

A Study on the Influence of Social Media Micro-Entrepreneurship on Students' Academic Performance and Time Management

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Abstract

Social media has opened new avenues for students to engage in micro-entrepreneurship, offering income and skill development alongside studies. However, balancing business activities with academics can be challenging, particularly in managing time effectively. This study examines the influence of social media micro-entrepreneurship on students' academic performance and time management. Data is collected through a questionnaire focusing on business involvement, study habits, and self-assessed performance. The findings aim to highlight both benefits and drawbacks, helping students and educators strike a balance between entrepreneurship and education.

Introduction

Social media platforms such as Instagram, Facebook, and TikTok have become more than communication tools; they now serve as business spaces where students can run small-scale ventures with minimal investment. This trend, known as social media micro-entrepreneurship, allows students to sell products, offer services, and promote brands directly to a wide audience. It offers benefits like income generation, practical experience, and skill development, making it an attractive option for young entrepreneurs. However, balancing entrepreneurship with academic responsibilities can be challenging. Time spent on creating content, handling orders, and engaging customers may reduce study hours, affect class attendance, and increase stress. At the same time, these activities can also improve time-management skills, problem-solving ability, and multitasking efficiency. This study examines the influence of social media micro-entrepreneurship on students' academic performance and time management, aiming to identify both the advantages and drawbacks.

Review of Literature

G.Dhayaashree.,(2002) This paper aims at studying the influence of social media on students. A total of 208 samples were collected and percentage analysis was used. This study suggested using social media in a very positive way that strengthens and maintains connection with others.

Research Gap

Limited research specifically examines how social media micro-entrepreneurship affects students' academic performance.

Lack of studies exploring the influence of online business activities on students' time-management practices.

Few investigations address the balance between academic responsibilities and entrepreneurial commitments among student micro-entrepreneurs.

Research Objectives

1. To know the demographic profile of the respondents.
2. To assess how participation in social media micro-entrepreneurship affects students' academic performance.
3. To measure the amount of time students spend on entrepreneurial activities compared to academic tasks.
4. To identify the positive and negative impacts of social media micro-entrepreneurship on students' studies.
5. To know about the students perception and suggestions regarding micro-entrepreneurship.

Research Methodology

- Research Design: Descriptive Research design was adopted.
- Sampling Method: Convenient sampling method was used for the study.
- Source of data: Both primary and secondary data were used in the study. Primary data was collected through questionnaire. Secondary data were collected through various journals and website.
- Sample size: The questionnaire was sent to 120 respondents, from those 100 respondents responded to the questionnaire therefore, 100 is the sample size for the study.
- Statistical tools used: Frequency analysis.

Limitation of the study

1. The study is conducted on a small geographical area. So, conclusions are not universally applicable.
2. Data provided by the respondents need not be always true; their perceptions may change on new experience.

Analysis and Interpretation

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE	
1	Gender	Male	38	38
		female	62	62
		Total	100	100
2	Year Of Study	I year	44	44
		II year	16	16
		III year	24	24
		PG	16	16
		Total	100	100
3	Do You Run a Social-Media Micro-Entrepreneurship?	Yes	45	45
		No	45	45
		May Be	10	10
		Total	100	100

4	How Long Have You Been Running Micro Entrepreneurship?	Less than 3 months	48	48
		3-6 months	28	28
		6-12 months	7	7
		1-2 years	10	10
		More than 2 years	7	7
		Total	100	100
5	Main Platforms Used	Instagram	55	55
		Facebook	3	3
		Whatsapp	40	40
		Youtube	2	2
		Total	100	100
6	Average Weekly Hours Spent On The Business	<5	59	59
		5-10	33	33
		11-20	5	5
		21-30	2	2
		>30	1	1
		Total	100	100
7	Average Monthly Income	<₹2,000	16	16
		₹2,000–5,000	19	19
		₹5,001–15,000	5	5
		>₹15,000	8	8
		Prefer not to say	52	52
		Total	100	100
8	I Can Manage Both Studies And Business Without Stress	Strongly disagree	5	5
		Disagree	15	15
		Neutral	37	37
		Agree	38	38
		Strongly agree	5	5
		Total	100	100
9	I Create Content For My Business Regularly	Strongly disagree	6	6
		Disagree	40	40
		Neutral	30	30
		Agree	20	20
		Strongly agree	4	4
		Total	100	100
10		Strongly disagree	6	6

	I Check Business Notifications During Study Hours	Disagree	33	33
		Neutral	36	36
		Agree	23	23
		Strongly agree	2	2
		Total	100	100
11	I Plan My Study Time Effectively	Strongly disagree	2	2
		Disagree	5	5
		Neutral	32	32
		Agree	54	54
		Strongly agree	7	7
		Total	100	100
12	I Miss Study Sessions Because Of Business Work	Strongly disagree	8	8
		Disagree	32	32
		Neutral	38	38
		Agree	19	19
		Strongly agree	3	3
		Total	100	100
13	I Sometimes Postpone Academic Work Due To Business Tasks.	Strongly disagree	8	8
		Disagree	32	32
		Neutral	37	37
		Agree	20	20
		Strongly agree	3	3
		Total	100	100
14	My Business Has Improved My Time-Management Skills	Yes	39	39
		No	18	18
		May be	43	43
		Total	100	100
15	My Grades Have Improved Since I Started My Business.	Strongly disagree	5	5
		Disagree	20	20
		Neutral	43	43
		Agree	25	25
		Strongly agree	7	7
		Total	100	100
16	My Grades Have Declined Since I Started My Business	Strongly disagree	5	5
		Disagree	20	20
		Neutral	43	43

		Agree	30	30
		Strongly agree	2	2
		Total	100	100
17	I Spend Less Time Studying Now Than Before Starting The Business.	Strongly disagree	5	5
		Disagree	29	29
		Neutral	43	43
		Agree	21	21
		Strongly agree	2	2
		Total	100	100
18	I Prepare For Exams As Well As I Did Before Starting The Business	Strongly disagree	3	3
		Disagree	10	10
		Neutral	34	34
		Agree	44	44
		Strongly agree	9	9
		Total	100	100
19	I Attend Academic Classes Regularly	Strongly disagree	3	3
		Disagree	13	13
		Neutral	31	31
		Agree	44	44
		Strongly agree	9	9
		Total	100	100
20	I Apply Skills Learned From My Business To My Studies.	Strongly disagree	3	3
		Disagree	9	9
		Neutral	40	40
		Agree	43	43
		Strongly agree	3	3
		Total	100	100
21	My Sleep Schedule Is Affected By Business Activities.	yes	27	27
		no	42	42
		May be	31	31
		Total	100	100
22	I Feel My Business Has a Positive Overall Effect On My Academic Life.	yes	47	47
		no	23	23
		May be	30	30
		Total	100	100

1. From the above table it is analyzed that the majority of the respondents are female (62%) and only 38% are male.

2. From the above table it is analyzed that 44% of the respondents are first-year students, followed by 24% in third year, and 16% each in second year and PG.
3. From the above table it is analyzed that 45% of the respondents run a social-media micro-entrepreneurship, 45% do not run any business, and 10% are unsure.
4. From the above table it is analyzed that 48% of the respondents have been running their business for less than 3 months, while only 7% have more than 2 years of experience.
5. From the above table it is analyzed that Instagram is the most used platform (55%), followed by WhatsApp (40%), while Facebook and YouTube are used by very few respondents.
6. From the above table it is analyzed that most of the respondents (59%) spend less than 5 hours per week on their business.
7. From the above table it is analyzed that 52% of the respondents prefer not to disclose their income, while only 8% earn more than ₹15,000 per month.
8. From the above table it is analyzed that 38% of the respondents agree that they can manage both studies and business without stress, while 20% disagree.
9. From the above table it is analyzed that 40% of the respondents disagree that they create content regularly, indicating irregular content creation.
10. From the above table it is analyzed that 36% of the respondents remain neutral, while 25% admit to checking business notifications during study hours.
11. From the above table it is analyzed that a majority of the respondents (61%) agree or strongly agree that they plan their study time effectively.
12. From the above table it is analyzed that 38% of the respondents are neutral, while 22% agree that they miss study sessions because of business work.
13. From the above table it is analyzed that 23% of the respondents agree that they sometimes postpone academic work due to business tasks.
14. From the above table it is analyzed that 39% feel their business has improved their time-management skills, while 43% are unsure.
15. From the above table it is analyzed that 32% agree that their grades have improved, whereas 25% disagree and 43% remain neutral.
16. From the above table it is analyzed that 32% agree that their grades have declined, while 25% disagree and 43% are neutral.
17. From the above table it is analyzed that 23% agree that they spend less time studying now compared to before starting the business.
18. From the above table it is analyzed that a majority (53%) agree that they prepare for exams as well as they did before starting the business.
19. From the above table it is analyzed that 53% of the respondents attend academic classes regularly.
20. From the above table it is analyzed that 46% of the respondents agree that they apply skills learned from business to their studies.
21. From the above table it is analyzed that 27% report that their sleep schedule is affected by business activities, while 42% say it is not affected.
22. From the above table it is analyzed that 47% feel that their business has a positive overall effect on their academic life.

Findings

The study finds that a considerable number of students are engaged in social-media micro-entrepreneurship, mainly through platforms like Instagram and WhatsApp, with most of them spending limited weekly hours on their business. Many students feel that they can manage both studies and business to some extent and believe that business activities have helped in improving skills such as time management and practical application of knowledge. However, a noticeable proportion of students remain neutral or experience challenges like irregular content creation, checking business notifications during study hours, occasional postponement of academic work, and disturbances in sleep schedules, indicating that balancing academics and entrepreneurship is still a challenge for some respondents.

Suggestions

It is suggested that students should follow proper time-management techniques such as preparing a fixed study schedule, limiting business-related activities during study hours, and maintaining consistency in both academic and entrepreneurial work. Colleges can support student entrepreneurs by conducting time-management workshops, digital marketing training, and awareness programs on maintaining academic focus. Students should also be encouraged to set clear priorities, take adequate rest, and use productivity tools to avoid stress and burnout while managing both studies and business responsibilities effectively.

Conclusion

The study concludes that social-media micro-entrepreneurship among students has both positive and challenging effects on their academic life, as it helps in developing practical skills, confidence, and entrepreneurial mindset, while at the same time creating difficulties in maintaining focus on studies if not managed properly. With proper planning, discipline, and institutional support, students can successfully balance their academic commitments and entrepreneurial activities, thereby gaining valuable experience without adversely affecting their academic performance.

Reference

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