

PERCEPTION OF WOMEN ENTREPRENEURS REGARDING SOCIAL MEDIA MARKETING



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ABSTRACT

Social media users' exponential rise has transformed marketing and given companies access to a worldwide audience never before possible. However, the impact of demographic factors on women entrepreneurs' perceptions of social media marketing still needs to be studied, particularly in developing regions. This study investigates the influence of age, educational qualifications, and daily business hours on women entrepreneurs' perceptions of social media marketing in Assam, India. The research employs a quantitative approach, utilizing a structured questionnaire to collect data from 286 women entrepreneurs from all eight cities of Assam, India (under urban agglomeration). To evaluate the hypotheses, one-way ANOVA and factorial ANOVA tests were conducted using SPSS software at a 5% significance level. The results reveal that age and educational background significantly influence women entrepreneurs' perceptions of social media marketing. Notably, 28% of respondents invest 7-9 hours daily in their businesses, while 32.5% dedicate 3-5 hours, highlighting the varied time commitments among women entrepreneurs. The study finds that these time investments also play a role in shaping perceptions of social media marketing. This research contributes to understanding women's entrepreneurship in the digital age, particularly in the context of developing economies. It provides insights into the factors influencing the adoption and perception of social media marketing strategies among women business owners. The study's focus on Assam, India, offers a unique perspective of women entrepreneurs in emerging markets, highlighting the need for tailored approaches to support and empower women in leveraging digital marketing tools for business growth.

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INTRODUCTION

In the rapidly evolving landscape of digital entrepreneurship, the intersection of social media marketing and women's entrepreneurship presents a compelling area of research. Social media platforms have revolutionized business-customer relationships and product promotion strategies, offering unprecedented opportunities for entrepreneurs to reach and engage potential customers (Appel et al., 2020). As of 2023, the global social media user base has surpassed 4.89 billion, representing more than half of the world's population. This massive audience provides a fertile ground for marketing initiatives, particularly benefiting small and medium enterprises (SMEs) with limited resources.

The rise of women entrepreneurs in recent years has been significant, yet they continue to face unique challenges in the business world. According to the Mastercard Index of Women Entrepreneurs 2023, women's business ownership rates have shown resilience and growth despite global economic challenges. However, gender disparities persist in access to resources, societal expectations, and growth objectives (Elam et al., 2021).

In this context, social media marketing emerges as a potentially transformative tool for women entrepreneurs. Recent studies have highlighted that women entrepreneurs are more likely to utilize social media for marketing than their male counterparts (Pergelova et al., 2019; Ara, 2021). This trend raises important questions about the perceptions, strategies, and outcomes of social media marketing among women entrepreneurs. Similarly, Entrepreneurship Theory and Practice (Yadav & Unni, 2016) contend that "it is crucial to develop targeted support mechanisms and policies by understanding the perceptions of women entrepreneurs towards digital marketing tools." Despite the growing importance of social media marketing and the increasing number of women entrepreneurs, there is a notable gap in our understanding of how these two phenomena intersect. Specifically, more is needed to know about how women entrepreneurs perceive and approach social

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media marketing and how age, educational qualifications, and time dedicated to their business influence these perceptions. To solve this scientific issue, this study examines how women entrepreneurs' perceptions of social media marketing are influenced by their business-related and demographic traits. By reviewing this crucial nexus between gender, entrepreneurship, and digital marketing, this research aims to identify the distinct strategies, obstacles, and prospects female entrepreneurs face when utilizing social media platforms to move their businesses forward.

This gap is particularly pronounced in developing economies like India, where the number of women entrepreneurs is growing rapidly. However, they still represent only a small fraction of the entrepreneurial landscape. This research aims to address this scientific problem by examining the influence of women entrepreneurs' demographic and business-related characteristics on their perception of social media marketing. Focusing on this critical intersection of gender, entrepreneurship, and digital marketing, this study seeks to uncover the unique approaches, challenges, and opportunities women entrepreneurs encounter in leveraging social media platforms for business growth. The findings of this research will contribute to the growing body of literature on women's entrepreneurship and provide valuable insights for policymakers, educators, and aspiring entrepreneurs in the digital age. The present study examines how women entrepreneurs perceive and utilize social media marketing in their business operations. This research is particularly relevant in developing economies like India, where the number of women entrepreneurs is growing rapidly. However, they still represent only a small fraction of the entrepreneurial landscape (Srivastava & Misra, 2017).

Focusing on this critical intersection of gender, entrepreneurship, and social media marketing, this study contributes to the growing literature on women's entrepreneurship. It provides valuable insights for policymakers, educators, and aspiring entrepreneurs in the digital age. The main objective of the research is to study the influence of women entrepreneur's age, educational qualifications, and number of hours dedicated to the business daily on the perception of social media marketing.

Beginning with the introduction, the article is divided into separate sections. The literature review focuses on pertinent previous research, and the materials and methods section describes the methodology and research design. This study follows a descriptive research design. The findings are presented and interpreted in the results and discussion, and the main ideas and their broader implications are highlighted in the conclusion.

LITERATURE REVIEW

The advent of social media has revolutionized the marketing landscape, offering unprecedented opportunities for businesses to connect with global audiences. This literature review synthesizes research focusing on social media marketing perceptions among women entrepreneurs, particularly emphasizing the factors influencing adoption and effectiveness. The marketing landscape has changed significantly since the introduction of social media platforms. Nowadays, companies have unparalleled access to billions of prospective clients across the globe. Social media's role in modern marketing strategies has been widely recognized. The exponential development of social media users has given marketers enormous opportunities to connect and interact with their target customers. This growth has been particularly significant for entrepreneurs, especially women, in enhancing brand visibility and market expansion (Appel et al., 2020). In the digital era, social media marketing has emerged as a crucial asset for entrepreneurs, particularly women entrepreneurs, enhancing brand visibility, customer engagement, and market expansion. Dwivedi et al. (2021) noted the increasing importance of AI-powered chatbots and predictive analytics in creating personalized customer experiences, indicating the evolving sophistication of social media marketing tools. Integrating e-commerce features directly into social platforms is streamlining the path to purchase, blurring the lines between social media and e-commerce (Harris et al., 2019; Krings et al., 2024). This development blurs the lines between social media and e-commerce, streamlining the path to purchase and offering new opportunities for entrepreneurs to monetize their social media presence. In the context of developing countries (Ukpere et al., 2014; Akhter et al., 2022; Zayed et al., 2022) emphasize the empowering potential of social media for women entrepreneurs. Their study highlights how social media provides cost-effective marketing solutions that align with the unique challenges women face in these regions, potentially leveling the playing field in entrepreneurship. Cesaroni et al. (2017) conducted a comparative analysis of women entrepreneurs in Italy and Iran, revealing that social media platforms enable women to transcend traditional barriers to business growth, facilitating networking and customer outreach. The "digital double bind" concept introduced by Duffy and Pruchniewska (2017) highlights women entrepreneurs' complex balancing act on social media, navigating between professionalism and authenticity. This finding suggests the need for tailored marketing strategies that address women's challenges in the digital space. Dwivedi et al. (2015) proposed a framework for social media marketing strategies for women entrepreneurs in India, emphasizing the importance of content creation, community building, and personal branding. Understanding the perceptions and attitudes of women entrepreneurs towards social media marketing is vital for effective implementation. This research provides valuable insights into the practical application of social media marketing for women entrepreneurs in emerging markets. Thompson-Whiteside et al. (2018) explore the concept of personal branding, arguing that it allows women entrepreneurs to leverage their unique experiences to stand out in competitive markets. This research suggests that personal branding strategies on social media could be particularly effective for women entrepreneurs. The impact of social media engagement on entrepreneurial opportunities is explored by Fischer and Reuber (2011). Their study indicates that social media interactions can foster collaborations and open new avenues for business growth, highlighting the networking potential of these platforms.

According to Hasan and Almuarak (2016), a positive correlation exists between the intensity of social media marketing and performance metrics in women-owned SMEs. Similarly, Srivastava and Misra (2017) found that effective social media use among women entrepreneurs in the handicraft sector led to enhanced market reach and sales. These studies provide empirical evidence of the positive impact of social media marketing on women-owned businesses.

Cesaroni and Consoli (2015) found that SMEs view social media as a cost-effective marketing solution, enabling

competition with larger firms. Ainin et al. (2015) highlighted that perceived ease of use and usefulness significantly influence social media adoption among SMEs, particularly noting Facebook's positive impact on financial and non-financial performance. Tafesse and Wien (2018) pointed out that the effects of social media marketing vary by industry and strategy, suggesting the need for tailored approaches. This finding underscores the importance of considering sector-specific factors when developing social media marketing strategies for women entrepreneurs.

Perceived ease of use and perceived usefulness were identified by Abdul Jalil et al. (2019) as critical factors influencing social media marketing adoption among small and medium-sized enterprises (SMEs) in Malaysia, supporting the Technology Acceptance Model (TAM) proposed by Davis (1989). The extensive use of this model in social media marketing research underscores its significance in comprehending user behaviour.

Focussing on the specific demographic of women entrepreneurs, Schiffman and Kanuk (2010) define perception as "the process by which individuals select, organize, and interpret stimuli from the external environment to create a meaningful picture of the world."

The existing literature studies show that women entrepreneurs' perceptions of social media marketing would impact their use. Some salient factors also influence women entrepreneurs' perceptions of adopting social media marketing. These salient factors are perceived usefulness, ease of use, compatibility, cost, and perceived risk, as apparent from the literature review. Table 1 shows the authors who have identified the factors influencing the perception and adoption of social media marketing.

Table 1. Factor Influencing Perception about Social Media Marketing

Sl no.	Factors	Study
1.	Perceived Usefulness	(AlSharji et al., 2018) (Eze et al., 2021) (Fatima & Bilal, 2020) (Kim & Chiu, 2019) (Sultan & Sharmin, 2020) (Talukder et al., 2018)
2.	Perceived ease of use	(Hassan & Shahzad, 2022) (Jaman et al., 2020) (Sultan & Sharmin, 2020) (Talukder et al., 2018)
3.	Compatibility	(Brown & Russell, 2007) (Wang et al., 2018)
4.	Cost of set up	(AlSharji et al., 2018) (Chatterjee & Kumar Kar, 2020) (Hassan & Shahzad, 2022) (Jaman et al., 2020) (Sultan & Sharmin, 2020)
5.	Perceived Risk	(Chatterjee & Kumar Kar, 2020) (Jaman et al., 2020)

Recent studies have further explored the factors influencing social media marketing adoption among women entrepreneurs. Fatima and Bilal (2020) emphasized the role of perceived usefulness in driving social media marketing adoption among women-owned SMEs in Pakistan. Their findings suggest that understanding the potential benefits of social media marketing is crucial for its successful implementation. Kim and Chiu (2019) investigate the impact of social media marketing on brand equity and customer relationships in the fashion industry. Their study provides insights into how women entrepreneurs in specific sectors can leverage social media to build strong brand identities and foster customer loyalty. Eze et al. (2021) examine the factors influencing social media adoption among SMEs in Malaysia, highlighting the importance of perceived usefulness and ease of use. Their research contributes to the growing body of literature applying the Technology Acceptance Model to social media marketing in diverse cultural contexts.

Sultan and Sharmin (2020) explore the challenges and opportunities of social media marketing for women entrepreneurs in Bangladesh. Their study identifies critical barriers to adoption, including lack of technical skills and concerns about online privacy, providing valuable insights for policymakers and support organizations. Hassan and Shahzad (2022) investigated the impact of social media marketing on the performance of women-owned microenterprises in Pakistan. Their findings suggest that effective use of social media can significantly enhance business outcomes for women entrepreneurs in developing economies. Wang et al. (2018) examined the role of compatibility in social media marketing adoption among SMEs. Their research highlights the importance of aligning social media strategies with business processes and organizational culture.

Chatterjee and Kumar Kar (2020) comprehensively reviewed the factors influencing social media marketing adoption among SMEs in India. Their study synthesizes existing literature and proposes a framework for understanding the complex interplay of technological, organizational, and environmental factors affecting social media marketing adoption. With these factors, demographic factors also play a role in shaping perceptions towards social media marketing. Kuhn et al. (2016) found that older entrepreneurs may be more reluctant to adopt social media marketing due to lower digital literacy or skepticism about its efficacy. Conversely, (Perrin, 2015; Ramasamy et al., 2024) noted that middle-aged business owners (35-50 years) often successfully leverage social media, balancing professional experience with digital literacy.

Additionally, educational background affects social media marketing strategies, (Ainin et al., 2015) observed that more educated entrepreneurs are likely to perceive more significant potential in social media and employ more sophisticated marketing techniques. Dahnil et al. (2014) further noted that formal business education correlates with integrating social media into holistic marketing strategies (Ainin et al., 2015).

Entrepreneurs with technological backgrounds tend to focus on analytics and data-driven tactics, impacting their social media marketing techniques (Rauniar et al., 2014). The industry sector plays a role in the prioritization of social media marketing. Entrepreneurs in B2C sectors, mainly retail and services, place higher importance on social media marketing than those in B2B sectors.

Despite the potential benefits, women entrepreneurs need help adopting and effectively using social media marketing. Genç and Öksüz (2015), while Turkish women entrepreneurs recognized Facebook's benefits, they faced challenges regarding time management and technical skills. His study highlights the need for support and training programs

to help women entrepreneurs leverage social media platforms effectively. Despite the advantages, challenges persist. Taiminen and Karjaluo (2015) identified time constraints as a significant barrier to social media adoption among SMEs. This challenge is particularly relevant for women entrepreneurs who often balance business responsibilities with domestic duties. Nawi et al. (2017) noted that entrepreneurs' lack of technical skills is more prevalent in developing countries (Bocconcelli et al., 2017). The struggle SMEs face in producing consistent, high-quality content regularly. This task requires significant time and creative resources. This challenge can be particularly acute for women entrepreneurs managing multiple roles. Measuring social media marketing efforts' return on investment (ROI) remains a significant concern. McCann and Barlow (2015) pointed out the difficulties SMEs face in quantifying the impact of their social media marketing activities. This uncertainty can affect women entrepreneurs' perceptions of the value and effectiveness of these platforms. Despite being a crucial component of many firms' marketing efforts, social media marketing is not without criticism. Measuring social media marketing campaigns' return on investment (ROI) can be difficult for many organizations. There is criticism regarding the utility of social media since (Hoffman & Fodor, 2010) argued that traditional ROI measurements may not be appropriate for social media. Handling social media marketing initiatives might require a lot of time and resources. According to a study by Michaelidou et al. (2011), 26% of marketers devote 6–10 hours a week to social media marketing, which raises questions regarding effectiveness. The public nature of social media introduces reputational risks for businesses. Aula (2010) discusses how social media can amplify negative opinions, potentially harming a brand's reputation. This risk factor can significantly influence women entrepreneurs' perceptions and approaches to social media marketing. Ethical concerns surrounding data collection and targeting methods on social media platforms have been raised by Acquisti et al. (2016). These concerns can impact women entrepreneurs' perceptions of social media marketing, particularly regarding customer trust and brand integrity.

Despite the growing body of research, the literature must address several gaps and contradictions. The influence of demographic factors such as age and Education on social media marketing perceptions among women entrepreneurs still needs to be explored, particularly in specific regional contexts like Assam, India. Additionally, the relationship between time investment in business activities and social media marketing effectiveness for women entrepreneurs requires further investigation. Given the gaps and contradictions in the existing literature, this study aims to examine the influence of age, Education, and time dedication to business on the perceptions of women entrepreneurs towards social media marketing in Assam, India.

This research aims to contribute to understanding factors affecting social media marketing adoption and effectiveness among women entrepreneurs in specific regional contexts. Based on the above literature review, we propose the following hypotheses:

H₁: Age has no significant influence on the perception of women entrepreneurs regarding social media marketing.

H₂: Education has no significant influence on the perception of women entrepreneurs regarding social media marketing.

H₃: There is no significant influence of the number of hours dedicated to business per day by women entrepreneurs on their perception of social media marketing.

H₄: The influence of age, educational qualification, and number of hours dedicated to business per day on the perception of women entrepreneurs towards social media marketing are similar.

MATERIALS AND METHODS

This study explored the perception of women entrepreneurs towards social media marketing in the eight major cities of Assam, India. According to the 2011 census, there are 991 active women entrepreneurs across these urban agglomerations (Commissionerate of Industries and Commerce, Assam). No restrictions were placed on participant characteristics beyond being a woman entrepreneur operating a business in one of the eight target cities. A simple random sampling method was used to collect data from the population of women entrepreneurs in the eight cities of Assam. The researcher personally visited the premises of women entrepreneurs to collect data with the help of a printed questionnaire. Based on Yamane's formula, a sample size of 286 was calculated with a 95% confidence level and 5% margin of error (Isreal, 2003). This sample size was sufficient to represent the target population of women entrepreneurs in Assam accurately. A structured questionnaire was designed based on an extensive review of the existing literature on social media marketing perceptions of women entrepreneurs. The questionnaire was tested through a pilot study, which found it to be highly reliable, with a Cronbach's Alpha of 0.806. The final questionnaire gathered data on the women entrepreneurs' usage of social media platforms, their perceived benefits and challenges of social media marketing, and their overall attitudes toward integrating social media into their business strategies. This study employed a quantitative research design to understand the perceptions of women entrepreneurs toward social media marketing. The data collected through the structured questionnaire was analyzed using statistical techniques, including one-way ANOVA and factorial ANOVA tests (Singhal & Padmanabhan, 2009). The one-way ANOVA test was used to examine the differences in social media marketing perceptions among women entrepreneurs from the eight cities in Assam. The factorial ANOVA test was then applied to explore the interactive effects of various demographic and business-related factors on the women entrepreneurs' social media marketing perceptions.

RESULTS AND DISCUSSIONS

Table 2 presents the demographic characteristics of the women entrepreneurs from all cities of Assam, India. The information includes age, educational qualifications, and daily business hours. Among the respondents are 93 women entrepreneurs below 25, representing 32.5%. 78 women entrepreneurs, representing 27.3%, fall within the age range of 26 to 35 years. The lowest percentage of women entrepreneurs were from the age group of 36-45 years.

Table 2. Demographic information

Items	N	%
<i>Age (In Years)</i>		
Below 25	93	32.5%
26-35yrs	78	27.3%
36-45yrs	30	10.5%
46-55yrs	53	18.5%
56 and above	32	11.2%
<i>Education</i>		
Class 10	26	9.1%
Class 12	69	24.1%
Graduate	105	36.7%
Post Graduate	57	19.9%
Others	29	10.1%
<i>Hours dedicated to business per day</i>		
Less than 3hrs	24	8.4%
3-5 hrs	93	32.5%
5-7hrs	63	22.0%
7-9hrs	80	28.0%
More than 9hrs	26	9.1%
**n=286		

105 women entrepreneurs are graduates, making up 36.7% of the total, followed by 24.1 % who were educated up to secondary level. The lowest percentage of women entrepreneurs were enrolled, with 26 women entrepreneurs. 10.1 % of the women entrepreneurs were either technical diploma holders or doctorate holders. There are 93 women entrepreneurs, representing 32.5 % who put at least 3 to 5 hours into their business daily, followed by 28% who put 7 to 9 hours into their business daily. Only 8.4% of the women entrepreneurs put less than 3 hours into their business daily. The total sample size is indicated as n=286 respondents. This detailed demographic analysis provides extensive insights into the makeup of the surveyed women entrepreneurs in the different cities of Assam, India.

H₁: Age has no significant influence on the perception of women entrepreneurs regarding social media marketing.

Table 3 shows a one-way ANOVA of age's influence on women entrepreneurs' perception regarding social media marketing in all cities of Assam.

Table 3. One way ANOVA

Perception Level	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	78.126	4	19.532	53.282	0.000
Within Groups	103.005	281	0.367		
Total	181.131	285			

Table 3 above shows the results of ANOVA for H₁. The significance value is 0.00 (i.e., p=0.00), below 0.05. Hence, the null hypothesis (H₁), i.e., *no significant influence of age on the perception of women entrepreneurs regarding social media marketing*, is rejected. Therefore, women entrepreneurs' perception of social media marketing is highly influenced by their age.

H₂: Education has no significant influence on the perception of women entrepreneurs regarding social media marketing.

One-way ANOVA was carried out to find the influence of educational qualification on the perception of women entrepreneurs regarding social media marketing in all cities of Assam, as shown in Table 4.

Table 4. One way ANOVA

Perception Level	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	74.658	4	18.665	49.259	0.000
Within Groups	106.473	281	0.379		
Total	181.131	285			

Table 4 shows the results of ANOVA for H2. The significance value is 0.00 (i.e., $p=0.00$), below 0.05. Hence, the null hypothesis (H2) is rejected, i.e., *there is no significant influence of Education on the perception of women entrepreneurs regarding social media marketing*. Therefore, their level of Education highly influences the perception of women entrepreneurs regarding social media marketing.

H3: *There is no significant influence of the number of hours dedicated to business per day by women entrepreneurs on their perception of social media marketing.*

One-way ANOVA was carried out to find the influence of the number of hours put into the business daily on women entrepreneurs' perception of social media marketing in all the cities of Assam, as shown in Table 5.

Table 5. One way ANOVA

Perception Level	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	37.156	4	9.289	18.130	0.000
Within Groups	143.975	281	0.512		
Total	181.131	285			

Table 5 shows the results of ANOVA for H3. The significance value is 0.00 (i.e., $p=0.00$), below 0.05. Hence, the null hypothesis (H3) is rejected, i.e., *there is no significant influence of the number of hours dedicated to business per day by women entrepreneurs on their perception of social media marketing*. Therefore, the perception of women entrepreneurs regarding social media marketing is highly influenced by the hours they dedicate to their business daily.

H4: *The influence of age, educational qualification, and number of hours dedicated to business per day on the perception of women entrepreneurs towards social media marketing are similar.*

The primary goal of running a factorial ANOVA is to determine whether there is a three-way interaction between the three independent variables (i.e., Age Group, Educational Qualification, Number of business hours). The row "Age Group * Educational Qualification * Hours dedicated to business per day" in Table 6 can be consulted to determine whether there is a statistically significant three-way.

Table 6. Factorial ANOVA

Source	Tests of Between-Subjects Effects				
	Dependent Variable: Perception Level				
	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	145.061 ^a	74	1.960	21.382	0.000
Intercept	480.823	1	480.823	5244.588	0.000
Age Group	21.636	4	5.409	59.000	0.000
Educational Qualification	2.237	4	0.559	6.101	0.000
Hours dedicated to business	3.684	4	0.921	10.047	0.000
Age Group * Educational Qualification	6.569	14	0.469	5.118	0.000
Age Group * Hours devoted to business	3.495	14	0.250	2.723	0.001
Educational Qualification * Hours dedicated to business	5.893	15	0.393	4.285	0.000
Age Group * Educational Qualification * Hours devoted to business	5.158	19	0.271	2.961	0.000
Error	19.344	211	0.092		
Total	1474.000	286			
Corrected Total	164.406	285			

a. R Squared = .882 (Adjusted R Squared = .841)

The statistical significance level, or p-value, of the three-way interaction term in the factorial ANOVA is displayed in the "Sig." column. According to the observation, the three-way interaction term has a statistical significance level of .000 ($p = .000$). Therefore, $p < .05$ means that there is a statistically significant three-way Age Group * Educational Qualification * Number of business hour interaction effect. This leads to rejecting the null hypothesis (H4), i.e., *the influence of age, educational qualification, and number of hours dedicated to business per day on the perception of women entrepreneurs towards social media marketing are similar*. Therefore, age, educational qualification, and number of hours dedicated to business per day significantly influence the perception of women entrepreneurs.

CONCLUSIONS

The research explores how women entrepreneurs in Assam perceive social media marketing and examines the influence of age, education level, and business hours on their perception of social media marketing. Social media presents an accessible and powerful platform, especially for women entrepreneurs in developing regions. To empower women entrepreneurs in this fast-paced digital age, understanding the factors shaping their perception of social media marketing is crucial for developing effective strategies. The findings reveal that these variables significantly influence and shape the perception of women entrepreneurs towards social media marketing. It fills the research gap by focusing on a specific geographic setting

that has not received much attention in previous studies. The study showed that Assamese women entrepreneurs have a diverse demographic profile. This research provides new insights into how time invested in business operations may influence perceptions of digital marketing approaches. A small sample size restricted this study, and it only considered the women entrepreneurs from Assam, India. Therefore, the potential for generalizing the results to broader contexts is limited. Moreover, the research only examines three variables: age, Education, and operating hours. The study fails to consider additional factors such as digital literacy, technology accessibility, and industry-specific challenges. With these limitations in mind, upcoming researchers should focus on increasing the sample size and including a set of women entrepreneurs from different regions and industry domains. To thoroughly comprehend entrepreneurs' perspectives, it would be beneficial to investigate topics like the social media platforms they prefer, their proficiency with digital tools, and their support networks. The study's findings offer several practical applications to support women entrepreneurs in Assam. These include developing tailored social media marketing training programs, establishing mentorship initiatives, creating flexible workspace solutions, implementing digital access programs, providing policy recommendations, and developing industry-specific guidelines. Future research should build on bigger sample size and more places, studying things like digital literacy and how easy it is to access technology, doing longitudinal studies, looking at platform-specific preferences, testing digital tool proficiency, looking at support networks, making cross-cultural comparisons, checking out the long-term effects of social media marketing adoption, finding barriers to adoption, and planning intervention studies. By implementing these practical applications and pursuing these research directions, stakeholders can work toward empowering women entrepreneurs in Assam and similar regions to leverage social media marketing effectively for business growth and success. These efforts will address women entrepreneurs' unique challenges in social media marketing and contribute to a more comprehensive understanding of the factors influencing their perceptions and practices in the rapidly evolving digital landscape.

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