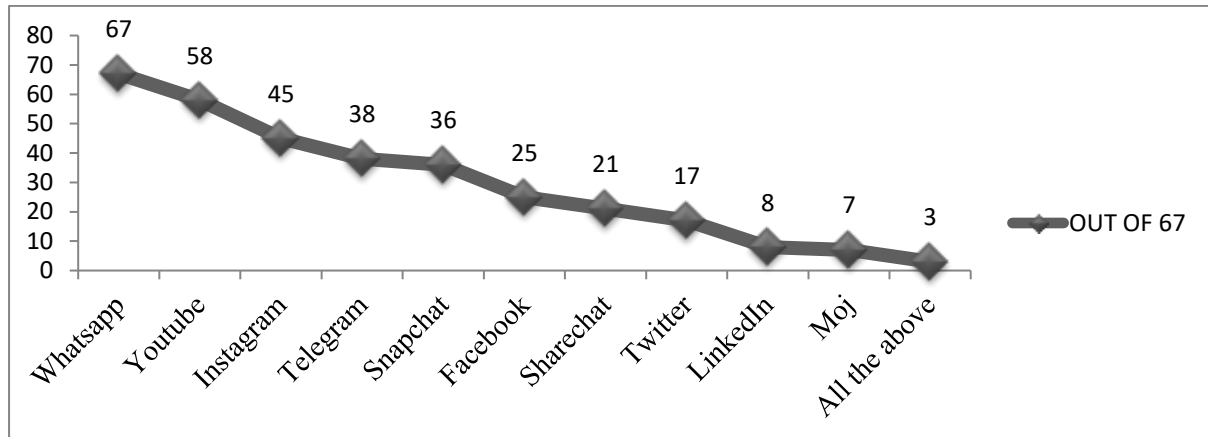
Source: Primary Data

5.3 Social Media platforms used by the Respondents

Figure 5 shows the social media platforms being used by the respondents. The data clearly reveals that all (100%) the respondents are using whatsapp, 58 (87%) are using youtube, 45 (67%) are in Instagram and 25

(37%) respondents are in Facebook. Out of 67 respondents only 3(5%) are using all the given social media platforms.

Fig 5: Social Media Platforms used by the respondents



Source: Primary Data

5.4 Top most Social Media Platform used by the Respondents

Table 1 describes the most used social media platforms by the respondents and Whatsapp tops the list with 40.3% followed by Instagram (29.9%), Youtube (25.4%), Twitter (3%) and Facebook bags the last.

Table 1: Top used SM Platform

Social Media Platform	Frequency	Percentage
Whatsapp	27	40.3
Instagram	20	29.9
Youtube	17	25.4
Twitter	2	3
Facebook	1	1.5

Source: Primary Data

5.5 Purpose of Using Social Media Platforms

Table 2 shows that the foremost purpose of using Social Media Platforms by the respondents is searching information, Current events and educational purposes that rank first with Garrett Mean Score of 60.82. The table also indicates that the respondents are using SM Platforms with specific purpose as the factor no specific purpose stands last in the list.

Table 2: Purpose of Using SM Platforms

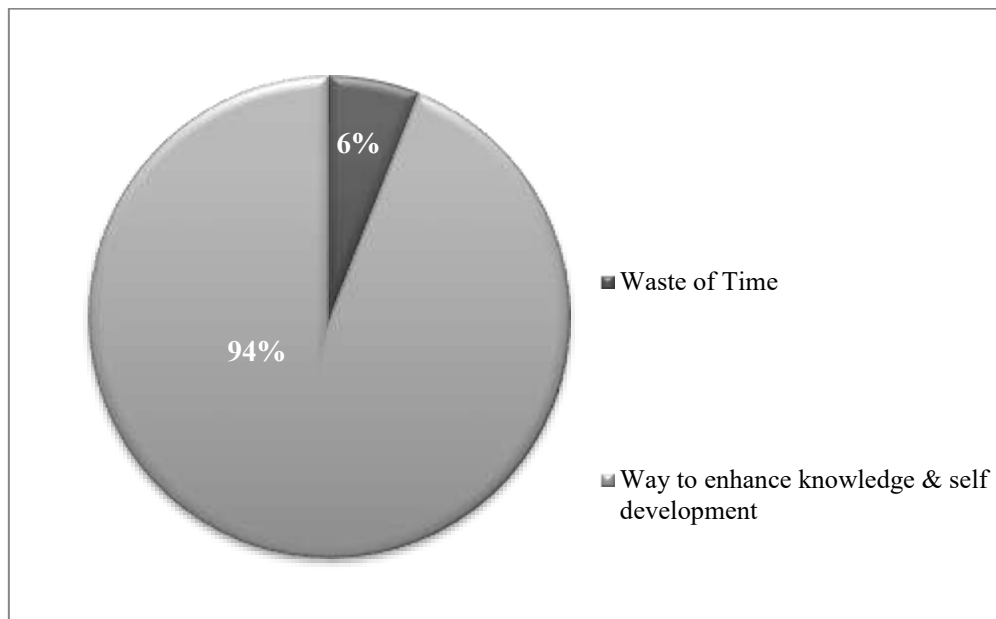
FACTORS	GARRETT MEAN SCORE	RANK
Search for information, news, current events & educational purpose	60.82	I
Broaden & Strengthen Relationship	58.51	II
Develop positive digital footprint	50	III
Entertainment	47.19	IV
No specific purpose	34.33	V

Source: Primary Data

5.6 Perception towards time spent on Social Media Platforms

Figure 6 illustrates the perception of respondents towards using various Social Media platforms and shows a positive perception as 63(94%) respondents accepts that the usage of Social Media enhances their knowledge and leads to self development.

Fig 6: Perception towards time spent



5.7 Perception towards Social Media Entrepreneurship

Table 3 indicates the perception of respondents towards Social Media Entrepreneurship. The five point likert scale used for the analysis shows a positive perception as most of the respondents Strongly Agree that an entrepreneur must have knowledge on Social Media (Q2) and the future of business lies on Social Media (Q6). As most of the respondents agree that Social Media platforms supports business (Q1), creates entrepreneurial intention (Q3), empowers women entrepreneurship (Q4) and increases customer experience and profit (Q5), it shows positive perception of respondents towards Social Media Entrepreneurship.

Table 3: Perception towards Social Media Entrepreneurship

S.NO	FACTORS	SA	A	N	DA	SDA
Q1	SM acts as a support system for any business	30 (44.8%)	31 (46.2%)	4 (6%)	1 (1.5%)	1 (1.5%)
Q2	An Entrepreneur must know how to use social media	28 (41.8%)	28 (41.8%)	5 (7.5%)	5 (7.5%)	1 (1.4%)
Q3	SM creates an inclination to become Entrepreneur	18 (26.9%)	24 (35.8%)	16 (23.9%)	6 (8.9%)	3 (4.5%)
Q4	SM empowers Women Entrepreneurship	21 (31.3%)	27 (40.3%)	14 (20.9%)	2 (3%)	3 (4.5%)
Q5	SM increases customer experience and profit	18 (26.9%)	24 (35.8%)	10 (14.9%)	7 (10.5%)	8 (11.9%)
Q6	SM will be the future of Business	32 (47.8%)	15 (22.4%)	13 (19.3%)	5 (7.5%)	2 (3%)

Source: Primary Data

(No. of Respondents: 67)

(SA-Strongly Agree

A-Agree

N-Neutral

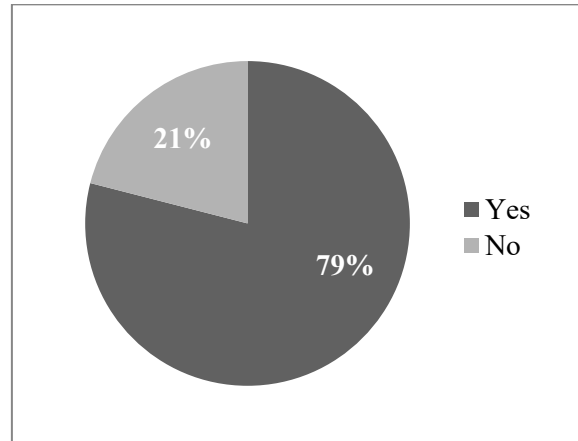
DA-Disagree

SDA-Strongly Disagree)

5.8 Awareness towards Social Media Entrepreneurs

Figure 7 shows the respondents awareness on Entrepreneurs running their business through Social Media Platforms. Out of 67 respondents, 53 (79%) are aware of Social Media Entrepreneurs that shows the positive impact of social media on Entrepreneurship.

Fig 7: Awareness towards SM Entrepreneurs

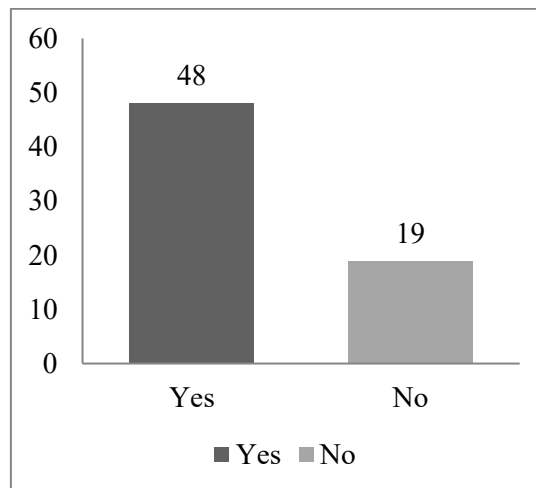


Source: Primary Data

5.9 Respondents Intention to become Entrepreneurs

Figure 8 describes the intention of respondents in becoming entrepreneurs. The response reveals a positive intention of Undergraduate Arts and Science students towards entrepreneurship as 48 (71.6%) out of 67 respondents have intentions to become entrepreneurs.

Fig 8: Intention to become Entrepreneurs



Source: Primary Data

6. Suggestions & Conclusion

The purpose of the study is to analyze the perception of Under Graduate Arts and Science students towards Social Media Entrepreneurship. The purpose of usage of Social media platforms by the respondents shows a positive intention in gathering new facts and students with such intention can be easily directed towards the path of entrepreneurship. It is the responsibility of the educational institutions to frame the curriculum based on digital advancements and create awareness regarding government initiatives towards youth entrepreneurship. The Entrepreneurship development cell of the institutions shall organize workshops by inviting successful



Social Media entrepreneurs and direct the students' community towards the usage of social media platforms not just for entertainment but for empowerment.

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