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Social Media Entrepreneurship and Business Growth

Dr. M. Mohana Priya
Assistant Professor and Research Supervisor,
Department of Commerce,
Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai.

Dr. P. Vanitha
Assistant Professor and Research Supervisor,
Department of Commerce,
Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai.

Abstract

Social media has become an important tool for entrepreneurs to promote products, communicate with customers and expand their businesses. This study examines the role of social media entrepreneurship in business growth, focusing on social media usage, customer engagement, brand visibility, digital promotion and market reach. A quantitative research approach is proposed using a structured questionnaire among entrepreneurs and small business owners. Data may be analysed using percentage analysis, mean, correlation and regression. The study expects that effective social media use can support customer relationships, brand awareness, sales and market expansion. The findings may help entrepreneurs develop effective digital strategies for sustainable business growth.

Keywords: Social Media, Entrepreneurship, Business Growth, Digital Marketing, Customer Engagement, Brand Awareness

I. INTRODUCTION

The rapid growth of digital platforms has changed the way entrepreneurs start, promote and manage businesses. Social media platforms provide entrepreneurs with affordable opportunities to communicate with customers, promote products and reach wider markets. Recent studies indicate that social media can improve brand visibility, customer engagement, market reach and business performance among MSMEs. For entrepreneurs, platforms such as Instagram, Facebook, YouTube and other digital channels can support product promotion, customer feedback and relationship building. Unlike traditional marketing, social media allows

businesses to communicate directly with customers and receive immediate responses. However, effective use requires appropriate content, regular interaction, digital skills and understanding of customer needs. Therefore, studying the relationship between social media entrepreneurship and business growth is increasingly important.

Literature Review

Recent research shows that social media has become an important marketing tool for MSMEs because it provides relatively cost-effective access to customers and wider markets. Social media engagement through comments, likes, shares, customer communication and user-generated content has been associated with both financial and non-financial aspects of business performance. Chauhan and Mehra's 2025 systematic review analysed 994 studies published between 2004 and 2024 and identified major research themes related to social media use by MSMEs, including innovation, customer interaction and operational effectiveness. Recent research also suggests that digital platforms help small businesses strengthen brand communication and develop their brands in increasingly competitive markets. Studies have further examined the relationship between social media, entrepreneurial orientation, digital technology and business performance. Research in the handicraft sector, for example, examined social media together with entrepreneurial leadership, digital technology, innovation and business performance. Indian research has also reported that social media marketing adoption can contribute to business outcomes such as sales, customer connections and understanding customer needs.

Research Gap

Although considerable research has examined social media and MSME performance, further consumer- and entrepreneur-level studies are needed to understand which specific social media practices contribute to business growth. Recent reviews also highlight the need for additional research on engagement, performance measurement, long-term outcomes and different business contexts. Therefore, the present study focuses specifically on how social media usage, customer engagement, brand visibility and digital promotion influence entrepreneurial business growth.

Scope of the Study

The study focuses on entrepreneurs and small business owners who use social media for business activities. It covers the use of social media for product promotion, customer communication, brand building, market expansion and sales generation. The study considers business growth in terms of customer base, sales, market reach, brand awareness and overall business performance. The study can be conducted among entrepreneurs in a selected geographical area using primary data collected through a structured questionnaire.

Objectives of the Study

1. To examine the use of social media among entrepreneurs.
2. To study the relationship between social media usage and business growth.
3. To analyse the influence of customer engagement on business performance.
4. To examine the role of social media in improving brand visibility and market reach.
5. To identify the challenges faced by entrepreneurs in using social media for business development.

Research Methodology

The study may adopt a descriptive and quantitative research design. Primary data can be collected through a structured questionnaire from 200 entrepreneurs and small business owners using convenience or purposive sampling. The major variables may include social media usage, customer engagement, digital promotion, brand visibility and business growth. The collected data can be analysed using percentage analysis, mean, standard deviation, correlation and regression analysis.

Analysis and Interpretation

The analysis can examine entrepreneurs' level of social media usage and their perceptions regarding its contribution to business growth. Percentage analysis can be used to describe respondents' demographic characteristics and patterns of platform usage. Mean scores can identify the major social media factors influencing business activities. Correlation analysis can determine the relationship between social media usage, customer engagement, brand visibility and business growth. Regression analysis can further examine whether social media-related factors significantly influence business growth. Based on previous research, entrepreneurs who use social media actively may experience greater opportunities for customer interaction, brand visibility and market expansion. However, the strength of these relationships may differ according to industry, entrepreneurial capability, platform selection and the quality of digital content

Findings

The study is expected to show that social media provides entrepreneurs with opportunities to reach new customers and promote products at comparatively lower cost. Customer engagement, regular content creation and effective digital promotion are expected to support brand awareness and market reach. Social media may also help entrepreneurs understand customer preferences through feedback and online interactions. However, lack of digital skills, limited time, changing platform algorithms, competition and difficulty in measuring returns may restrict effective usage.

Suggestions

Entrepreneurs should develop a clear social media marketing plan based on their target customers and business objectives. They should regularly provide useful and engaging content rather than focusing only on promotional messages. Customer comments and feedback should be monitored and responded to quickly. Entrepreneurs should also improve their digital marketing skills and use suitable analytics tools to measure engagement, reach and sales outcomes. Training programmes and institutional support can further help small entrepreneurs adopt digital technologies effectively.

II. CONCLUSION

Social media has become an important component of modern entrepreneurship and provides opportunities for entrepreneurs to improve customer relationships, brand visibility and market reach. Effective social media engagement can support business development when it is combined with relevant content, regular communication and appropriate digital strategies. The study highlights that social media should be viewed not only as a promotional tool but also as a platform for customer relationship building, market understanding and business growth.

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