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REVIEW ARTICLE

ANALYZING THE INFLUENCE OF SOCIAL MEDIA ON THE ENTREPRENEURIAL PERFORMANCE OF WOMEN IN DEVELOPING COUNTRY

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ABSTRACT

This study aims to explore the impact of social media usage on the entrepreneurial performance of women entrepreneurs in Bangladesh. By examining factors such as perceived usefulness, perceived ease of use, attitude toward social media use, subjective norms, and social media engagement, the research investigates how these elements influence business success. A total of 252 women entrepreneurs participated, and data were analyzed using SPSS 24, employing reliability tests, descriptive statistics, correlation, and regression analysis. The findings reveal that perceived usefulness, perceived ease of use, and subjective norms positively affect entrepreneurial performance, while social media engagement has a negative influence, indicating that excessive engagement can hinder business outcomes. These results emphasize the need for a balanced approach to social media use, with an emphasis on strategic, purposeful engagement. The study contributes to the literature on women entrepreneurship and digital tools, offering practical insights into optimizing social media use for business growth. It also provides valuable guidance for policymakers, supporting organizations, and entrepreneurs themselves in leveraging digital platforms effectively. Socially, the study highlights the challenges and opportunities women face in digital entrepreneurship, promoting more inclusive and sustainable business practices. The study's limitations include its focus on a single country and cross-sectional data, suggesting the need for further research with larger, more diverse samples and longitudinal designs. Future studies could expand the scope to explore the role of different social media platforms and factors influencing their effectiveness in business contexts.

KEYWORDS

Social media, women entrepreneurs, entrepreneurial performance, perceived usefulness, perceived ease of use, Bangladesh, digital tools.

1. INTRODUCTION

In the contemporary corporate environment, social media has become a potent instrument that allows entrepreneurs to engage with clients, enhance brand visibility, and broaden their reach (Fraccastoro et al., 2021). Social media platforms like Facebook, Instagram, and Twitter have become essential in the digital age, especially for women entrepreneurs who often encounter considerable obstacles in the conventional business landscape (Olsson and Bernhard, 2021). These obstacles include restricted access to cash, mentoring, and networks, which may impede business development. Social media provides an accessible and economical solution to these obstacles, therefore creating an equitable environment for women entrepreneurs in Bangladesh.

Over the last decade, Bangladesh has seen a rise in women-led enterprises, especially within its expanding digital entrepreneurial environment. The World Bank reports that women's involvement in the entrepreneurial sector in Bangladesh has consistently increased, partly due to the possibilities afforded by digital platforms (Asad and Sabary, 2025). Nonetheless, despite these favorable developments, there exists a deficiency of empirical study about the influence of social media use on the entrepreneurial success of women in Bangladesh. This research aims to address that gap by examining the impact of social media on several facets of entrepreneurial success, such as company expansion, customer interaction, and brand awareness.

In recent years, the influence of digital technology, especially social media, on the formation of entrepreneurial initiatives has been extensively recognized in academic literature (Secundo et al., 2021). Entrepreneurs, particularly women, have increasingly used platforms like Facebook, Instagram, and LinkedIn to promote their goods and services, expand their consumer base, and access previously unattainable resources. Social media enables entrepreneurs to access a worldwide audience, cultivate contacts with prospective clients, and get immediate market feedback (Pakura and Rudeloff, 2023). For female entrepreneurs in poor nations such as Bangladesh, proficient use of social media may profoundly transform their economic trajectory, allowing them to transcend geographical limitations and extend their reach beyond local marketplaces. The examination of female entrepreneurship in Bangladesh has attracted interest because of the nation's rapid technical progress and its focus on women's economic emancipation. Despite the increasing acknowledgment of social media's significance for company operations, research on its particular effects on women entrepreneurs in Bangladesh is limited. Considering the fast digitalization in the nation, it is essential to comprehend the role of social media in enhancing entrepreneurial performance. This study is significant as it offers insights into the larger effects of digital technology on women entrepreneurs and underscores essential measures to improve company success.

In recent years, the entrepreneurial scene in Bangladesh has seen a significant transition, mostly attributed to digital technology and social media platforms (Uddin, 2024). In 2020, the Bangladesh Telecommunication Regulatory Commission (BTRC) indicated that

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internet users in Bangladesh surpassed 100 million, with a considerable segment of the population engaged on social media (Bhuiyan et al., 2023). As women increasingly engage in entrepreneurship, particularly in e-commerce and small enterprises, the use of social media for company advancement has proliferated. Social media empowers women entrepreneurs to surmount conventional obstacles, like restricted access to physical marketplaces and networks. Furthermore, platforms like Facebook and Instagram enable entrepreneurs to display their goods, engage with clients, and market their firms with less initial investment (Bellaj, 2023). Notwithstanding these developments, some women businesses continue to encounter obstacles in fully using social media. Factors such as insufficient digital literacy, time limitations, and restricted access to strategic insights on social media marketing impede their capacity to use the potential advantages of these platforms (Ollerenshaw et al., 2021). It is essential to comprehend the particular aspects that affect the efficacy of social media initiatives for women entrepreneurs in Bangladesh. Consequently, while the use of social media is increasing, its actual influence on business success remains little examined.

In the modern business landscape, social media has emerged as a pivotal medium for entrepreneurs to market their enterprises, interact with clients, and augment brand exposure. Social media provides women entrepreneurs in underdeveloped nations, such as Bangladesh, with a viable avenue to surmount conventional obstacles, including restricted market access, financial limitations, and gender discrimination (Rahman et al., 2023). Nonetheless, despite the extensive utilization of social media, the particular elements affecting the entrepreneurial success of women in Bangladesh remain inadequately examined. The efficacy of women entrepreneurs is influenced not only by their social media presence but also by a multitude of psychological and social aspects that govern their engagement with these platforms. Perceived utility, perceived simplicity of use, attitude toward social media use, social media involvement, and subjective norms are essential elements that may affect how women entrepreneurs utilize social media to improve their entrepreneurial performance. The Technology Acceptance Model (TAM) identifies perceived utility and ease of use as key factors influencing the cognitive and behavioral dimensions of technology adoption (Tao et al., 2022). The attitude towards social media use might affect the manner in which entrepreneurs interact with digital platforms, either favorably or badly. Furthermore, social media engagement quantifies the extent of active contact with viewers, while subjective norms indicate the impact of social circles on the adoption and use of social media. While these characteristics have been separately investigated in several settings, their combined impact on entrepreneurial success, especially among women entrepreneurs in Bangladesh, remains little explored. This study seeks to address this gap by examining the relationships between the independent variables and the dependent variable, entrepreneurial performance, to elucidate how social media usage influences the business outcomes of women entrepreneurs in Bangladesh.

The primary aim of this study is to examine the impact of several social media-related elements on the entrepreneurial success of women in Bangladesh. The research seeks to investigate the influence of perceived utility of social media on the entrepreneurial performance of women entrepreneurs in Bangladesh, emphasizing how women assess the advantages of social media in improving their company success. Furthermore, it aims to assess the impact of perceived ease of use on women entrepreneurs' propensity to embrace and use social media for their enterprises, investigating how this perception affects their entrepreneurial results. The research seeks to examine the impact of views regarding social media use on entrepreneurial performance, specifically how favorable or unfavorable opinions affect essential entrepreneurial activities, including marketing, customer engagement, and firm expansion. Another purpose is to evaluate the correlation between social media engagement and entrepreneurial success, particularly examining how active interaction with consumers and audiences on social media platforms fosters company development and customer loyalty. The study aims to analyze the effect of subjective norms on women entrepreneurs' social media use, exploring how the perspectives and actions of peers, family, and other social entities affect their social media engagement and entrepreneurial success. The study seeks to provide practical insights and suggestions for women entrepreneurs in Bangladesh about the efficient use of social media to enhance company performance, derived from the research results. The research aims to give significant insights into the influence of social media on women's entrepreneurial success and to provide practical tips for optimizing their usage of these platforms for company development.

This research is important for several reasons. Initially, it contributes to the expanding corpus of research regarding the influence of social media on entrepreneurship, specifically concerning female entrepreneurs in

underdeveloped nations such as Bangladesh. This study analyzes the impact of social media on entrepreneurial performance, offering significant insights to educate the strategies of women entrepreneurs aiming to improve their company success in a digital landscape. This study enhances the comprehension of how digital technologies, particularly social media, may bridge gender disparities in entrepreneurship and enable women to surmount the obstacles they encounter in accessing markets, networks, and resources (Salamzadeh et al., 2024). This research has practical implications for policymakers, business development groups, and educators that assist women entrepreneurs in Bangladesh. The results may guide activities aimed at enhancing digital literacy, expanding access to social media resources, and developing focused interventions that enable women to utilize social media for improving their business success. As social media increasingly influences global commerce, the findings of this research will be beneficial for women entrepreneurs in other developing nations with analogous obstacles and possibilities in using digital platforms for company expansion.

2. LITERATURE REVIEW

Social media has gradually emerged as a pivotal instrument in the entrepreneurial domain, providing enterprises with an efficient platform for communication, marketing, and expansion. The use of social media into entrepreneurship has transformed the manner in which entrepreneurs engage with customers, market their brands, and enhance visibility, especially among female entrepreneurs. This section investigates many research that analyze the influence of social media on entrepreneurial success, specifically concerning women in Bangladesh.

The efficacy of entrepreneurs in the contemporary company landscape is profoundly affected by their capacity to use social media platforms. Studies demonstrate that social media provides several advantages for entrepreneurs, such as cost-effective marketing, heightened consumer involvement, and improved brand visibility (Fraccastoro et al., 2021). Social media platforms like Facebook, Instagram, and Twitter allow businesses to establish an online presence, interact directly with consumers, and generate leads (Dolega et al., 2021). The capacity to engage a worldwide audience without substantial financial expenditure has become social media an indispensable resource for businesses, especially in poor nations such as Bangladesh.

In Bangladesh, social media platforms provide women entrepreneurs with unique potential to surmount obstacles such restricted access to conventional networks, financing, and markets. Prior research indicates that these platforms assist women in circumventing cultural and social constraints, hence facilitating more successful company growth (Kakeesh, 2024). Furthermore, social media involvement enables women to interact with peers, exchange experiences, and access business development possibilities that were previously inaccessible in a conventional offline environment (Emon and Khan, 2023; Vladimirova et al., 2024). Notwithstanding these prospects, the influence of social media on entrepreneurial success is not always clear-cut. The effectiveness of women entrepreneurs in using social media to improve company performance is contingent upon many aspects, including their technological proficiency, perceived user-friendliness, and capacity to interact with clients online (Hossain et al., 2024). Therefore, comprehending how these aspects affect social media use is essential for enhancing entrepreneurial results in Bangladesh. Perceived usefulness denotes the extent to which people feel that using a technology would improve their work performance or company success. The perceived utility of social media platforms significantly influences the intents of women entrepreneurs to integrate these tools into their company activities. The study posits that perceived utility is a pivotal factor in technological acceptance and adoption (Chaker and Zouaoui, 2023). Women entrepreneurs are more inclined to use social media platforms when they see them as instruments that may directly enhance their company success. Recent studies indicate that women entrepreneurs who see social media as an effective instrument for company growth are more inclined to use it for marketing, customer involvement, and brand development. Jiang et al. (2021) discovered that perceived utility positively affects social media adoption in small enterprises. In Bangladesh, female entrepreneurs often encounter obstacles, including restricted access to money and conventional business networks. When seen as a valuable instrument, social media may facilitate the surmounting of these obstacles by offering an economical and accessible means for company expansion (Allam et al., 2022). Perceived usefulness is particularly crucial in developing nations, where social media enables businesses to access new markets, engage with foreign clients, and establish worldwide brands with little initial investment. In Bangladesh, small enterprises have infrastructure obstacles, and the perceived utility

of social media influences the degree to which these platforms are used to improve business results (Khayer et al., 2021).

Perceived ease of use denotes the degree to which an individual feels that using a technology will require little effort (Caffaro et al., 2020). Within the realm of social media utilization by female entrepreneurs, perceived simplicity of use serves as a vital factor influencing their readiness to embrace these platforms for commercial objectives. Women entrepreneurs, especially in underdeveloped nations, can encounter obstacles with digital literacy and technical proficiency. The perceived ease of use of social media platforms significantly influences their involvement and entrepreneurial performance. In Bangladesh, where technical proficiency may be limited, the user-friendliness of social media platforms is essential in influencing the use of these tools by women entrepreneurs for their enterprises. User-friendly and intuitively navigable platforms enhance the probability that women entrepreneurs will integrate social media into their company strategy. Research indicates that user-friendliness significantly affects technology adoption, particularly among persons with less technical proficiency (Heijsters et al., 2023; Khan and Hasan Emon, 2024). The perceived ease of use greatly influences the engagement of women entrepreneurs in Bangladesh with social media. Simple and user-friendly social media platforms foster enhanced engagement, resulting in heightened brand awareness, consumer contact, and overall company success. Conversely, if a platform is too intricate or challenging to use, women may be discouraged from using it, so restricting their capacity to fully leverage the advantages of social media for their enterprises (Raza et al., 2023).

Women entrepreneurs' beliefs, emotions, and perceptions influence their attitudes toward social media use. Favorable perceptions of social media may result in heightened utilization, thus improving entrepreneurial success. The study asserts that attitude is a significant predictor of technology adoption, particularly when users see the technology as advantageous to their job or enterprise (Zhong et al., 2021). Women entrepreneurs that possess favorable views about social media are more inclined to include it into their marketing, communication, and consumer interaction initiatives. In Bangladesh, women entrepreneurs' perceptions of social media may be shaped by cultural and societal norms, technical proficiency, and anticipated commercial advantages. Studies indicate that women who possess a positive disposition towards social media are more inclined to use it for business objectives, resulting in enhanced entrepreneurial success (Aracil-Jordá et al., 2023). Conversely, unfavorable views or skepticism about social media use might lead to underutilization, hence limiting its influence on corporate performance (Soens and Claeys, 2023).

The perspective of women entrepreneurs about social media is shaped by their prior technological experiences and the extent of support from their social networks. Women who get support from family, friends, or professional networks are more inclined to embrace social media and cultivate a favorable disposition towards its use (Ooi et al., 2023). Social media engagement is an essential element of entrepreneurial success, since it directly influences how entrepreneurs connect with clients and cultivate connections online. Social media engagement denotes the extent of interaction between enterprises and their consumers on social media platforms. Proactive interaction with consumers, including addressing queries, disseminating material, and engaging in discussions, may foster robust brand connections, elevate customer loyalty, and improve corporate performance (Rashidi-Sabet and Bolton, 2024).

In Bangladesh, social media involvement may be a potent instrument for women entrepreneurs to establish trust with clients and cultivate a devoted clientele. Studies indicate that companies exhibiting elevated social media involvement attain enhanced brand credibility and customer trust, both of which are vital for company expansion (Li et al., 2020). In Bangladesh, where trust and personal connections are paramount, consumer engagement via social media may significantly influence business performance (Popy and Bappy, 2022). Research indicates that social media activity is favorably associated with entrepreneurial achievement. The study contends that companies that actively participate in social media are more prone to achieve elevated consumer satisfaction and financial success (Wang et al., 2020). This is especially significant for women entrepreneurs in Bangladesh, who often depend on word-of-mouth and personal endorsements to grow their enterprises. Social media interaction enables the establishment of connections on an expansive scale and facilitates access to a broader audience.

Subjective norms denote the social pressure people experience to partake in certain behaviors, shaped by the judgments of influential others, including family, peers, and society at large. In the realm of social media adoption, subjective norms might profoundly influence women entrepreneurs' perceptions of the significance of using social media for

company objectives. If women perceive that their social network comprising family, friends, and professional associates—anticipates their active participation on social media, they are more inclined to participate with these platforms.

In Bangladesh, subjective norms significantly influence entrepreneurial behavior owing to the collectivist culture and the prominence of familial and social networks in commercial choices. It has shown that subjective norms significantly predict technological adoption, particularly in cultures with substantial social impact (Neves et al., 2022). Women entrepreneurs in Bangladesh encounter both encouragement and pressure from their social networks about the use of social media for business, which may either promote or inhibit its usage (Islam et al., 2021). Social norms may influence the manner in which women entrepreneurs use social media. Cultural conventions may, in some instances, restrict the material women entrepreneurs may provide or the manner in which they interact with clients online. Conversely, affirmative social norms that promote the use of social media for business might result in enhanced adoption and superior entrepreneurial success.

The hypotheses for this research are created based on the literature review and the previously described theoretical framework. Each hypothesis delineates a correlation between the principal variables discovered in the research, namely social media-related aspects (perceived utility, perceived ease of use, attitude toward social media usage, social media involvement, and subjective norms) and entrepreneurial success. The following is a comprehensive elaboration of each theory, supported by relevant reasons derived from the current literature.

Perceived usefulness is a fundamental element of the Technology Acceptance Model (TAM), indicating that humans are more inclined to accept technology when they see it as advantageous to their objectives. The perceived use of social media may affect how well women entrepreneurs integrate it into their company operations. Within the realm of entrepreneurship, social media platforms provide several advantages, including enhanced exposure, economical marketing, and the capacity to interact with a broader audience (Ali et al., 2023). Women are more inclined to actively use social media if they see it as an effective instrument for company expansion, including enhancing brand visibility, increasing sales, or connecting with prospective clients. The augmented use may result in superior company benefits, including heightened entrepreneurial success. Recent studies indicate that entrepreneurs that acknowledge the significance of social media in broadening their market reach and enhancing consumer interactions achieve greater commercial success (Son and Niehm, 2021). We propose that perceived usefulness has a favorable impact on entrepreneurial performance.

H1: Perceived Usefulness of Social Media Has a Positive Impact on Entrepreneurial Performance

The usability of a technology is a crucial factor influencing its acceptance, as per the Technology Acceptance Model (Emon and Khan, 2025a; Tao et al., 2022). For women entrepreneurs in Bangladesh, especially those with less technical proficiency, the perceived usability of social media platforms is a crucial determinant in their decision to incorporate these technologies into their company operations. Social media platforms that are user-friendly and do not need specialist expertise are more likely to be used by women entrepreneurs. Entrepreneurs are more inclined to dedicate time and effort to use social media platforms for company when they see them as user-friendly. This subsequently augments their entrepreneurial success by enhancing their capacity to promote items, engage with clients, and cultivate brand loyalty without encountering substantial technical obstacles (Anujan et al., 2024). We predict that perceived ease of use favorably affects entrepreneurial success.

H2: Perceived Ease of Use of Social Media Positively Influences Entrepreneurial Performance

The Theory of Planned activity (TPB) asserts that attitudes towards an activity are significant indicators of the intention to engage in that conduct (La Barbera and Ajzen, 2024). The views of women entrepreneurs about social media platforms might profoundly influence their engagement with these tools and the degree to which they use them for company objectives. An affirmative disposition towards social media might enhance the desire to use these channels for company objectives, including augmenting brand awareness and interacting with clients (Barreda et al., 2020). Conversely, unfavorable attitudes, such as pessimism over the efficacy of social media for business, may hinder its adoption and diminish entrepreneurial success. Research indicates that entrepreneurs that possess a positive disposition towards social media are more inclined to integrate it into their company plans, resulting in enhanced performance results (Susanto

et al., 2023). We predict that attitudes about social media use positively influence entrepreneurial performance.

H3: Attitude Toward Social Media Use Positively Influences Entrepreneurial Performance

Social media engagement denotes the degree of contact businesses maintain with their audience on social media channels. Engagement may include actions such as addressing consumer inquiries, disseminating pertinent material, and engaging in conversations. Prior studies indicate that proactive interaction with clients on social media fosters trust and loyalty, which are critical elements of successful business (Susanto et al., 2023). Social media interaction aids entrepreneurs in establishing brand recognition and offers critical consumer input that may guide company choices. Women entrepreneurs in Bangladesh, who have difficulties in accessing conventional business networks, might use social media participation to establish direct connections with clients and prospective business partners. This connection cultivates enduring client relationships, propelling company development and enhancing overall entrepreneurial efficacy. We hypothesize that interaction with social media favorably affects entrepreneurial performance.

H4: Social Media Engagement Has a Positive Effect on Entrepreneurial Performance

The Theory of Planned activity (TPB) defines subjective norms as the perceived social pressure to engage in or abstain from an activity, namely the use of social media for commercial objectives. Subjective norms are influenced by familial, peer, and social expectations. In Bangladesh, a collectivist culture that places great importance on social acceptability, subjective standards significantly influence entrepreneurial activities. Women entrepreneurs may experience motivation or pressure from their social networks to use social media as a means for company expansion (Brahem and Boussema, 2023). Favorable subjective standards, including support from family, friends, or larger societal endorsement, might incentivize women entrepreneurs to actively interact with and use social media efficiently. Moreover, cultural perceptions of women in business might affect their entrepreneurial actions, particularly their use of digital platforms such as social media. Studies indicate that when women recognize substantial social support and endorsement for embracing technology, their likelihood of adoption increases, resulting in enhanced corporate performance (Ali Qalati et al., 2020). We propose that subjective norms have a favorable impact on social media use and entrepreneurial performance.

H5: Subjective Norms Positively Influence Social Media Usage and Entrepreneurial Performance

The assumptions presented in this part are based on the theoretical framework and corroborated by prior research regarding technological adoption, social media use, and entrepreneurial success. Each hypothesis signifies a crucial element of the impact of social media on the entrepreneurial results of women in Bangladesh. The hypotheses will be experimentally evaluated to elucidate the links among perceived usefulness, ease of use, attitude, engagement, subjective norms, and entrepreneurial performance. The outcomes of these hypotheses will provide significant insights into the determinants of social media adoption and success among women entrepreneurs, enhancing the overall comprehension of digital entrepreneurship in developing nations.

3. METHOD

The research used a quantitative methodology to examine the influence of social media utilization on the entrepreneurial success of women entrepreneurs in Bangladesh. A systematic questionnaire was developed to gather primary data from participants, emphasizing critical characteristics such perceived utility, perceived ease of use, attitudes toward social media, social media involvement, subjective norms, and entrepreneurial success. The study sought to determine statistical correlations among these constructs using empirical analysis. Due to the study's nature, a survey-based approach was used to gather standardized answers from a substantial number of participants, enabling the analysis of patterns and associations using statistical methods.

The data for this investigation were obtained using a structured survey questionnaire formulated from validated measuring scales derived from prior research. The questionnaire was split into many parts, each focusing on a certain component being examined. A five-point Likert scale was used to assess respondents' attitudes, with answers spanning from strongly disagree (1) to strongly agree (5). This scale was selected because it offers a balanced method for respondents to convey differing levels of agreement or disagreement, enhancing the data's suitability for statistical analysis. The questionnaire underwent pretesting with a limited set of respondents

before to the primary data collecting phase to ascertain the clarity and reliability of the questions. Subtle adjustments were made to improve understanding and applicability to the local context.

The research population consisted of women entrepreneurs managing small and medium-sized companies (SMEs) in Bangladesh. These entrepreneurs were using social media platforms like Facebook, Instagram, and WhatsApp for their commercial activities. The emphasis on women entrepreneurs was motivated by the growing influence of digital platforms in empowering female company proprietors and enhancing market accessibility. As female entrepreneurship increasingly captures attention in economic development discussions, it is essential to comprehend the role of social media in facilitating their company success. The target demographic included women from various business sectors, including fashion retail, beauty services, handcrafted crafts, food enterprises, and online consultation services. The research aimed to investigate the impact of social media use on entrepreneurial performance by analyzing experiences, obstacles, and success factors.

The study's unit of analysis included individual women entrepreneurs who actively used social media for commercial objectives. The study aimed to elucidate the correlation between social media use and company results, concentrating on the views, actions, and experiences of individual entrepreneurs as the main subject of investigation. By designating the entrepreneur as the analytical unit, the research effectively garnered nuanced insights on the correlation between social media activity and entrepreneurial success.

A non-probability convenience sampling method was used to choose participants for the research. Convenience sampling was considered suitable owing to its practicality in reaching respondents involved in social media-based enterprises. This strategy facilitated data collecting from easily accessible and interested participants, guaranteeing a practical and efficient method for acquiring information. Due to time and resource limitations, convenience sampling offered an effective method for obtaining a significant number of relevant respondents in a timely manner. Although convenience sampling may restrict the generalizability of results, it was appropriate for an exploratory research concentrating on particular entrepreneurial activities and perspectives.

The sample frame for this research included women entrepreneurs with an active presence on social media platforms who were involved in commercial operations. The absence of a codified or centralized database cataloging all social media entrepreneurs in Bangladesh necessitated the study's reliance on informal networks, business groupings, and online forums to find possible responders. Multiple online business organizations, especially those focused on women entrepreneurs, served as avenues for data collecting. Invitations to participate in the poll were disseminated via social media messaging, business forums, and direct contact to women meeting the inclusion requirements.

The overall sample size for this research was 252 respondents. The sample size was established based on prior research in analogous fields and the need for rigorous statistical analysis. A sample of 252 individuals was deemed sufficient for performing reliability tests, descriptive statistics, correlation analysis, and regression analysis, which were the principal analytical methods used in this research. The sample size conformed to the prerequisites for factor analysis and structural equation modeling, hence facilitating the identification of significant correlations among variables.

The data were evaluated using SPSS 24, a prevalent statistical program used in social science research. SPSS 24 offered an extensive platform for performing many statistical analyses, facilitating the examination of data reliability, descriptive attributes, correlations, and regression models. The first phase of the investigation was evaluating the reliability of measuring scales by Cronbach's alpha to ascertain the internal consistency of the constructs. A Cronbach's alpha of 0.7 or more was deemed acceptable, signifying a dependable measuring tool. Reliability testing was crucial to confirm that the questionnaire questions consistently assessed the target components without substantial measurement errors.

Descriptive statistics were used to encapsulate the demographic attributes of the respondents, including age, educational attainment, company sector, and years of entrepreneurial experience. Means, standard deviations, and frequency distributions were presented to summarize the data. This stage allowed a more comprehensive grasp of the overall profile of women entrepreneurs use social media for commercial objectives. Descriptive statistics facilitated the identification of trends and patterns in social media use, business practices, and entrepreneurial success. Correlation analysis was used to investigate the associations between the independent factors (perceived usefulness, perceived ease of use, attitude, social media participation, and subjective norms) and the dependent

variable (entrepreneurial performance). Pearson’s correlation coefficients were calculated to assess the strength and direction of the correlations among these variables. A notable positive connection suggested that increased social media usage and participation correlated with enhanced business performance. The correlation analysis offered first insights into the anticipated correlations prior to doing regression analysis. A multiple regression analysis was conducted to evaluate the predictive capability of the independent factors on entrepreneurial success. The regression model assessed the degree to which perceived usefulness, perceived ease of use, attitude toward social media, social media involvement, and subjective norms impacted entrepreneurial success. The significance levels (p-values) and standardized beta coefficients (β) were analyzed to assess the relative influence of each predictor on business results. The regression study identified the primary factors influencing social media use and its impact on the entrepreneurial success of women entrepreneurs. The research approach was structured to facilitate the systematic gathering and analysis of data to meet the study’s research goals. The integration of a structured questionnaire, convenience sampling, and meticulous statistical analysis yielded significant insights into the impact of social media on improving entrepreneurial success. This study’s results enhance the existing literature on digital entrepreneurship and provide practical insights for women entrepreneurs aiming to maximize their social media use for company success.

4. RESULTS

The demographic attributes of the respondents provide insights into the profile of women entrepreneurs use social media for their commercial endeavors. The age group breakdown indicates that most respondents were aged between 20 and 39 years, with 31.7% in the 20–29 age bracket and 29.8% in the 30–39 age bracket. This suggests that younger women exhibit higher engagement in social media-driven entrepreneurship, perhaps owing to their proficiency with digital technologies and enhanced flexibility to online business models. A lesser percentage of respondents

were under 20 years old (7.9%) and aged 50 or over (10.7%), indicating that social media-based entrepreneurship is less common among the youngest and oldest age groups. Data on marital status indicate that the predominant group of respondents was married (59.5%), followed by single individuals at 35.7%, with a minor fraction (4.8%) classified as divorced or widowed. The significant presence of married women in entrepreneurship indicates that social media offers a versatile platform for balancing business and familial obligations. The substantial percentage of single women entrepreneurs indicates that younger persons are using social media for commercial ventures. Concerning educational qualifications, the majority of respondents had higher education, with 43.7% attaining a bachelor’s degree and 21.4% obtaining a master’s degree or above. This indicates that educational attainment may influence business success, since well-educated women are more inclined to efficiently employ digital technologies. A significant percentage (23.8%) had secondary education, whilst 7.9% had basic education, and just 3.2% indicated a lack of formal education. The results suggest that while social media entrepreneurship is attainable for women with varying educational backgrounds, those with higher education may possess an edge in company management and technology use. The job status of respondents reveals that a predominant 63.5% were full-time entrepreneurs, indicating a robust dedication to their company endeavors. Simultaneously, 29.8% were engaged as part-time entrepreneurs, managing their enterprises alongside other obligations, like job or academic pursuits. A minority group (6.7%) was classified under the “others” category, perhaps including homemakers or those involved in informal commercial endeavors. The substantial presence of full-time entrepreneurs indicates that social media has emerged as a legitimate main revenue source for several women, hence enhancing its function as a crucial catalyst for entrepreneurial success. These demographic data indicate that women entrepreneurs involved in social media-based firms are mostly young, married, and well educated, with a pronounced preference for full-time entrepreneurship. These insights provide a fundamental comprehension of the responses and underscore the potential of social media as a medium for empowering women in business.

Table 1: Demographic Characteristics of Respondents

Variable	Category	Frequency	Percent
Age	Below 20 years	20	7.9%
	20–29 years	80	31.7%
	30–39 years	75	29.8%
	40–49 years	50	19.8%
	50 years and above	27	10.7%
Marital Status	Single	90	35.7%
	Married	150	59.5%
	Others	12	4.8%
Highest Level of Education	No formal education	8	3.2%
	Primary	20	7.9%
	Secondary	60	23.8%
	Bachelor’s degree	110	43.7%
	Master’s degree or above	54	21.4%
Current Employment Status	Full-time entrepreneur	160	63.5%
	Part-time entrepreneur	75	29.8%
	Others	17	6.7%

The entrepreneurial endeavors of women in Bangladesh, as shown by the statistics, exhibit a wide array of sectors along with differing degrees of business acumen, social media engagement, and financial outcomes. Retail is the predominant sector in business distribution, with 35.7% of respondents. This indicates that several women entrepreneurs depend on product sales, perhaps using social media channels to expand their client reach. The services sector accounts for 27.8%, underscoring the significance of skill-based entrepreneurship in fields such as consultancy, education, beauty, and wellness. E-commerce enterprises represent 17.9%, highlighting the increasing prevalence of online retail and digital transactions. A lesser percentage of respondents are engaged in manufacturing (11.9%) and other sectors (6.7%), suggesting that women entrepreneurs are expanding outside conventional business paradigms. Data on company longevity indicates that 35.7% of respondents have been in operation for one to three years, whilst 29.8% have been active for four to seven years. The data indicates that a considerable percentage of women entrepreneurs are in the nascent to intermediate phases of their

entrepreneurial endeavors. Significantly, 15.9% of enterprises are under one year old, indicating a persistent infusion of new entrepreneurs into the market. Simultaneously, 18.7% have operated their businesses for over seven years, demonstrating the existence of seasoned entrepreneurs who have maintained their enterprises over time. The distribution indicates that while some women entrepreneurs remain in the early phases of company growth, a significant proportion have attained long-term sustainability. Concerning the predominant use of social media, 39.7% of participants said that their major purpose is marketing and promotions, underscoring the essential function of digital platforms in enhancing company exposure and consumer engagement. client engagement (23.8%) and product or service updates (19.8%) represent substantial applications, indicating that businesses depend on social media to sustain client connections and provide updates. Networking constitutes 11.9%, indicating that some entrepreneurs use social media to establish ties with industry counterparts and prospective collaborators. The remaining 4.8% use social media for alternative objectives, indicating

diverse and inventive applications based on company requirements. Monthly revenue data indicate a diverse array of financial results. Most respondents (33.7%) earn between 10,000 and 50,000 BDT monthly, and 27.8% get between 50,001 and 100,000 BDT. These statistics indicate that the majority of female entrepreneurs attain modest financial success via their enterprises. A few (17.9%) make between 100,001 and 500,000 BDT, suggesting that some have successfully expanded their enterprises considerably. Nonetheless, 15.9% indicate profits below 10,000 BDT, highlighting the difficulties encountered by nascent or underperforming enterprises. Merely 4.8% of respondents make in excess of 500,000 BDT,

indicating that while substantial income production is feasible, it is accomplished by a limited cohort of businesses. These statistics underscore the varied economic endeavors of women entrepreneurs in Bangladesh. The findings indicate that retail and services predominate in the entrepreneurial sector, social media serves as a crucial instrument for marketing and consumer interaction, and company income fluctuates considerably based on industry type and degree of expertise. This report offers a comprehensive grasp of how women entrepreneurs use digital platforms and manage their commercial endeavors.

Table 2: Business Activities of Women Entrepreneurs in Bangladesh

Variable	Category	Frequency	Percent
Type of Business	Retail	90	35.7%
	Services	70	27.8%
	Manufacturing	30	11.9%
	E-commerce	45	17.9%
	Others	17	6.7%
Years in Business	Less than 1 year	40	15.9%
	1-3 years	90	35.7%
	4-7 years	75	29.8%
	More than 7 years	47	18.7%
Primary Use of Social Media	Marketing and promotions	100	39.7%
	Customer interaction	60	23.8%
	Product/service updates	50	19.8%
	Networking	30	11.9%
	Others	12	4.8%
Monthly Business Revenue	Less than 10,000 BDT	40	15.9%
	10,000-50,000 BDT	85	33.7%
	50,001-100,000 BDT	70	27.8%
	100,001-500,000 BDT	45	17.9%
	More than 500,000 BDT	12	4.8%

Women entrepreneurs in Bangladesh exhibit a significant dependence on digital platforms for company functions, especially in marketing and consumer interaction. Facebook is the most used platform, with 47.6% of respondents identifying it as their principal social media outlet. This dominance indicates that Facebook's vast user base, business-oriented functionalities, and user-friendly interface render it a favored option for women entrepreneurs. Instagram's followership is at 19.8%, indicating its increasing appeal, particularly among enterprises centered on visual content like fashion, beauty, and lifestyle items. WhatsApp, used by 11.9%, is presumably preferred for direct client contact, order administration, and customer assistance. LinkedIn (9.9%) is used by a limited demographic, especially for professional networking and B2B engagements. YouTube (6.7%) is the least used among popular platforms, maybe owing to the work involved in producing video material, while 4.0% of respondents engage with alternative platforms, indicating specialized preferences. Social media use is very prevalent, with 71.4% of women entrepreneurs engaging with it daily. This indicates that entrepreneurs see social media as a fundamental component of their company activities, interacting with consumers, disseminating information, and overseeing transactions in real-time. Weekly users constitute 21.8%, perhaps including those who use a more strategic, infrequent posting regimen. A little fraction (6.7%) indicates monthly use, suggesting restricted participation, maybe attributable to company limitations, insufficient technological proficiency, or reduced reliance on social media for operational purposes. Smartphones are the primary devices for accessing social media, used by 63.5% of respondents. This discovery corresponds with the worldwide trend of mobile-first digital

engagement, as smartphones provide simplicity and accessibility for managing social media while on the go. Laptops, at 19.8%, are the second most used device, presumably for content production and company management. Tablets (9.9%) and desktop computers (6.7%) exhibit decreased use, perhaps attributable to their restricted mobility and accessibility in contrast to smartphones. The daily duration of social media use exhibits considerable variation among women entrepreneurs. The largest percentage (39.7%) allocates one to two hours each day to social media, indicating modest but continuous activity. A significant 27.8% allocate three to four hours each day, indicating a more rigorous strategy, maybe attributable to elevated consumer engagement or vigorous digital marketing initiatives. Approximately 19.8% of respondents allocate less than one hour, perhaps indicating less dependence on social media for commercial activities. Significantly, 12.7% of respondents allocate over four hours to social media, indicating substantial participation, maybe associated with managing online enterprises, executing marketing, or addressing customer support. The data reveal that women entrepreneurs in Bangladesh significantly use social media for business, with Facebook as the predominant channel. Daily participation is prevalent, mostly via cellphones, indicating the increasing significance of mobile-centric digital entrepreneurship. The disparity in time allocation indicates varying degrees of reliance on social media, shaped by company requirements, industry classification, and individual digital competence. These data highlight the essential function of social media in augmenting company exposure, expanding consumer reach, and improving operational efficiency for women entrepreneurs.

Table 3: Social Media Usage Patterns Among Women Entrepreneurs

Variable	Category	Frequency	Percent
Primary Social Media Platforms	Facebook	120	47.6%
	Instagram	50	19.8%
	WhatsApp	30	11.9%
	LinkedIn	25	9.9%
	YouTube	17	6.7%
	Others	10	4.0%

Table 3 (cont): Social Media Usage Patterns Among Women Entrepreneurs			
Frequency of Usage	Daily	180	71.4%
	Weekly	55	21.8%
	Monthly	17	6.7%
Device Used	Smartphone	160	63.5%
	Tablet	25	9.9%
	Laptop	50	19.8%
	Desktop Computer	17	6.7%
Time Spent Daily	Less than 1 hour	50	19.8%
	1–2 hours	100	39.7%
	3–4 hours	70	27.8%
	More than 4 hours	32	12.7%

The reliability analysis findings shown in Table 4 demonstrate a substantial degree of internal consistency among the assessed items. A Cronbach's Alpha rating of 0.956 indicates exceptional reliability, indicating that the items used in the research exhibit strong correlation and consistently assess the desired constructs. When using standardized items, the Cronbach's Alpha marginally rises to 0.959, so affirming the scale's robustness. The reliability coefficient found, above the usually recognized criterion of 0.70 and approaching 0.90, demonstrates that the measuring apparatus used in this work is very dependable (Emon and Khan, 2025b). The study of 24 questions reveals a high Cronbach's Alpha, indicating that the survey instrument accurately measures the target

dimensions with little measurement error. This degree of internal consistency indicates that the replies from women entrepreneurs about social media use and entrepreneurial success are steady and dependable. The high reliability score indicates that the constructs items are well created, alleviating worries over measurement irregularities. This dependability is essential in investigations using behavioral and perceptual assessments, guaranteeing that replies remain unaffected by random mistakes or misinterpretations of the questionnaire. Due to its high reliability, the dataset may be used for further statistical analysis, including correlation and regression, to investigate the connections among variables.

Table 4: Reliability Analysis		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.956	.959	24

Table 5 displays the descriptive statistics for the principal dimensions analyzed in the research, including perceived utility, perceived ease of use, attitude toward social media use, social media involvement, subjective norms, and entrepreneurial performance. The average ratings for perceived usefulness vary from 4.02 to 4.41, suggesting that the majority of respondents consider social media to be extremely advantageous for their enterprises. PU3 and PU4 have the highest mean values (4.40 and 4.41, respectively), indicating robust consensus about the efficacy of social media in enhancing corporate performance and customer outreach. The standard deviations for these questions are very low, indicating uniform replies. The perceived ease of use ratings vary from 3.98 to 4.44, with PEOU4 exhibiting the highest mean (4.44), indicating that the majority of respondents consider social networking networks simple to browse. PEOU3 has the lowest mean (3.98) and the biggest standard deviation (1.077), indicating that certain women entrepreneurs may have challenges with specific facets of social media use. Notwithstanding this, the general view remains favorable. The disposition towards social media use is markedly positive, with average values ranging from 4.37 to 4.43. These values indicate that women entrepreneurs acknowledge the significance of social media in company operations. The low standard deviations for these questions indicate a strong consensus among

respondents. Social media engagement ratings are notably high within the sample, ranging from 4.43 to 4.49, indicating that respondents actively use social media for consumer contact, marketing, and other business-related endeavors. SME4, with a mean of 4.49, indicates very high levels of involvement. Subjective norms scores vary from 4.19 to 4.54, indicating that external factors, including family, friends, and professional networks, significantly impact social media use. SN2, with a mean of 4.54, demonstrates robust external incentive for social media adoption, while SN1, with a greater standard deviation of 1.232, reflects variability in perceptions of social impact. Entrepreneurial performance ratings fluctuate between 4.35 and 4.48, underscoring the notion that social media use enhances company success. EP2 has the highest mean (4.48), indicating that respondents firmly acknowledge the influence of social media on company expansion, client acquisition, and profitability. The minimal standard deviations indicate uniformity in replies. The descriptive data indicate a robust favorable impression of social media's utility, user-friendliness, and influence on company performance. The results underscore the significance of social media interaction and external factors in influencing entrepreneurs' views and actions. These conclusions provide a foundation for further investigation regarding the impact of social media use on entrepreneurial performance.

Table 5: Descriptive Statistics				
Variables	Constructs	N	Mean	Std. Deviation
Perceived Usefulness (PU)	PU1	252	4.15	.951
	PU2	252	4.02	1.010
	PU3	252	4.40	.774
	PU4	252	4.41	.770
Perceived Ease of Use (PEOU)	PEOU1	252	4.31	.763
	PEOU2	252	4.35	.816
	PEOU3	252	3.98	1.077
	PEOU4	252	4.44	.784
Attitude Toward Social Media Use (ATSMU)	ATSMU1	252	4.43	.736
	ATSMU2	252	4.40	.843
	ATSMU3	252	4.37	.796
	ATSMU4	252	4.38	.812

Table 5(cont): Descriptive Statistics				
Social Media Engagement (SME)	SME1	252	4.45	.809
	SME2	252	4.43	.832
	SME3	252	4.45	.784
	SME4	252	4.49	.749
Subjective Norms (SN)	SN1	252	4.19	1.232
	SN2	252	4.54	.862
	SN3	252	4.23	.928
	SN4	252	4.21	.803
Entrepreneurial Performance (EP)	EP1	252	4.40	.872
	EP2	252	4.48	.844
	EP3	252	4.37	.844
	EP4	252	4.35	.878

Table 6 displays the association among the constructs expressed as percentages. All relationships are statistically significant, as shown by the asterisks. The concept of perceived usefulness (PU) has a robust positive association with perceived ease of use (PEOU) at 76%, indicating that greater ease of use of social media correlates with heightened perceptions of its utility among women entrepreneurs. Perceived utility (PU) has a substantial connection of 68% with attitude toward social media usage (ATSMU), suggesting that perceived usefulness positively affects entrepreneurs' attitudes toward social media. Perceived Ease of Use (PEOU) has the strongest relationships with attitudes toward social media use (69%) and social media engagement (72%), signifying that the simplicity of social media usage for women entrepreneurs significantly impacts both their views and their involvement levels with these platforms. The correlation between subjective norms (SN) and the other constructs is similarly significant. SN has a robust correlation with

perceived utility (74%), perceived simplicity of use (70%), attitude toward social media use (72%), and social media participation (66%). These values indicate that external variables, including family, peers, and society, significantly affect women's entrepreneurs' perceptions and use of social media for business purposes. Social media engagement (SME) is correlated with entrepreneurial performance (EP) at 59%, indicating that more engagement on social media is associated with improved entrepreneurial results. The strongest link between SME and other categories is with perceived ease of use (73%), suggesting that women who see social media as user-friendly are more inclined to participate actively. Ultimately, entrepreneurial performance (EP) has a positive association with all other categories, ranging from 59% (with SME) to 75% (with PEOU), therefore affirming that increased levels of social media use, ease of use, and perceived usefulness are significantly associated with improved company results.

Table 6: Correlation among constructs						
Constructs	PU	PEOU	ATSMU	SN	SME	EP
PU	1					
PEOU	.760**	1				
ATSMU	.682**	.698**	1			
SN	.735**	.700**	.716**	1		
SME	.740**	.727**	.688**	.659**	1	
EP	.712**	.745**	.663**	.715**	.588**	1

Table 7 displays the summary of the regression analysis model. The coefficient of determination, R-squared, is 0.653, signifying that approximately 65.3% of the variance in entrepreneurial performance (EP) is elucidated by the five predictor variables: Social Media Engagement (SME), Subjective Norms (SN), Attitude Toward Social Media Use (ATSMU), Perceived Ease of Use (PEOU), and Perceived Usefulness (PU). This indicates that the model has considerable explanatory power, since these variables explain for over half of the variance in entrepreneurial success. The corrected R-squared value is 0.646, little lower than the R-squared value, although it still indicates a good model fit to the data. This

value reflects the quantity of predictors in the model and indicates that their presence enhances the model's explanatory capacity, even after accounting for the number of independent variables. The standard error of the estimate is 0.42357, indicating the precision of the model's predictions. A decreased standard error signifies that the projected values are nearer to the actual values, suggesting that the model has a commendable degree of accuracy in forecasting entrepreneurial success. The regression model well fits the data, indicating that the independent factors significantly influence entrepreneurial success.

Table 7: Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808 ^a	.653	.646	.42357

a. Predictors: (Constant), Social Media Engagement, Subjective Norms, Attitude Toward Social Media Use, Perceived Ease of Use, Perceived Usefulness

Table 8 displays the Analysis of Variance (ANOVA) results for the regression model. The ANOVA table indicates that the regression model has a sum of squares of 83.121, reflecting the variability accounted for by the model. The residual sum of squares is 44.136, indicating the unexplained variability, while the total sum of squares is 127.257, representing the overall variability in the dependent variable (Entrepreneurial Performance). The mean square for the regression is 16.624, derived by dividing the sum of squares for the regression by the degrees of freedom (df = 5). The mean square for the residual is 0.179,

derived by dividing the sum of squares for the residual by its degrees of freedom (df = 246). The F-statistic is 92.659, used to ascertain whether the model substantially elucidates the variation in the dependent variable. The corresponding p-value (Sig.) is 0.000, which is below the standard significance threshold of 0.05. This signifies that the regression model is statistically significant, indicating that the predictor variables (Social Media Engagement, Subjective Norms, Attitude Toward Social Media Use, Perceived Ease of Use, and Perceived Usefulness) substantially influence Entrepreneurial Performance.

Table 8: ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.121	5	16.624	92.659	.000 ^b
	Residual	44.136	246	.179		
	Total	127.257	251			
a. Dependent Variable: Entrepreneurial Performance						
b. Predictors: (Constant), Social Media Engagement, Subjective Norms, Attitude Toward Social Media Use, Perceived Ease of Use, Perceived Usefulness						

Table 9 displays the coefficients for the regression model, including both unstandardized and standardized coefficients, along with the t-values and p-values for each predictor variable. The unstandardized coefficient for the constant term is 0.469, accompanied by a standard error of 0.194. The t-value is 2.424, and the p-value is 0.016, indicating that the constant term is statistically significant at the 0.05 threshold. Analyzing the various predictor factors allows us to assess their influence on entrepreneurial success. The unstandardized coefficient for Perceived Usefulness is 0.227, whereas the standardized coefficient (Beta) is 0.226. The t-value is 3.306, and the p-value is 0.001, which is below 0.05, indicating that perceived usefulness has a positive and statistically significant influence on entrepreneurial success. The unstandardized coefficient for Perceived Ease of Use is 0.419, whereas the standardized coefficient (Beta) is 0.383. The t-value is 5.815, and the p-value is 0.000, suggesting a highly significant result that demonstrates a considerable positive influence of perceived ease of use on entrepreneurial success. The unstandardized coefficient for Attitude Toward Social Media Use is 0.145, whereas the

standardized coefficient (Beta) is 0.139. The t-value is 2.286, and the p-value is 0.023, indicating that attitudes regarding social media use positively influence entrepreneurial performance. This influence, although substantial, is comparatively less prominent than other components. Subjective Norms possess an unstandardized coefficient of 0.258 and a standardized coefficient (Beta) of 0.266. The t-value is 4.253, and the p-value is 0.000, indicating that subjective norms have a substantial positive influence on entrepreneurial success. This outcome demonstrates that social influence is crucial to the success of women entrepreneurs in Bangladesh. Finally, Social Media Engagement has an unstandardized coefficient of -0.127 and a standardized coefficient (Beta) of -0.129. The t-value is -2.062, and the p-value is 0.040, indicating that social media participation has a negative and statistically significant effect on entrepreneurial success. This adverse correlation implies that while social media interaction is significant, an overemphasis on it may not lead to enhanced company success, maybe owing to other external variables that need consideration.

Table 9: Coefficientsa						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.469	.194		2.424	.016
	Perceived Usefulness	.227	.069	.226	3.306	.001
	Perceived Ease of Use	.419	.072	.383	5.815	.000
	Attitude Toward Social Media Use	.145	.064	.139	2.286	.023
	Subjective Norms	.258	.061	.266	4.253	.000
	Social Media Engagement	-.127	.062	-.129	-2.062	.040
a. Dependent Variable: Entrepreneurial Performance						

5. DISCUSSION

This study sought to investigate the factors affecting the entrepreneurial performance of women entrepreneurs in Bangladesh, emphasizing the impact of social media usage and its correlation with critical determinants including perceived usefulness, perceived ease of use, attitude toward social media utilization, subjective norms, and social media engagement. The study used a survey methodology, collecting data from 252 female entrepreneurs. Statistical analysis, including reliability tests, descriptive statistics, correlation, and regression analyses, were conducted using SPSS 24 to examine the connections among the listed variables. The findings indicated that perceived utility, perceived simplicity of use, attitude toward social media use, and subjective norms favorably impacted entrepreneurial performance, however social media participation had a detrimental effect. These results provide significant insights into the dynamics of social media concerning women's entrepreneurship and furnish practical recommendations for enhancing entrepreneurial achievements.

This research enhances the current understanding of women entrepreneurship by examining the largely neglected aspect of social media's influence on entrepreneurial success. This study builds upon prior research by including many dimensions, including perceived utility, perceived ease of use, attitude toward social media use, and subjective norms, specifically within the context of women entrepreneurs in Bangladesh. The results provide novel perspectives on the interaction of these elements in shaping company outcomes and underscore the possible disadvantages of excessive social media involvement. The research employs a rigorous analytical approach to address many gaps in the literature on women's entrepreneurship, specifically within the setting of a developing nation, providing practical implications for policymakers, entrepreneurs, and academics.

This research enhances the comprehension of the Technology Acceptance Model (TAM) and its relevance to women entrepreneurs. The results highlight the importance of perceived utility and perceived simplicity of

use as key determinants of entrepreneurial success, consistent with the tenets of the Technology Acceptance Model (TAM). The incorporation of subjective standards and social media involvement offers a more thorough comprehension of how external social influences and digital interaction may affect business results. This research further develops the theory by examining the particular dynamics of social media as a mechanism for company expansion, showing that while it provides value, excessive participation may not always provide favorable outcomes. The research provides a comprehensive perspective on the connection between social media and associated characteristics and entrepreneurial success, suggesting a more refined comprehension of digital tools in entrepreneurship.

This study contributes methodologically by using a thorough and systematic methodology to examine the determinants of entrepreneurial success. The study utilized convenience sampling to gather data from 252 women entrepreneurs, a sample size deemed adequate for yielding significant insights, while recognizing the difficulties in acquiring representative samples from specific, hard-to-reach demographics such as women entrepreneurs in Bangladesh. The use of SPSS 24 for statistical studies, including reliability tests, descriptive statistics, correlation, and regression analysis, guarantees the rigor of the results. This technique offers an excellent strategy for examining the intricate links between social media use and entrepreneurial success. The results indicate that a more detailed approach to assessing social media participation may provide more accurate insights into its effects, proposing a direction for future study technique.

The practical ramifications of this research are substantial for female entrepreneurs, legislators, and groups that advocate for women in business. The research highlights the significance of comprehending the function of social media in the expansion of businesses for entrepreneurs. Women entrepreneurs in Bangladesh might gain advantages by emphasizing the perceived utility and user-friendliness of social media technologies to improve their company operations, marketing tactics, and client interaction. The inverse correlation between social media

involvement and entrepreneurial success indicates that entrepreneurs must achieve equilibrium in their social media use to prevent it from detracting from essential company operations.

The results underscore the need for governments and organizations aiding women entrepreneurs to provide specialized tools, training, and support that enable women to use social media efficiently while mitigating the hazards linked to excessive usage. Training programs focused on digital marketing and social media best practices might be essential for women entrepreneurs to enhance their online presence while conserving their resources.

Furthermore, the study's results may guide the formulation of specific strategies for enhancing the utilization of digital technologies and social media platforms inside entrepreneurship development programs. Given that perceived utility, simplicity of use, and subjective norms substantially impact entrepreneurial success, fostering these elements in educational and training programs might enhance the business results of women entrepreneurs. Finally, further research may expand on this study's conclusions to examine the enduring impacts of social media use on company sustainability and to analyze the distinct hurdles encountered by women entrepreneurs across other industries or countries.

6. CONCLUSION

This study examines the variables affecting the entrepreneurial success of women entrepreneurs in Bangladesh, specifically emphasizing the role of social media use. The objective was to examine the influence of variables such as perceived utility, perceived ease of use, attitude toward social media use, subjective norms, and social media involvement on the entrepreneurial success of women entrepreneurs in a developing country setting. The study sought to address gaps in the literature by analyzing the correlations among these factors and providing insights into the efficient use of social media to improve company performance.

This study's results indicate that perceived utility, perceived simplicity of use, and subjective norms greatly enhance entrepreneurial success. These constructs, based on the Technology Acceptance Model, have shown their impact on entrepreneurs' use of digital tools and the contribution of these technologies to company success. The research revealed that social media participation adversely affects entrepreneurial performance, suggesting that while social media serves as a vital instrument for marketing and networking, excessive involvement may provide declining benefits for company outcomes. This underscores the need for women entrepreneurs to strike a balance between using social media for company expansion and mitigating excessive usage that may impede performance.

This study has two significant ramifications. The research offers significant insights into the obstacles encountered by women entrepreneurs in Bangladesh, especially with the use of digital technologies for company expansion. Secondly, it enhances the existing literature on the digital revolution of entrepreneurship by providing actionable advice for women entrepreneurs on the strategic use of social media to improve business results. These results emphasize the significance of social media as a tool while highlighting the need for a balanced approach to its use.

This research indicates that social media is a significant asset for women entrepreneurs; nonetheless, achieving a balance is essential. The perceived utility and user-friendliness of digital technologies are pivotal in forecasting entrepreneurial engagement, but social factors, including subjective norms, significantly impact entrepreneurial conduct. Moreover, while social media may serve as a valuable resource, excessive involvement may detrimentally impact entrepreneurial effectiveness. The research underscores the need for governments and support groups to assist women entrepreneurs in maximizing their use of social media to improve business results.

This research examined the impact of many variables, including social media use, on the entrepreneurial success of women entrepreneurs in Bangladesh. The study revealed that perceived utility, perceived ease of use, and subjective standards favorably influence performance, however excessive social media participation may yield adverse effects. The research highlights the significance of social media as a business instrument while recommending that women entrepreneurs use it judiciously to circumvent its drawbacks.

Notwithstanding its merits, this research has many drawbacks. The sample was confined to women entrepreneurs in Bangladesh, perhaps lacking worldwide representativeness. Subsequent research may broaden its focus to include entrepreneurs from other locations and nations to improve the generalizability of the results. The study's cross-sectional approach restricts causal inferences, and future research might use longitudinal designs to get a more profound understanding of the impact of social media usage on entrepreneurial success over time. Future study may investigate the mediating and moderating variables that might affect these associations, like the kind of the firm or the entrepreneur's degree

of expertise. Additionally, examining the distinct hurdles and benefits of using various social media platforms for commercial objectives may provide more precise advice for businesses aiming to enhance their digital presence.

This study provides significant insights into the correlation between social media use and entrepreneurial performance; nevertheless, further research is necessary to investigate these dynamics in many settings and to enhance techniques for using social media for company success.

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