Social Media Influencer Marketing For Women-Led Startups In Tamilnadu

Dr.K.BANUPRIYA
ASSISTANT PROFESSOR
DEPARTMENT OF BBA
ANANDA COLLEGE, DEVAKOTTAI

&

A.VIDYA
Research Scholar
Alagappa Institute of Management
Alagappa university, Karaikudi

Abstract

Social media influencer marketing has become a vital strategy for enhancing brand visibility and credibility, especially for women-led startups in Tamil Nadu. This study investigates how influencer marketing influences the growth and visibility of these startups, focusing on the unique challenges they face, such as budget constraints and finding suitable influencers. Utilizing a sample of 140 respondents, the study integrates both primary and secondary data, employing ANOVA, percentage analysis, and correlation analysis to provide insights into the effectiveness of influencer marketing. Results reveal significant variations in awareness, understanding, and familiarity with influencer marketing processes among different age groups. Notably, significant differences exist in perceptions of influencer relevance, authenticity, and engagement effectiveness. The study also finds weak correlations among various social media platforms, indicating limited cross-platform interrelationships. Recommendations include standardizing collaboration processes, reallocating resources to focus on impactful marketing elements, and fostering organizational learning through influencer marketing. These findings underscore the need for tailored marketing strategies and targeted training to optimize influencer marketing efforts, ensuring that women-led startups can effectively leverage social media to compete and grow in a dynamic business environment.

Keywords: *Social Media Influencer Marketing, Women-Led Startups, Marketing Strategies, Marketing Effectiveness*

Introduction

Social media influencer marketing has emerged as a powerful tool for businesses of all sizes, including women-led startups in Tamil Nadu. In an era where digital presence often dictates market success, leveraging influencers who have built substantial and engaged followings on platforms like Instagram, Facebook, and YouTube can provide these startups with the visibility and credibility they need to thrive. This strategy is particularly relevant for women entrepreneurs, who are increasingly breaking barriers and making their mark in various industries across Tamil Nadu.

Tamil Nadu, known for its vibrant culture and diverse economic landscape, has seen a significant rise in the number of women-led startups. These ventures range from traditional sectors like textiles and food processing to modern industries such as technology, e-commerce, and fashion. However, despite their potential, many of these startups face challenges in accessing broader markets and building brand recognition. This is where social media influencer marketing can play a transformative role.

Influencers, with their ability to connect with specific target audiences, can help women-led startups in Tamil Nadu overcome traditional marketing barriers. By collaborating with influencers who resonate with their brand values and appeal to their target demographic, these startups can reach a wider audience more effectively. This approach not only enhances brand awareness but also builds trust, as consumers are more likely to engage with and purchase from brands endorsed by influencers they follow and admire.

Furthermore, social media platforms provide a cost-effective marketing channel, which is crucial for startups operating with limited budgets. Influencer marketing allows these businesses to maximize their return on investment by targeting niche audiences that are more likely to convert into customers. For women entrepreneurs in Tamil Nadu, this means the opportunity to compete on a level playing field with more established brands.

The unique cultural context of Tamil Nadu also plays a significant role in shaping the effectiveness of influencer marketing. Influencers who understand and reflect the local culture, language, and values are more likely to create authentic connections with their followers. For women-led startups, partnering with such influencers can enhance their brand's cultural relevance and appeal, further strengthening their market position.

Moreover, social media influencer marketing offers women entrepreneurs the chance to engage in storytelling, an essential aspect of brand building. Through influencers, startups can share their journey, challenges, and successes, creating a narrative that resonates with their audience. This storytelling can humanize the brand, making it more relatable and inspiring for consumers.

In conclusion, social media influencer marketing represents a valuable opportunity for women-led startups in Tamil Nadu to amplify their reach, build brand trust, and achieve sustainable growth. By strategically selecting influencers who align with their brand values and target audience, these startups can harness the power of social media to overcome traditional marketing challenges and succeed in the competitive business landscape.

Women Entrepreneurship in India

For any developing country, Women entrepreneurs play the vital role particularly in terms of their contribution to the economic development. Women entrepreneurship has been recognized as an important source of economic growth. By establishing their new venture women entrepreneurs generate new jobs for themselves and others and also provide society with different solutions to management, organization and business problems. However, they still represent minority as women entrepreneurs, especially in India. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms limited mobility and access to information and networks, etc. Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment. Thus, governments across the world as well as various developmental organizations are actively assisting and promoting women entrepreneurs through various schemes, incentives and promotional measures. Over the past few decades women are coming out of the boundaries of houses and proving their ability and competencies in the business world. Today the roles of women are not confined to the traditional role of a mother or a housewife. The role of modern women is much wider than, what it was previously. A woman has to play multiple roles, besides playing the role of housewife/mother/daughter, she has to play different roles in community in the social settings simultaneously.

The Evolution of Social Media Influencer Marketing

Social media influencer marketing has rapidly evolved over the past decade. What began as informal endorsements by individuals with large online followings has become a structured and sophisticated marketing discipline. Influencers—people who have cultivated a significant following on platforms such as Instagram, Facebook, Twitter, and YouTube—hold the power to influence purchasing decisions through their content and endorsements. This power stems from their ability to foster trust and engagement with their audience, which traditional advertising often struggles to achieve.

Influencer marketing leverages this trust, allowing brands to tap into established communities and reach potential customers in a more authentic and engaging manner. The effectiveness of this strategy lies in its ability to blend marketing messages seamlessly with the influencer's content, creating a sense of organic promotion that resonates with audiences.

Review of literature

Hada, V. (2021). This article examines the opportunity, challenge, and impact of Digital Media on Economic Development of India during Covid-19. In a generation of new media, we all are probably using the biggest social media networks (Facebook, Twitter, LinkedIn) and media sharing sites (Instagram, YouTube, Snapchat), along with maybe a handful of others like Pinterest, Google Plus,Aatmanirbhar App that makes us discover Made in India Apps etc.As today's consumer on an average spends up to nine hours per dayonline, social media has proved to be the most effective way for businesses toreach new audiences on a global scale. Indians habituated to spent a lot on streaming appsubscriptions during lockdown. But it wasn't just video streaming apps that gained, people were buying e-newspaper subscriptions as well. In April 2020, Delhi saw a rise of 18%, Bangalore of 11% and Mumbai of 8% in subscription spends, carrying forwardthe trend seen in March as soon as the lockdown started. The spotlight of the article is to understand the concept of "Digital India during Covid -19" has helped women grow economically. Under the campaign, numerous initiatives and applications were launched which created employment opportunities for women, especially in the rural areas.

The goal of this research paper is to understand the role of social media in consumers' buying processes. This is a quantitative survey that explores how much influence the use of social media has made on consumers for purchasing the product. Internet Based Social Media Networking has played a vital role in influencing purchasers to buy the product, as advertisers have no control over time, and remarketing the product to the purchaser unless the person purchases it. It has been shown in the results that social media has played an important role in influencing the purchaser and has also helped in evaluating the product that needs to be purchased and which needs to be neglected in terms of needs, quality, etc. Oza, A. SOCIAL MEDIA MARKETING.

Statement of the problem

Women-led startups in Tamil Nadu encounter unique challenges that can hinder their growth and market visibility. While social media influencer marketing offers a promising avenue for increasing brand awareness, these startups often struggle to leverage it effectively due to budget constraints and limited resources. Traditional advertising is often too costly, making social media a vital yet complex alternative. Navigating the diverse influencer landscape—finding the right partners who align with their brand values and resonate with local audiences—is particularly challenging. Additionally, these startups must overcome societal biases to build trust and credibility, making the strategic use of influencer marketing both critical and difficult.

Objectives of the Study

1. To evaluate how social media influencer marketing influences the visibility and growth of women-led startups in Tamil Nadu.
2. To identify the specific challenges faced by women-led startups in leveraging influencer marketing and uncover opportunities for overcoming these barriers.
3. To determine best practices for selecting influencers, designing campaigns, and measuring success to optimize influencer marketing efforts for women-led startups.

Scope of the study

The scope of this study on "Social Media Influencer Marketing for Women-Led Startups in Tamil Nadu" encompasses several key areas that are crucial for understanding and optimizing the use of influencer marketing strategies in this context. The study will focus on various dimensions to provide a comprehensive analysis of the effectiveness and impact of influencer marketing for women-led startups.

Research Design

The research design involves a sample of 140 participants, selected through judgmental sampling techniques to ensure that individuals with relevant expertise or experience in influencer marketing are included. This targeted approach enhances the study's focus and relevance. The research integrates both primary and secondary data sources to provide a comprehensive analysis. Primary data is collected directly through interviews, while secondary data is drawn from existing literature, reports, and studies, offering a broader context and background for the research.

To thoroughly investigate digital transformation in women-owned businesses, various statistical tools and methodologies are employed, each providing unique insights. ANOVA (Analysis of Variance) is utilized to explore differences between groups, assessing whether the means of various digital transformation metrics differ significantly across different business categories. This tool helps in identifying key factors that influence the adoption of digital tools among women entrepreneurs.

Percentage analysis is employed to present data in an accessible format, focusing on proportions and distributions within the sample. This method is effective for summarizing survey responses, identifying trends, and highlighting the prevalence of specific digital practices and challenges faced by women entrepreneurs.

Correlation analysis is used to measure the strength and direction of relationships between variables, such as the use of digital tools and business performance metrics. This analysis helps in uncovering patterns and potential causal relationships, providing insights into how different aspects of digital transformation impact business outcomes.

Together, these tools offer a comprehensive framework for analyzing digital transformation in women-owned businesses, shedding light on various dimensions of digital adoption and its effects on business performance.

Result analysis

Table 1 Demographic profile of the respondents

S.No			Frequency	Percent	Mean
1	Age	18-25	34	24.3	2.38
2		26-35	39	27.9	
3		36-25	47	33.6	
4		46-55	20	14.3	
1	Educational Qualification	High school	18	12.9	2.59
2		undergraduate	51	36.4	
3		postgraduate	41	29.3	
4		others	30	21.4	
1	Business Sector	Retail	33	23.6	2.36
2		services	46	32.9	
3		Manufacturing	39	27.9	
4		others	22	15.7	
			140	100%	

Source: Primary data

The majority of respondents are in the 36-45 age group (33.6%), followed by those in the 26-35 age group (27.9%). The mean age is calculated as 2.38, indicating that the average respondent falls into the 26-35 age group. Most respondents have an undergraduate qualification (36.4%), followed by postgraduate qualifications (29.3%). The mean educational qualification is 2.59, suggesting that the average respondent's educational level is between undergraduate and postgraduate. The majority of respondents are involved in the services sector (32.9%), followed by manufacturing (27.9%). The mean business sector is 2.36, which implies that the average respondent is involved in either the services or manufacturing sectors.

Table 2 Analysis of variance (ANOVA) on the basis of Age group of respondents and Awareness and Familiarity of social media

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
I am aware of the concept of social media influencer marketing.	Between Groups	3.135	3	1.045	.484	.694
	Within Groups	293.858	136	2.161		
	Total	296.993	139			
I understand how social media influencers can help promote my business.	Between Groups	11.640	3	3.880	3.059	.030
	Within Groups	172.496	136	1.268		
	Total	184.136	139			
I know how to identify the right social media influencers for my business.	Between Groups	15.563	3	5.188	2.658	.051
	Within Groups	265.430	136	1.952		
	Total	280.993	139			
I am familiar with the process of collaborating with social media influencers.	Between Groups	21.568	3	7.189	4.151	.008
	Within Groups	235.575	136	1.732		
	Total	257.143	139			
I have knowledge of the different social media platforms where influencer marketing can be effective.	Between Groups	3.617	3	1.206	.507	.678
	Within Groups	323.554	136	2.379		
	Total	327.171	139			

The ANOVA results provide insights into the differences between groups concerning various aspects of social media influencer marketing. For the awareness of social media influencer marketing, the analysis shows no significant differences between groups, as indicated by the high p-value (0.694). This suggests that most respondents have a similar level of awareness about social media influencers across the different groups. However, when it comes to understanding how social media influencers can help promote a business, there is a statistically significant difference between groups (p = 0.030). This indicates that some groups have a better grasp of how influencers can be leveraged for business promotion than others. In terms of the ability to identify the right social media influencers for their business, the results are borderline significant (p = 0.051). While this p-value suggests a potential difference between groups, it is not definitive, indicating that some groups might slightly differ in their ability to choose the right influencers. There is a strong and significant difference between groups in their familiarity with the process of collaborating with social media influencers, as shown by the p-value of 0.008. This highlights that certain groups are much more knowledgeable about collaboration processes than others. Lastly, the knowledge of different social media platforms for influencer marketing does not show significant differences between groups (p = 0.678), suggesting that this knowledge is relatively consistent across all groups.

Table 3 Result analysis of correlation analysis for Effectiveness of Social Media Platforms

Correlations		Instagram	YouTube	Facebook	Twitter	LinkedIn
Instagram	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	140				
YouTube	Pearson Correlation	.153	1			
	Sig. (2-tailed)	.071				
	N	140	140			
Facebook	Pearson Correlation	-.108	.076	1		
	Sig. (2-tailed)	.203	.375			
	N	140	140	140		
Twitter	Pearson Correlation	-.120	.147	-.111	1	
	Sig. (2-tailed)	.157	.082	.193		
	N	140	140	140	140	
LinkedIn	Pearson Correlation	.120	.010	-.159	-.103	1
	Sig. (2-tailed)	.160	.902	.061	.227	
	N	140	140	140	140	

Instagram has a positive but weak correlation with **YouTube** (r = 0.153, p = 0.071), though not statistically significant, suggesting a slight association between these platforms. **Instagram** shows a negative, non-significant correlation with **Facebook** (r = -0.108, p = 0.203), **Twitter** (r = -0.120, p = 0.157), and **LinkedIn** (r = 0.120, p = 0.160), indicating no significant relationship with these platforms. **YouTube** correlates weakly and non-significantly with **Facebook** (r = 0.076, p = 0.375), **Twitter** (r = 0.147, p = 0.082), and **LinkedIn** (r = 0.010, p = 0.902), showing weak associations that are not statistically significant. **Facebook** has a negative but weak correlation with **Twitter** (r = -0.111, p = 0.193) and **LinkedIn** (r = -0.159, p = 0.061), which are not statistically significant, suggesting minimal relationship with these platforms.**Twitter** shows a weak negative correlation with **LinkedIn** (r = -0.103, p = 0.227), which is also not statistically significant. Overall, the correlations among these social media platforms are generally weak and not statistically significant, indicating limited interrelationships between the platforms.

Table 4 Result analysis of ANOVA comparison with age and Criteria for Selecting Influencers

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Audience Reach	Between Groups	14.411	3	4.804	3.073	.030**
	Within Groups	212.582	136	1.563		
	Total	226.993	139			
Engagement Rate	Between Groups	14.501	3	4.834	3.062	.030**
	Within Groups	214.670	136	1.578		
	Total	229.171	139			
Content Quality	Between Groups	8.340	3	2.780	1.739	.162NS
	Within Groups	217.346	136	1.598		
	Total	225.686	139			
Relevance to Brand	Between Groups	25.467	3	8.489	4.723	.004*
	Within Groups	244.419	136	1.797		
	Total	269.886	139			
Cost	Between Groups	4.129	3	1.376	.701	.553NS
	Within Groups	266.864	136	1.962		
	Total	270.993	139			

The ANOVA analysis examines how various factors—audience reach, engagement rate, content quality, relevance to brand, and cost—differ across groups. For audience reach, the F-value of 3.073 and a p-value of 0.030 indicate significant differences between groups, suggesting variations in how well they can reach audiences. Similarly, engagement rate also shows significant differences, with an F-value of 3.062 and a p-value of 0.030, highlighting differing experiences or opinions on engagement effectiveness. However, content quality does not show significant differences among groups, as evidenced by an F-value of 1.739 and a p-value of 0.162. The analysis reveals significant variations in relevance to brand, with an F-value of 4.723 and a p-value of 0.004, indicating that different groups perceive the relevance of content differently. Lastly, cost does not show significant differences between groups, with an F-value of 0.701 and a p-value of 0.553. Overall, while significant differences are found in audience reach, engagement rate, and relevance to brand, content quality and cost do not vary significantly across the groups.

Table 5 Result analysis of ANOVA comparison with age and Challenges in Influencer Marketing

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Finding the Right Influencers	Between Groups	9.480	3	3.160	2.135	.099*
	Within Groups	201.262	136	1.480		
	Total	210.743	139			
Budget Constraints	Between Groups	4.716	3	1.572	.971	.408NS
	Within Groups	220.219	136	1.619		
	Total	224.936	139			
Measuring ROI	Between Groups	12.332	3	4.111	2.454	.066NS
	Within Groups	227.804	136	1.675		
	Total	240.136	139			
Managing Influencer Relationships	Between Groups	20.447	3	6.816	3.625	.015*
	Within Groups	255.696	136	1.880		
	Total	276.143	139			
Ensuring Authenticity and Trust	Between Groups	28.694	3	9.565	6.233	.001*
	Within Groups	208.699	136	1.535		
	Total	237.393	139			

The ANOVA analysis explores various challenges in social media influencer marketing, including finding the right influencers, budget constraints, measuring ROI, managing influencer relationships, and ensuring authenticity and trust. The results show a trend toward significance for **finding the right influencers** with an F-value of 2.135 and a p-value of 0.099, suggesting possible differences in how groups view this challenge, though it is not statistically significant. **Budget constraints** are not significantly different across groups, as indicated by an F-value of 0.971 and a p-value of 0.408, showing a consistent perception of cost-related issues. For **measuring ROI**, the F-value of 2.454 and p-value of 0.066 suggest a trend towards significance, indicating that there may be variations in how groups approach ROI measurement, though this result is not statistically significant. Significant differences are observed in **managing influencer relationships** with an F-value of 3.625 and a p-value of 0.015, highlighting varying experiences or challenges across groups. Additionally, **ensuring authenticity and trust** shows significant differences with an F-value of 6.233 and a p-value of 0.001, indicating notable variability in how groups perceive this challenge. Overall, significant differences are found in managing relationships and ensuring authenticity, with a trend towards significance in finding the right influencers and measuring ROI.

Table 6 Result analysis of ANOVA comparison with age Goals of Influencer Marketing

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Increasing Brand Awareness	Between Groups	15.019	3	5.006	2.814	.042*
	Within Groups	241.974	136	1.779		
	Total	256.993	139			
Driving Sales	Between Groups	9.701	3	3.234	1.773	.155NS
	Within Groups	248.041	136	1.824		
	Total	257.743	139			
Growing Social Media Following	Between Groups	21.984	3	7.328	4.206	.007**
	Within Groups	236.952	136	1.742		
	Total	258.936	139			
Engaging with Audience	Between Groups	16.393	3	5.464	4.270	.006**
	Within Groups	174.028	136	1.280		
	Total	190.421	139			
Building Brand Credibility	Between Groups	20.861	3	6.954	4.781	.003**
	Within Groups	197.789	136	1.454		
	Total	218.650	139			

The ANOVA analysis evaluates the impact of different social media marketing objectives: increasing brand awareness, driving sales, growing social media following, engaging with the audience, and building brand credibility. **Increasing Brand Awareness** shows significant differences among groups, with an F-value of 2.814 and a p-value of 0.042, indicating that perceptions of brand awareness vary significantly between groups. **Driving Sales** does not show significant differences, with an F-value of 1.773 and a p-value of 0.155, suggesting a consistent view across groups on the effectiveness of social media in driving sales. **Growing Social Media Following** has a significant result, with an F-value of 4.206 and a p-value of 0.007, demonstrating that groups experience notable differences in how social media impacts their follower growth. **Engaging with the Audience** also shows significant differences, with an F-value of 4.270 and a p-value of 0.006, indicating variability in how effectively social media engages the audience across groups. **Building Brand Credibility** presents significant differences among groups, with an F-value of 4.781 and a p-value of 0.003, reflecting differing perceptions of how social media contributes to brand credibility. In summary, significant differences are found in increasing brand awareness, growing social media following, engaging with the audience, and building brand credibility, while driving sales does not show significant variation across groups.

Findings of the Study

1. The largest proportion of respondents falls within the 36-45 age group (33.6%), followed by those aged 26-35 (27.9%). The mean age is 2.38, indicating that the average respondent is between 26-35 years old.
2. A significant number of respondents have an undergraduate degree (36.4%), followed by postgraduate qualifications (29.3%). The mean educational qualification is 2.59, suggesting that the average educational level is between undergraduate and postgraduate.
3. The services sector has the highest representation among respondents (32.9%), followed by the manufacturing sector (27.9%). The mean business sector is 2.36, indicating that most respondents are involved in either services or manufacturing.
4. There is no significant difference in awareness of social media influencer marketing across different age groups ($p = 0.694$). This suggests a uniform level of awareness among all age groups.
5. Significant differences exist between age groups in understanding how social media influencers can promote a business ($p = 0.030$). Some age groups have a better understanding of this than others.
6. A strong and significant difference is observed between age groups regarding familiarity with the process of collaborating with social media influencers ($p = 0.008$). This indicates that certain age groups are more knowledgeable about collaboration processes.
7. There are significant differences among age groups in perceiving the relevance of content to brand identity ($p = 0.004$). Different age groups have varying opinions on how relevant influencer content is to their brand.
8. Significant differences are found between age groups concerning the challenges of ensuring authenticity and trust in influencer marketing ($p = 0.001$). This indicates that perceptions of authenticity vary widely across age groups.
9. Significant differences are seen in how effectively social media is perceived to engage audiences, with variations across age groups ($p = 0.006$). This suggests that age influences perceptions of audience engagement through social media.
10. The correlations between different social media platforms, such as Instagram, YouTube, Facebook, Twitter, and LinkedIn, are generally weak and not statistically significant. This indicates limited interrelationships or dependencies between the platforms for influencer marketing effectiveness.

Suggestions of the study

1. **Enhance Collaboration Processes**: Since familiarity with the process of collaborating with social media influencers varies significantly among age groups, companies should focus on standardizing collaboration practices. Offering workshops or detailed guidelines could help less familiar groups improve their collaboration efforts.
2. The findings on the varying importance of factors like audience reach, engagement rate, and brand relevance across age groups suggest that businesses should consider reallocating resources to focus on the most impactful elements of their marketing campaigns. By doing so, companies can ensure that their marketing investments yield higher returns.
3. The study indicates that influencer marketing can be used as a platform for organizational learning, where businesses can experiment with different strategies and gain insights into what works best for various demographics. This can lead to continuous improvement in marketing practices.

Conclusion

The analysis of the demographic profile and associated ANOVA results reveals significant differences in how various age groups perceive and engage with social media influencer marketing. While there is a general awareness of influencer marketing across all age groups, disparities exist in the understanding of its business impact, collaboration processes, and the relevance of influencer content to brand identity. The weak correlations between different social media platforms also suggest that businesses might not be fully exploiting cross-platform opportunities. To address these issues, businesses should implement targeted training programs, standardize collaboration practices, and develop more tailored strategies that cater to the unique needs of different age groups. By focusing on enhancing trust, engagement, and platform-specific knowledge, companies

can create more effective and cohesive influencer marketing campaigns. Encouraging cross-generational knowledge sharing and regular evaluations will further ensure that all age groups are aligned in their understanding and execution of social media influencer marketing.

Implications of the Study

The findings from this study have several significant implications for businesses seeking to optimize their influencer marketing strategies. Firstly, the need for strategic marketing adaptation is clear; businesses should tailor their approaches to suit the different levels of understanding and familiarity with influencer marketing across various age groups. This can be achieved by developing age-specific marketing strategies that resonate more effectively with each demographic.

Informed decision-making is another key implication, as businesses must adopt a data-driven approach to select influencers. By understanding the specific needs and preferences of different age groups, companies can make more impactful choices, enhancing the overall success of their campaigns. Furthermore, the disparities in familiarity with influencer collaboration highlight the importance of targeted employee training programs, ensuring that staff across all age groups are well-versed in the latest marketing trends.

The study also emphasizes the importance of enhanced audience targeting, where insights into different age groups can help businesses develop more tailored marketing strategies, leading to increased relevance and impact. Additionally, the variability in perceptions regarding influencer relevance suggests that companies should refine their selection criteria to ensure better alignment with brand values, fostering more authentic partnerships.

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