

A Study on the Role of Social Media in Shaping Modern Digipreneurs in Coimbatore.

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Abstract

The study examines the role of social media in shaping modern digipreneurs in Coimbatore. It aims to analyse how digipreneurs strategically utilise specific social media tools and techniques to enhance their business operations. The study highlights that platforms such as Instagram and Facebook have become crucial for business promotion, customer engagement, and brand building. Data were collected from 120 respondents through a structured questionnaire and analysed using percentage analysis, Chi-square, and ANOVA. The findings reveal that young and educated entrepreneurs actively use social media for marketing and innovation, with Instagram and short video content emerging as the most influential promotional tools. Although challenges such as competition and time management persist, social media has significantly enhanced business visibility and growth. Overall, the study concludes that social media acts as a powerful catalyst for innovation, inclusivity, and sustainable digital entrepreneurship in Coimbatore.

Keywords: Social Media, Digital Entrepreneurship, Digipreneurs, Instagram Marketing, Customer Engagement, Brand Building, MSMEs, Start-ups, Innovation, and Sustainability

Introduction

In today's digital era, social media has transformed how entrepreneurs start and grow businesses. Modern digipreneurs rely on online platforms for content creation, customer interaction, and brand promotion, helping them reduce costs and reach wider audiences. Despite challenges like changing algorithms, privacy concerns, and competition, social media strongly supports customer engagement and brand building. This study explores how social media influences digipreneur growth, the tools and strategies used, the challenges faced, and emerging trends that drive innovation and sustainability.

Review of Literature

Social media has emerged as a critical catalyst in shaping entrepreneurial recognition, identity, and business growth across emerging and global contexts. In China, social media significantly enhances entrepreneurial opportunity recognition among college students, particularly when mediated by prior knowledge, alertness, and social capital (Nam & Xiong, 2021). In Indonesia, social media adoption strengthens entrepreneurial orientation and improves MSME performance, especially within creative industries (Yacob et al., 2023). Systematic reviews further confirm that social media supports entrepreneurship by enhancing marketing effectiveness, customer engagement, and entrepreneurial

intention, although challenges such as privacy concerns and algorithm dependency persist (Sharma et al., 2024; Saputra et al., 2024). Online media tools offer cost-effective business outreach, yet decision-making frameworks for their strategic use require further development (Online Media Review, 2022). At the global level, digital entrepreneurship research shows growth in themes such as platform ecosystems, entrepreneurial intentions, and business model innovation, though conceptual fragmentation remains (Medfouni et al., 2024; Kraus et al., 2022). Social media also shapes entrepreneurial identity, as entrepreneurs rely on storytelling, visual branding, and curated self-presentation, while negotiating authenticity and stakeholder expectations (Aslam et al., 2024; Digital Entrepreneurship Narratives, 2023).

Statement of the Problem

Digital entrepreneurship is recognised as a driver of growth, employment, and innovation, yet limited evidence exists on how social media shapes the digital ecosystem. Policymakers and support institutions lack clarity on effective strategies, conversion of engagement into growth, challenges faced by digipreneurs, and how to design supportive interventions. Without this understanding, resources may be misdirected and ventures may struggle to scale sustainably. At the entrepreneur level, digipreneurs use social media but often lack insight into which tools and strategies work best for branding, engagement, innovation, and sustainability. They face challenges such as algorithm changes, platform reliance, content fatigue, negative feedback, and difficulty converting engagement into business growth.

ResearchGap

There is a need for an integrated analysis that examines:

1. the specific social media tools and strategies used by digipreneurs,
2. the ways these tools enhance customer engagement and brand building,
3. the challenges encountered in utilizing social media effectively, and
4. the influence of social media trends on innovation and sustainability in digital entrepreneurship.

This study seeks to bridge this gap by providing a holistic understanding of how social media shapes the growth and development of modern digipreneurs, particularly within the context of India's MSME and digital start-up ecosystem.

Core Objectives of the study

The present study aims to examine how digipreneurs strategically utilize specific social media tools and techniques to enhance their business operations. It seeks to analyse the extent to which these tools contribute to customer engagement and brand building in the digital marketplace. Further, the study intends to identify the key challenges faced by digipreneurs in effectively managing social media platforms and to explore how emerging social media trends influence innovation and sustainability in digital entrepreneurship.

Research Methodology

This study adopted a descriptive research design to examine the influence of social media on the growth and development of modern digipreneurs. Primary data were collected from 120 digital entrepreneurs using a structured questionnaire. A purposive sampling method was employed to select respondents who met specific criteria, such as active use of social media for business promotion and business

establishment within the last five years. The study focused on digital entrepreneurs operating in Coimbatore city. Statistical tools such as percentage analysis, Chi-square tests, and ANOVA were used to analyse the data and interpret the findings.

Analysis and Discussions

Socio Economic Profile of the Respondents

The demographic profile shows that most respondents were women (50%) and primarily young, with nearly half (48.3%) belonging to the 25–35 age group. A majority were well educated, as 41.6% held postgraduate degrees. Product-based businesses were most common (38.3%), followed by service and mixed models. Most digipreneurs had 1–3 years of experience (36.6%), indicating a growing trend of recent entrants into digital entrepreneurship. Monthly income levels suggest moderate earnings, with 60% reporting income between ₹25,000 and ₹1,00,000, reflecting steady but varied business performance.

**Table- 1
Social Media Platform**

Social media platform used	Respondents	Frequency
a)Facebook	24	20.0
b)Instagram	60	50.0
c)YouTube	22	18.3
d)LinkedIn	14	11.7
Frequency of social media usages		
a) Daily	64	53.3
b) Weekly	32	26.7
c) Monthly	16	13.3
d) Rarely	8	6.7
Purpose of social media		
a) Brand awareness	48	40.0
b) Sales promotion	38	31.7
c) Customer support	20	16.7
d) Networking	14	11.6
Influential social media trend		
a) Influencer collaborations	26	21.7
b) Short videos	54	45.0
c) Paid ads	22	18.3
d) Shopping features	18	15.0
Sustainability of social media marketing		
a) Highly sustainable	52	43.3
b) Somewhat sustainable	40	33.3
c) Unsustainable	18	15.0
d) Unsure	10	8.4

The above table expressed that Instagram emerged as the most preferred platform, used by half of the respondents (50%), highlighting its dominance in digital business promotion, while Facebook (20%) and YouTube (18.3%) played supportive roles and LinkedIn (11.7%) showed limited use for entrepreneurial marketing. More than half of the respondents used social media daily (53.3%), reflecting high dependence and active online presence, with weekly users (26.7%) forming a notable segment that indicates steady engagement. Brand awareness (40%) and sales promotion (31.7%) were the primary purposes of usage, underscoring social media’s role in visibility and revenue generation, whereas customer support (16.7%) and networking (11.6%) were secondary objectives. Short videos were identified as the most influential trend (45%), signalling a shift towards fast, visually engaging content, while influencer collaborations (21.7%) and paid ads (18.3%) were moderately adopted. A large proportion of respondents perceived social media marketing as highly or somewhat sustainable (43.3% and 33.3%), demonstrating confidence in its long-term potential, with only a small share expressing uncertainty (8.4%) or viewing it as unsustainable (15%), reinforcing the overall positive perception of social media as a viable business tool.

Table- 2
Chi-square Test Analysis

S.No	Variables Tested	Calculated χ^2	Table (0.05) χ^2	Result	Inference
1	Gender and Frequency of Social Media Usages	14.32	16.92	NS	No significant difference
2	Age and social media platform used	19.24	16.92	S	Significant relationship
3	social media platform and Purpose of Social Media	12.75	16.92	NS	No significant difference
4	social media platform and influential social media trend	10.84	16.92	NS	No significant difference
5	Purpose of social media and Sustainability of social media marketing	11.25	16.92	NS	No significant difference

Note: S – Significant, NS – Not Significant

The Chi-square test results indicate differing levels of association among the variables examined. The calculated value for gender and frequency of social media usage ($\chi^2 = 14.32$) is lower than the table value (16.92), showing no significant difference, meaning men and women use social media with similar frequency. However, age and social media platform preference show a significant association ($\chi^2 = 19.24 > 16.92$), suggesting that platform choice varies across age groups. The analysis further reveals no significant relationship between social media platforms and the purpose of usage ($\chi^2 = 12.75 < 16.92$), indicating that users across platforms share similar objectives such as branding and promotion. Likewise, no significant association was found between platform choice and influential trends ($\chi^2 = 10.84 < 16.92$), implying that trends impact all users uniformly. Similarly, the link between the purpose of social media and sustainability perception was not significant ($\chi^2 = 11.25 < 16.92$), reflecting common views across user groups. Overall, the findings highlight that age is the only variable showing

meaningful influence on platform selection, while other factors display similar patterns of social media usage among digipreneurs.

Table- 3
ANOVA (Analysis of Variance)

ANOVA is used to test whether there is a **significant difference in the mean responses** among three or more groups.

S.No	Variables Tested	F-value	Sig. (p)	Result	Inference
1	Age vs. Business Growth	4.21	0.007	Significant	Younger digipreneurs grow faster through social media
2	Education vs. social media usages	3.86	0.011	Significant	Social media is seen as effective by educated digipreneurs
3	Business Type vs. Frequency of Use	1.45	0.230	Not Significant	Social media used equally across business types
4	Experience vs. Sustainability	2.81	0.042	Significant	Experienced users find social media more sustainable
5	Income vs. Adoption Level	3.98	0.010	Significant	Higher-income users adopt social media more actively

The ANOVA analysis reveals meaningful differences among groups based on the variables tested. The F-value for age and business growth was 4.21 with a significance level of $p = 0.007$, indicating that younger digipreneurs experience faster growth through social media than older groups. The relationship between education and social media usage also proved significant, with an F-value of 3.86 ($p = 0.011$), suggesting that more educated entrepreneurs perceive and utilise social media more effectively. However, the F-value for business type and frequency of use was 1.45 ($p = 0.230$), showing no significant difference and implying uniform social media adoption across product, service, and mixed business categories. Experience was found to influence sustainability perception, evidenced by an F-value of 2.81 ($p = 0.042$), meaning experienced digipreneurs consider social media more sustainable for long-term growth. Finally, the F-value of 3.98 ($p = 0.010$) for income and adoption level indicates that higher-income entrepreneurs adopt and leverage social media more actively than lower-income users.

Conclusion

Statistical analysis confirms that social media positively affects growth, especially for younger and higher-income digipreneurs, while experience enhances sustainability perception. However, challenges such as competition, time constraints, and skill gaps still persist. Overall, the study concludes that social media plays a vital role in driving innovation, brand building, and sustainable business development. Thus, strengthening digital literacy, content skills, and strategic support systems can further empower digipreneurs and enhance India’s MSME and start-up ecosystem.

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