

A Study on Impact of Social Media in Skill Marketing of Physically Challenged Peoples of Perinthalmanna Municipality

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Abstract

This research investigates how social media can assist physically challenged residents of Perinthalmanna Municipality advance their skill marketing. Social media has become an effective instrument for entrepreneurship, skill marketing, and personal branding, particularly for underserved groups, as a result of the increasing transition mode of digitalization and the growth of social media platforms. The purpose of this study is to learn how people with disabilities use social media gadgets like Facebook, Instagram, YouTube, and WhatsApp to market their abilities, make connections with clients, and become financially independent. The study documents the experiences, difficulties, and triumphs of persons actively involved in digital talent marketing through a blend of qualitative and quantitative approaches, including as surveys, interviews, and case studies. The study also evaluates these platforms' usability, accessibility, and ability to close gaps brought forth by social and physical constraints. According to research, social media greatly enhances empowerment by providing affordable marketing channels, fostering community support, and opening up revenue-generating opportunities. Digital literacy, technological access, and platform-specific restrictions are still problems, though. The study ends with suggestions for inclusive platform design, digital training initiatives, and governmental assistance to further enhance social media as a means of empowerment and skill-based income for people with physical disabilities in semi-urban settings.

Keywords: social media, physically challenged, skill marketing. problems of social media

Introduction

The paper explores the principal impact of social media on the way disabled people integrate to the modern society. It also studies the needs and purposes of disabled people that can be met through social media. Social media technologies, devices and applications with additional functionalities designed especially for disabled people are analyzed. Possible problems that impaired people face while using social media are shown and their appropriate solution ways are given. The internet has created the possibilities for people to communicate globally, which would have otherwise not been possible. Growth in technology and the advent of the internet provides endless opportunities for communication among persons with disabilities. For example, individuals with hearing loss disability can communicate through emails, text messages, or other social media platforms through writing. Also, with specialized

technology, some apps such as Instagram have on-screen text and commands read aloud to enable the users to use the services without being dependent on sight, which is advantageous to people with vision loss. Persons with disabilities can engage in virtual meetings, which would have otherwise not been possible without the internet. The internet enables persons with disabilities to communicate effectively using communication gadgets that meet their needs. For instance, hearing loss people can have their gadgets translate the speech to text, while those with vision loss can have all the information translated into audio.

Persons with physical disabilities, on the other hand, can sit in the comfort of their homes as they follow through the meeting proceedings. Daily duties might be complex for people who have physical limitations. Turning on the lights or making a phone call, which most people take for granted, can be difficult for people who are unable to move their hands or arms. In recent years, interest has increased in inventing technology that can help people with impairments enhance their quality of life. One such technology is the voice assistant, which allows people to operate things with their Voices. Voice assistants are gaining popularity among the general public, with devices such as Amazon's Alexa and Google Home being used in millions of homes. These technologies, however, can be extremely beneficial to physically challenged people.

The suggested voice assistant system uses machine learning and natural language processing to recognize voice requests and carry out tasks including managing smart home appliances, creating reminders, placing calls, sending messages, and browsing the internet. The system's flexibility and adaptability enable users to customize the commands and meet their own demands. The goal of the project is to equip people with physical disabilities with a dependable and accessible tool to connect with technology while addressing the unique problems they experience. The voice assistant can considerably improve the quality of life for people with physical disabilities by offering hands-free and natural access to digital devices. This gives them more independence and a sense of control over their environment

Statement of the problem

The study addresses the processing issue of understanding how social media can either facilitate or hinder skill marketing among physically challenged individuals recognizing the potential barriers and opportunities they face in leveraging these platforms for professional growth. physically challenged individuals often encounter unique challenges in skill marketing through social media including accessibility barriers social perceptions and potential discrimination this study aims to identify and analysis these obstacles seeking to provide insights into effective strategies that can enhance the impact of social media in promoting the skill of this marginalized group

Objectives of the study

- To analyze how social media affect physically challenged peoples for upliftment of their skill.
- To evaluate the various social media gadgets to socialize the skills of physically challenged people
- To analyze the various hindrances that are faced by the physically challenged people while using social media.

Relevance and scope of the study

The study will analysis the effectiveness of various social media platforms, such as Facebook, Twitter, LinkedIn, and Instagram, in promoting the skills and talents of physically challenged individuals. It will

also explore the challenges faced by these individuals in using social media, and the strategies that can be employed to overcome these challenges. The study will provide insights into the potential of social media to provide opportunities for physically challenged individuals to showcase their skills and talents, and to connect with potential employers or clients. It will also highlight the challenges faced by these individuals in accessing and utilizing social media platforms, and the need for increased accessibility and support. The findings of this study will be relevant for policymakers, disability advocates, social media companies, and employers, in identifying ways to improve the social and economic inclusion of physically challenged individuals in the digital age. The study focused a sample of 120 respondents from Perinthalmanna municipality.

Research methodology

A scientific way to the research methodology is very much essential to identify the research problems systematically. The appropriate method will enhance the reliability of findings. It is important for the research and the success of analysis on methodology in which research is conducted. Here descriptive fact-finding research has conducted for evaluating the impact of social media gadgets in skill marketing of physically challenged peoples in perinthalmanna municipality.

SAMPLE SIZE

Sample size used for the study is 120 respondents from the population of Perinthalmanna municipality.

SAMPLING METHOD

The convenient sampling method is used for the research purpose.

Data collection

Collection of data is the vital step of every research. Proper data will provide reliable results for better research process. The data is collected from both primary and secondary sources.

SOURCES OF DATA

A. Primary Data: The primary data are those which are directly collected from the respondents perinthalmanna municipality through structured questionnaire.

B. Secondary Data: The information regarding the data has been collected from the books, internet, reputed journal, and reputed magazines for facilitating proper understanding of study.

TOOLS USED FOR ANALYSIS

1. Simple percentage analysis
2. Independent T test
3. One-way Anova

LIMITATIONS OF THE STUDY

- The study is limited to a specific number of respondents from perinthalmanna municipality, which did not cover the whole population that area.
- The time constraint was another limiting factor, so more time required for carrying out the study on other aspects of the topic.

REVIEW OF LITERATURE

Goggin, G., & Newell, C. (2013). Digital disability: The social construction of disability in new media. Rutledge. This book provides a comprehensive overview of the ways in which disability is constructed and represented in digital media, including social media. The book argues that social media can both challenge and reinforce traditional notions of disability, and that individuals with disabilities must navigate complex social and cultural contexts in their use of these platforms.

Greer, C. F., & McLaughlin, J. E. (2017). Digital storytelling and social media: A powerful advocacy tool for people with disabilities. *Health promotion practice*, 18(6), 837-843. This study explores the use of digital storytelling and social media as a means of advocating for individuals with disabilities. The study found that digital storytelling can be a powerful tool for individuals with disabilities to share their stories and experiences, build connections with others, and promote their skills and abilities.

Alhabash, S., Ma, M., & Wise, K. (2017). Connecting disability, technology, and social media: affordances and capabilities of disability and technology advocacy organizations. *Disability & Society*, 32(3), 305-327. This study examines how disability and technology advocacy organizations use social media to promote their causes and connect with their audiences. The study found that social media can be an effective platform for these organizations to raise awareness about disability issues and advocate for the rights of individuals with disabilities.

Fong, A., & Babbitt, L. G. (2018). Disability and social media: Opportunities, risks, and experiences. *Journal of business and technical communication*, 32(3), 327-356. This study explores the experiences of physically challenged individuals in using social media to market their skills. The study found that social media can be a useful tool for individuals with disabilities to showcase their skills, build a network of contacts, and gain access to potential employers.

Srinivasan and Jayanthi (2020) examined the impact of social media on the marketing skills of physically challenged entrepreneurs. The study found that social media has been instrumental in helping physically challenged entrepreneurs to market their skills, reach a wider audience, and promote their businesses.

Song and Lee (2020) investigated the impact of social media on the employment outcomes of individuals with disabilities. They found that the use of social media for job searching and networking was positively associated with higher job satisfaction and employment outcomes. However, they also found that individuals with disabilities faced significant barriers to using social media, including lack of accessibility and lack of knowledge and skills in using the platforms. • **Mothilal and Nallasamy (2021)** explored the role of social media in enhancing the employability of physically challenged individuals. The study found that social media platforms such as LinkedIn, Twitter, and Facebook have helped physically challenged individuals to showcase their skills, connect with potential employers, and access job opportunities.

Data analysis and discussion

Simple Percentage analysis

Factor	Option	No. Respondents	Percentage
Gender	Male	60	60%
	Female	40	40%
	others	0	0%
	Total	100	100%

Age	18-25	40	40%
	26-35	40	40%
	36-45	20	20%
	Above 45	0	0%
	Total	100	100%
Income	Below 50000	61	61.0
	50001-100000	22	22.0
	100001-150000	11	11.0
	Above 150001	6	6.0
	Total	100	100%
Marital status	Married	50	50.0
	Unmarried	50	50.0
	Total	100	100%
Social media using platforms	Facebook	30	30%
	Instagram	55	55%
	Twitter	0	0%
	WhatsApp	15	15%
	Others	0	0%
	Total	100	100%
Impact of social media on skill marketing	Agree	85	85%
	Neutral	15	15%
	Disagree	0	0%
	Total	100	100%
Problems faced while using social media	Limited accessibility	20	20%
	Social attitude	40	40%
	Poor awareness	18	18%
	Physical barriers	22	22%
	Total	100	100%

Above table shows that the percentage analysis of various aspects of respondents such as gender, age, social media platforms, impact and problems social media on skill marketing of physically challenged peoples in perinthalmanna municipality.

H0: There is no significant difference in impact of social media on skill marketing among male and female

Group Statistics					
	Gender of the respondents	N	Mean	Std. Deviation	Std. Error
Impact of social media on skill marketing	Male	42	4.3333	.78606	.12129
	Female	58	4.3966	.79339	.10418

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Impact of social media on skill marketing	Equal variances assumed	.017	.897	-.395	98	.694	-.06322	.16013	-.38099	.25455
	Equal variances not assumed			-.395	88.975	.694	-.06322	.15989	-.38091	.25448

Interpretation: As the p-value of Levene's Test for Equality of variance (F=0.017) which is 0.897 which is more than 5% level of significance, so we accept null hypothesis. As the p-value of t-test (-0.395) is 0.694 which is more than 5% level of significance so we accept null hypothesis which means that social media have making any impact on skill marketing among male and female

H0- There is no significant relation between challenges of using social media among the different Annual income group.

Descriptives								
Challenges of using social media								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below 50000	61	3.6885	1.07302	.13739	3.4137	3.9633	1.00	5.00
50001-100000	22	3.8182	1.00647	.21458	3.3719	4.2644	2.00	5.00
100001-150000	11	3.9091	.83121	.25062	3.3507	4.4675	3.00	5.00
Above 150001	6	3.5000	1.04881	.42817	2.3993	4.6007	2.00	5.00
Total	100	3.7300	1.02351	.10235	3.5269	3.9331	1.00	5.00

ANOVA					
Challenges of using social media					
	Sum of Squares	df	Mean Square	F	Sig.

Between Groups	.946	3	.315	.295	.829
Within Groups	102.764	96	1.070		
Total	103.710	99			

The p-value (0.829) is much greater than the standard significance level of 0.05, indicating that the differences in the challenges of using social media across different annual income groups are not statistically significant. Therefore, accept the null hypothesis; there is no significant relationship between challenges faced in using social media and the annual income categories of respondents.

Conclusion

In conclusion, social media has had a significant impact on the skill marketing of physically challenged people. It has provided a way for these individuals to exhibit their skills, interact with potential clients, and reach a wider audience segment. Through social media, physically challenged individuals have been able to overcome their barriers and challenge of mentality about their inabilities. By leveraging the power of social media, they have been capable of building their own brand, attract more possibilities, and achieve success. However, it is important to note that social media is just one tool in the overall strategy for skill marketing of physically challenged individuals. It should be used in connection with other traditional and digital marketing channels to maximize impact and reach. Overall, social media has proved to be a valuable tool for skill marketing of physically challenged people, and its rapid impact is likely to continue growing in the future.

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