

The Impact of Social Media Use of Start-ups on their Entrepreneurial Opportunities in Kerala

Sujith A. S.^{1*} & P. S. Aithal²

¹ Post - Doctoral Fellow, Srinivas University, Mangalore, India.

Orcid ID: 0000-0002-5472-1810; Email: sujithisnear@gmail.com

² Professor, Institute of Management and Commerce, Srinivas University, Mangalore, India.

Orcid ID: 0000-0002-4691-8736; E-mail: psaithal@gmail.com

Area/Section: Management Science.

Type of the Paper: Applied Research.

Type of Review: Peer Reviewed as per [C|O|P|E](#) guidance.

Indexed in: OpenAIRE.

DOI: <https://doi.org/10.5281/zenodo.7071125>

Google Scholar Citation: [IJMTS](#)

How to Cite this Paper:

Sujith, A. S., & Aithal, P. S., (2022). The Impact of Social Media Use of Start-ups on their Entrepreneurial Opportunities in Kerala. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 7(2), 290-300. DOI: <https://doi.org/10.5281/zenodo.7071125>

International Journal of Management, Technology, and Social Sciences (IJMTS)

A Refereed International Journal of Srinivas University, India.

CrossRef DOI: <https://doi.org/10.47992/IJMTS.2581.6012.0221>

Received on: 06/08/2022

Published on: 31/08/2022

© With Authors.



This work is licensed under a [Creative Commons Attribution-Non-Commercial 4.0 International License](#) subject to proper citation to the publication source of the work.

Disclaimer: The scholarly papers as reviewed and published by the Srinivas Publications (S.P.), India are the views and opinions of their respective authors and are not the views or opinions of the SP. The SP disclaims of any harm or loss caused due to the published content to any party.

The Impact of Social Media Use of Start-ups on their Entrepreneurial Opportunities in Kerala

Sujith A. S.^{1*} & P. S. Aithal²

¹ Post - Doctoral Fellow, Srinivas University, Mangalore, India.

Orcid ID: 0000-0002-5472-1810; Email: sujithisnear@gmail.com

² Professor, Institute of Management and Commerce, Srinivas University, Mangalore, India.

Orcid ID: 0000-0002-4691-8736; E-mail: psaithal@gmail.com

ABSTRACT

Purpose: *Understanding the social media platforms that a startup can use to its advantage from the start is the primary necessity for the study. The study's success depends on having a solid understanding of the social media channels via which a starting business might make money right away. This study will help readers understand how social media can help new businesses and business owners who are up for the challenging realities of the corporate world. Thousands of new startups are formed every year with the aim of becoming the next big thing; some of these startups manage to achieve enormous success quickly. The majority of them won't make it a huge success, but a select handful are endowed with amazing ideas and even better leadership. In the success of a product, there is one term that is absolutely crucial: marketing. While some unsuccessful startups are a result of poor vision strategies that were developed early on, others fail as a result of other factors. This study used to analyse the impact of social media use of start-ups on their entrepreneurial opportunities in Kerala.*

Methodology: *The study was conducted in Kerala. A questionnaire was used to collect the main data. The size of the organisation served as a suitable criterion for choosing the various entrepreneurs for this investigation. For this analysis, only startups were taken into account. 61 different samples in all were chosen. The samples were conveniently collected. The questionnaire served as the main method for gathering data.*

Finding: *Social media is playing a bigger and bigger role in the fast-paced corporate world, and startups are not an exception. Social networking platforms open up a lot of chances for people, especially for business owners. In this study, it is found that most of the new entrepreneurs were used new social media to explore new opportunities for business development and the information about unexploited entrepreneurial opportunities through Social media gave a feeling of excitement to most of the entrepreneurs.*

Originality: *The study was conducted in Ernakulam District in Kerala. The business entrepreneurs were considered for the study. The study used to analyse the impact of social media use of start-ups on their entrepreneurial opportunities in Kerala.*

Paper Type: *Applied Research*

Keywords: Social Media; Marketing; Media Marketing, opportunity discovery, opportunity creation, impact recognition.

1. INTRODUCTION :

Entrepreneurs are people with the ability to recognise a situation, appraise the prospects, and take advantage of those opportunities. Entrepreneurs are individuals who have established their own companies for the purposes of product assembly and manufacturing. Through the use of various social media tools like Facebook, Twitter, and other, the internet is playing a critical role in the expansion of businesses. Social media is used by millions of individuals on a daily and hourly basis, making it a good platform for businesses to advertise to the general public. But technology has also significantly altered the way that business is conducted as it forges direct connections between staff members and clients to allow for immediate feedback on the goods and services. It increases the impact of business in the

corporate world, both positively and negatively. Because of this, businesses quickly receive both praise and criticism.

Any new idea or technology would only be accepted in the business world, which is characterised by intensely competitive and unstable market conditions, if it offers significant advantages to everyone involved. Social media involves employing contemporary communication methods for business transactions. Social media is not only a recent innovation and a new market for international trade and business, but it is also one that is still developing. Instead of using television or any other medium, advertisers now direct their advertisements on the internet. It implies that in modern television, the internet is becoming more important. Currently, business owners are embracing social media for a variety of purposes, including marketing and customer relationship management.

Through the use of various social media tools like Facebook, Twitter, and other, the internet is playing a critical role in the expansion of businesses. Social media is used by millions of individuals on a daily and hourly basis, making it a good platform for businesses to advertise to the general public (Qualman, 2009) [1]. But technology has also significantly altered the way that business is conducted as it forges direct connections between staff members and clients to allow for immediate feedback on the goods and services. It increases the impact of business in the corporate world, both positively and negatively. As a result, businesses quickly receive both praise and criticism (Postman, 2009) [2]. Due to consumers' immediate responses, the question now is whether internet use is having a beneficial or bad impact compared to the time when it was either unavailable or uncommon. Big businesses with large budgets are aware of the value of the internet and its quick global communication by employing YouTube, Facebook, and Myspace for their brands (Mangold & Faulds, 2009) [3].

This study's objective is to evaluate the value of social media for brand marketing in the business world. The policy makers of small and medium-sized businesses will find this article useful in developing policies for their organisations at the national and international levels. This study aids in making decisions regarding the value of social media for the success of entrepreneurial ventures. However, more research is needed to understand how entrepreneurs use social media for entrepreneurial success.

2. LITERATURE REVIEW :

Today's world of e-commerce is driven by the Internet. The transformation in communication technology and its impact on how users engage to businesses and to one another today are unquestionably among the most significant changes of this decade (Elawadi, 2016) [4]. Using social media as a tool for marketing your business has several benefits. According to Edosomwan et al. (2011) [5], Facebook and Twitter fully integrate into our lives, becoming a necessary component of our way of life and standard activity. According to Fortin and Uncles (2011) [6] the speed and simplicity with which information currently disseminates and goes viral has improved consumer empowerment.

Entrepreneurs that are convinced of the value of social media use in their businesses by their partners, siblings, mentors, influencers, and business rivals will choose to use it. Additionally, there is a chance that the business owner uses social media because of the influence of their clients (Pentina, Koh, & Le, 2012) [7]. Different groups of people can influence both consumers and business owners to adopt social networking apps. According to prior research (Chua et al., 2018) [8], friends, family, and coworkers are among the groups of individuals who can persuade users to submit content to and utilise social networking apps. However, the range of individuals who can have an impact on an entrepreneur is wider and includes their family, siblings, mentors (Venkatesh et al., 2003) [9], clients, rivals and influencers (Fadhila, 2018) [10]. However, there are more people who can have an impact on an entrepreneur, such as their relatives, siblings, mentors, clients, competitors, and influencers (Matikiti, Mpinganjira, & Roberts-Lombard, 2018) [11].

Social media also contributes to innovation in companies' operations and goods. Utilizing social media opens up new avenues for research into the product's potential using cutting-edge technology and other experiments in response to client demand (Evans, 2010) [12].

The services and goods can be enhanced based on customer and consumer input, and dreams can become realities, leading to an increase in financial assets and corporate growth. Businesses that are currently shifting themselves towards social media for the advertising of the items are seeing vivid and obvious benefits. As immediate responses obtained by businesses are more effective in bringing about changes in accordance with global standards and demand, both businesses and customers have moved to the internet as the debate venue for regular and fastest communication. For providing innovations

and successful results in accordance with demand, on-the-spot responses are valued and promoted in the corporate world (Papasolomou & Melanthiou, 2012) [13]. Utilizing social media, startups communicate with other players in the startup ecosystem for mutual gain (Raza et al., 2020) [14]. Start-ups are thought to be a dynamic business founded on an original concept for the socioeconomic advancement of a country. New, active, and independent are the proper qualities to use when defining a start-up scope (Petru et al., 2019) [15]. According to Pakura, S., & Rudeloff (2020) [16], there is always a need or need to investigate the success recipe because the failure rate of new enterprises is very high in the majority of economies around the world. As a result, the study's major objective is to gain a better understanding of the social media ecosystem and how start-ups might utilise these platforms to their fullest potential during the course of their existence. According to research by Troise, Dana, Tani, and Lee (2021) [17], a company becomes more engaging and it is simpler to spread the word about its product offerings when it shares content and information on social media. They are currently learning how to best build and capitalise on this social media marketing component as we go along. Social media platforms have changed how businesses are managed and how people think strategically, which has led to the development of new start-up to start-up and start-up to ecosystem communications (Kietzmann et al., 2011) [18]. Social networking has therefore been recognised as a resource for budding, inexperienced entrepreneurs wary of joining a sector (Fischer and Reuber, 2014) [19].

Nathan Chan (2016) [20] suggested in his research that in the fast-paced environment of today's world, all online users should be able to recognise "Change" every minute. Because of technology improvements, such as the use of Android phones, iPhones, iPads, and other devices, people's lifestyles have changed. One of the best ways for marketers to use social media to grow their businesses is through digital marketing.

Making connections with other members of the startup ecosystem is necessary for long-term success. Since social media may provide amazing outcomes if an entrepreneur understands the environment, it is essential for modern entrepreneurs (Bashar et al., 2012) [21]. Although it is noted in the literature that social media is insufficient for effective business communication, little study has been done on this issue. Consequently, the use of social media on the long-term expansion of startups is the main emphasis of this study.

3. OBJECTIVES OF THE STUDY :

- (1) To find out how Social Media use of start-ups relate to finding entrepreneurial opportunity discovery.
- (2) To analyse if Social Media use by start-ups influence opportunity creation.
- (3) To understand if Social Media use by start-up positively impact recognition.

4. RESEARCH METHODOLOGY :

| | | |
|------------------------|---|---|
| Population | - | Covered all small and medium enterprises |
| Sample size | - | 61 |
| Sampling method | - | Convenience sampling |
| Data collection method | - | Primary data is used for data collection with the help of questionnaire |
| Tool for analysis | - | Percentage Method |

5. ANALYSIS :

Objective 1: To find out how social media use of start-ups relate to finding entrepreneurial opportunity discovery:

1.1 We discover previously unnoticed entrepreneurial opportunities through social Medias

Table 1: Social Media can reveal business opportunities

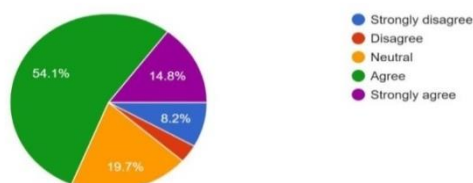


Fig. 1: Social Media can reveal business opportunities

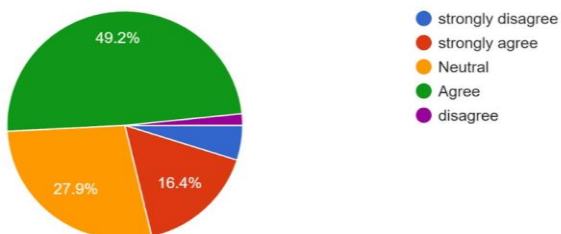
| S. No. | Particulars | Percentage |
|--------|-------------------|------------|
| 1 | Agree | 54.1 |
| 2 | Strongly Agree | 14.8 |
| 3 | Disagree | 3.2 |
| 4 | Strongly Disagree | 8.2 |
| 5 | Neutral | 19.7 |

Interpretation:-

54.1% of respondents concurred that they discovered previously undetected business prospects using social media. 14.8% of respondents firmly concur with the assertion. 8.2% of respondents strongly disagree. 19.7% of respondents have no opinion. 3.2% of respondents dispute the assertion.

1.2 We discover previously unnoticed entrepreneurial opportunities through social Media

Table 2: Social Media can reveal business opportunities.



| S. No. | Particulars | Percentage |
|--------|-------------------|------------|
| 1 | Agree | 49.2 |
| 2 | Strongly Agree | 16.4 |
| 3 | Disagree | 5 |
| 4 | Strongly Disagree | 1.5 |
| 5 | Neutral | 27.9 |

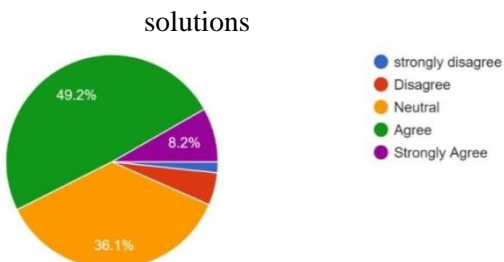
Fig. 2: Social Media can reveal business opportunities.

Interpretation:-

Knowing that there are several untapped business potential in social media excites 49.2% of people, 16.4% of people strongly agree with the same, 27.9% of people are neutral toward the statement, 5% of people disagree, and 1.5% of people severely disagree.

1.3 You do undertake methods and solutions to product problems that build on your experience

Table 3: Experience-based product methodologies and solutions



| S. No. | Particulars | Percentage |
|--------|-------------------|------------|
| 1 | Agree | 49.2 |
| 2 | Strongly Agree | 8.2 |
| 3 | Disagree | 5 |
| 4 | Strongly Disagree | 1.5 |
| 5 | Neutral | 36.1 |

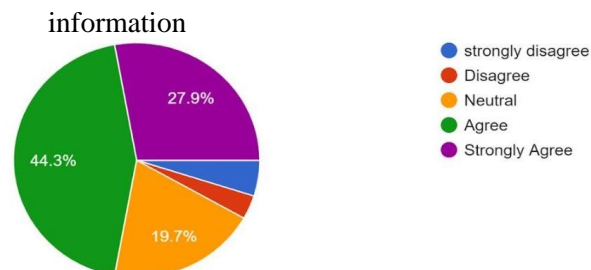
Fig. 3: Experience-based product methodologies and solutions

Interpretation:-

Social media is used by 44.3% of respondents to get product information, 27.9% of respondents strongly agree with that assertion, 19.7% of respondents are indifferent toward the statement, 6% of respondents strongly disagree with the statement, and 2.1% of respondents disagree with the same.

1.4 I often use social media for product information

Table 4: Use social media for product information



| S. No. | Particulars | Percentage |
|--------|-------------------|------------|
| 1 | Agree | 44.3 |
| 2 | Strongly Agree | 27.9 |
| 3 | Disagree | 19.7 |
| 4 | Strongly Disagree | 6 |
| 5 | Neutral | 2.1 |

Fig. 4: use social media for product information

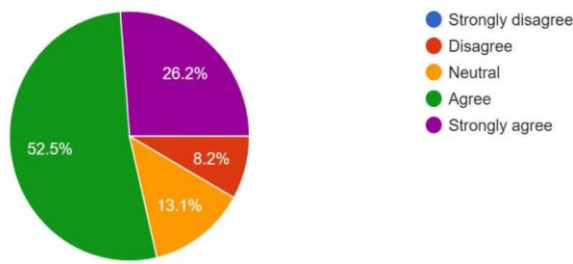
Interpretation:-

People who use social media to learn about products have indicated their agreement with the statement in 44.3% of cases, their disagreement in 2.1% of cases, their strong agreement in 27.9% of cases, their neutrality in 19.7% of cases, and their strong disagreement in 6% of cases.

Objective 2: To analyse if social media use by start-ups influence opportunity creation

2.1 Do you agree that customers prefer new ways rather than old activities?

Table 5: Customers prefer new ways rather than old activities



| S. No. | Particulars | Percentage |
|--------|-------------------|------------|
| 1 | Agree | 52.5 |
| 2 | Strongly Agree | 26.2 |
| 3 | Disagree | 13.1 |
| 4 | Strongly Disagree | 8.2 |
| 5 | Neutral | 0 |

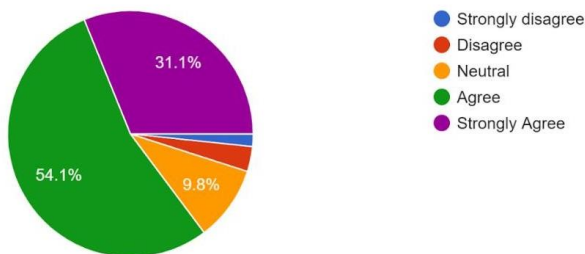
Fig. 5: Customers prefer new ways rather than old activities

Interpretation:-

52.5% of people agree with the statement, "New ways are preferable to old ways." 26.2% strongly agree with the statement, 13.1% are neutral, and 8.2% strongly disagree with the statement.

2.2 We can discover new ways of doing things through social Media

Table 6: Social Media may teach new skills



| S. No. | Particulars | Percentage |
|--------|-------------------|------------|
| 1 | Agree | 54.1 |
| 2 | Strongly Agree | 31.1 |
| 3 | Disagree | 9.8 |
| 4 | Strongly Disagree | 3.5 |
| 5 | Neutral | 1.5 |

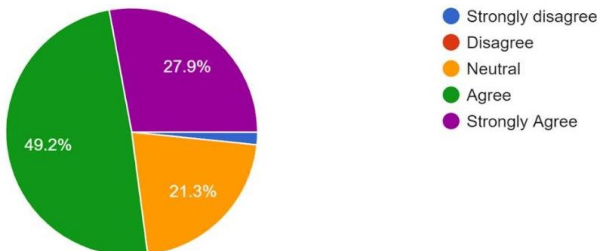
Fig. 6: Social Media may teach new skills

Interpretation:-

54.1% of respondents agree that they can learn new skills through social media, 31.1% strongly agree, 9.8% are neutral to the idea, 3.5% disagree, and 1.5% strongly disagree.

2.3 We can find new uses for existing products with the help of social Media

Table 7: Social Medias enable new product uses



| S. No. | Particulars | Percentage |
|--------|-------------------|------------|
| 1 | Agree | 49.2 |
| 2 | Strongly Agree | 27.9 |
| 3 | Disagree | 0 |
| 4 | Strongly Disagree | 1.6 |
| 5 | Neutral | 21.3 |

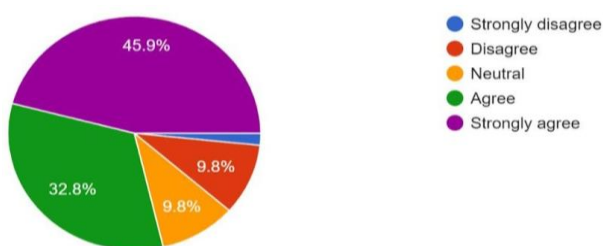
Fig. 7: Social Medias enable new product uses

Interpretation:-

Social media can help individuals identify new uses for things already on the market, according to 49.2% of respondents; 27.9% strongly agree with this statement; 21.3% are neutral; and 1.6% strongly disagree.

2.4 Social media is a source of innovative ideas. Do you agree?

Table 8: Social media is a source of innovative ideas



| S. No. | Particulars | Percentage |
|--------|-------------------|------------|
| 1 | Agree | 32.8 |
| 2 | Strongly Agree | 45.9 |
| 3 | Disagree | 9.8 |
| 4 | Strongly Disagree | 1.7 |
| 5 | Neutral | 9.8 |

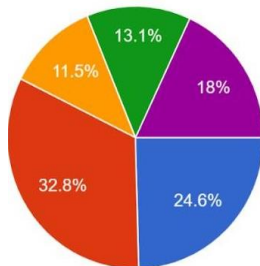
Fig. 8: Social media is a source of innovative ideas.

Interpretation:-

The statement that social media is a source of original ideas is supported by 45.9% of respondents who strongly agree with it, 32.8% of respondents who agree with it, 9.8% of respondents who are neutral on the issue, 9.8% of respondents who disagree with it, and 1.7% of respondents who strongly disagree.

2.5 We can collect information about a new product through social Media

Table 9: Gather data on a new product through social media.



- strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

| S. No. | Particulars | Percentage |
|--------|-------------------|------------|
| 1 | Agree | 32.8 |
| 2 | Strongly Agree | 24.6 |
| 3 | Disagree | 13.1 |
| 4 | Strongly Disagree | 18 |
| 5 | Neutral | 11.5 |

Fig. 9: Gather data on a new product through social media.

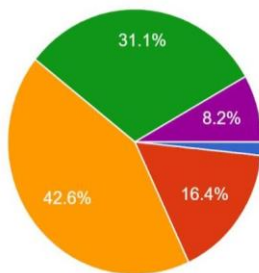
Interpretation:-

The notion that we can gather knowledge about a new product through social media is accepted by 32.8% of respondents. 13.1% of people and 24.6% strongly agree with the same. 17% of people strongly disagree with the statement, 16% of people disagree, and 11.5% of people have no opinion on it.

2.6 You support social media for providing information involving experimentation and high risk

Table 10: Gather data on a new product through social media

media



- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

| S. No. | Particulars | Percentage |
|--------|-------------------|------------|
| 1 | Agree | 31.1 |
| 2 | Strongly Agree | 8.2 |
| 3 | Disagree | 16.4 |
| 4 | Strongly Disagree | 1.7 |
| 5 | Neutral | 42.6 |

Fig. 10 : Gather data on a new product through social media

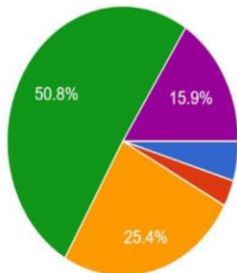
Interpretation:-

Social media can provide information about experimentation and high risk, according to 31.1% of people, 8.2% of people who strongly agree with this, 16.4% of people who disagree, 1.7% of people who definitely disagree, and 42.6% of people who are neutral about the statement.

Objective 3 - To understand if social media use by start-up positively impact recognition

3.1 It is better to introduce new products and services through in social Media

Table 11: Social media use by start-up positively impact recognition



- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

| S. No. | Particulars | Percentage |
|--------|-------------------|------------|
| 1 | Agree | 50.8 |
| 2 | Strongly Agree | 15.9 |
| 3 | Disagree | 4.9 |
| 4 | Strongly Disagree | 3 |
| 5 | Neutral | 25.4 |

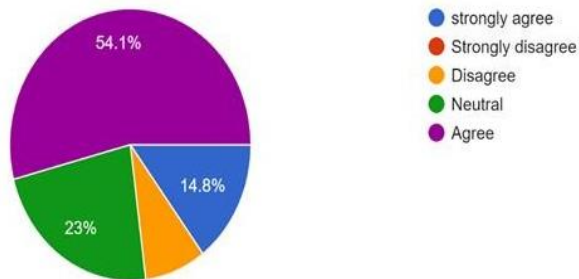
Fig. 11: Social media use by start-up positively impact recognition

Interpretation:-

The assertion that it is preferable to launch new goods and services through social media is supported by 50.8% of respondents, 15.9% of whom strongly agree with it, 25.4% of whom are indifferent, 4.9% of whom strongly disagree, and 3% of whom disagree.

3.2 Social media helps us to enter new markets. Do you agree?

Table 12: Social media helps to enter new markets



| S. No. | Particulars | Percentage |
|--------|-------------------|------------|
| 1 | Agree | 54.1 |
| 2 | Strongly Agree | 14.8 |
| 3 | Disagree | 8.1 |
| 4 | Strongly Disagree | 0 |
| 5 | Neutral | 23 |

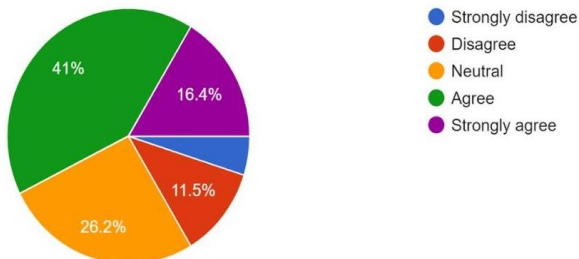
Fig. 12: Social media helps to enter new markets

Interpretation:-

Social media helps us penetrate new markets, a claim that is supported by 54.1% of respondents, 14.8% of whom strongly agree with it, 23% of whom are neutral, and 8.1% of whom disagree.

3.3 Social media helps to keep better customer relations

Table 13: Social media helps to keep better customer relations



| S. No. | Particulars | Percentage |
|--------|-------------------|------------|
| 1 | Agree | 41 |
| 2 | Strongly Agree | 16.4 |
| 3 | Disagree | 11.5 |
| 4 | Strongly Disagree | 4.9 |
| 5 | Neutral | 26.2 |

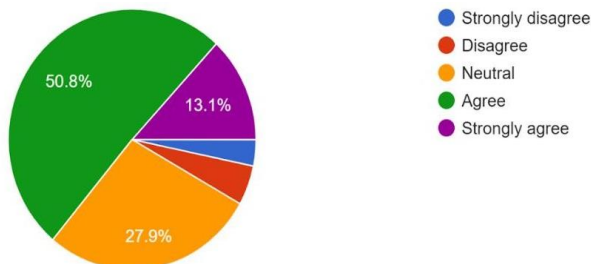
Fig. 13: Social media helps to keep better customer relations

Interpretation:-

Social media helps to maintain better customer connections, according to 41% of respondents, 16.4% of whom strongly agree with the claim. The remaining 26.2% of respondents are neutral toward the claim, 11.5% of whom disagree, and 4.9% of whom strongly disagree.

3.4 Social media helps for participating entrepreneurial events

Table 14: Social media helps for participating entrepreneurial events.



| S. No. | Particulars | Percentage |
|--------|-------------------|------------|
| 1 | Agree | 50.8 |
| 2 | Strongly Agree | 13.1 |
| 3 | Disagree | 5 |
| 4 | Strongly Disagree | 3.2 |
| 5 | Neutral | 27.9 |

Fig. 14: Social media helps for participating in entrepreneurial events.

Interpretation:-

Social media is helpful for engaging in entrepreneurial events, according to 50.8% of respondents; 13.1% of those strongly agree with this assertion; 27.9% are neutral toward it; 5% disagree; and 3.2% strongly disagree.

6. FINDINGS :

The major findings are as follows:

- (1) Most of the new entrepreneurs were used new social media to explore new opportunities for business

development.

- (2) The information about unexploited entrepreneurial opportunities through Social media gave a feeling of excitement to most of the entrepreneurs.
- (3) Respondents were not believed that they are getting solutions to the problems associated with the product.
- (4) Using social media for searching the information about products.
- (5) Customers attracted with new ways of business development, so the entrepreneurs found new uses for existing products through social Medias.
- (6) Most of the respondents were believed that social media acts as a source for innovation
- (7) Most of the respondents are not using Social media information for new product development.
- (8) Social media information's are not used for experiments and risk taking activities.
- (9) Social media platforms are highly useful for introduction of new product in the market.
- (10) Most of the respondents believed that social media helps an easy entry into the new market.
- (11) They were not believed that social media as a tool for better customer relation.
- (12) Most of the respondents were believed that social media not creating a platform for entrepreneurial event.

7. SUGGESTIONS :

The major suggestions are as follows:

- (1) Start-ups are not an exception to the exponential growth and importance of social media in the fast-paced commercial environment. Social networking platforms open up a lot of chances for people, especially for business owners. Therefore, both policymakers and entrepreneurs must grapple with the rise of digital technology in the entrepreneurial space. It has forced the requirement for a clear social media platform policy. Please continue to participate in the game that start-ups are in throughout their early stages because it can help them gain attention. Start-ups should use social media from the beginning if they want to attain this goal.
- (2) Startups are always looking for long-term growth. They need to create a comprehensive social media plan in order to operate sustainably in the complex world of technology, markets, and competition.
- (3) Early adoption of social media by a start-up is a strategy to increase awareness, create a start-up image, and obtain public attention; it would aid in their growth.
- (4) Social media enhances a start-up organization's ability to collaborate, communicate with stakeholders, develop client relationships, and manage knowledge.
- (5) Customers' brand awareness can be raised through social media since brands can raise awareness by enhancing their corporate identities.
- (6) When a company has a set marketing budget, using social media to market and promote the business is the most cost-effective option. Any business can post their material for free on websites like Facebook, Twitter, Pinterest, etc. Social media is a cost-effective advertising medium as a result.
- (7) The business will always stay in touch with its clients' shifting choices, lifestyles, and resources and adjust to their shifting interests. Additionally, businesses will be able to adapt their marketing strategies to the changing interests of their target demographic.

8. CONCLUSION :

Any company can gain from using social media properly. It can improve your reputation, fortify relationships, foster two-way communication with customers, provide a forum for criticism, and improve the standing and profile of the company. Due to these causes, social media websites have become increasingly significant as a platform for businesses. While businesses "focus on leveraging social media platforms effectively," there are a few key things to keep in mind. Before implementing best practices into the execution of their social media communication plan, organisations must first develop a thorough strategy. By following this guide, the business can efficiently and effectively get the most out of their social media project. Social media will always play a significant role in communication, both personally and professionally. It has a huge impact on our daily lives and makes it possible for businesses to run smoothly and effectively. All of this depends on how you decide to represent your brand or your company online. It may have favourable or unfavourable consequences on present and future partners, employees, and customers, as well as brand awareness. We also discussed our suggestions for the best ways to use social media at the office. They included choosing

the appropriate social media platforms for a company, creating goals and gauging the effectiveness of the function that social media plays, and keeping an eye on how much time is spent using work-related social media vs personal accounts at work. In general, websites like Facebook, Google, Twitter, Instagram, and others provide businesses a less expensive and quicker way to connect with customers, sell their business or products, look at current or potential employees, gather feedback on their goods or services, and establish relationships.

REFERENCES :

- [1] Qualman, E. (2009). Statistics show social media is bigger than you think. “*Socialnomics–Social Media Blog*”, de Agosto de, 11. [Google Scholar](#)
- [2] Postman, J. (2009). SocialCorp: Social media goes corporate. *Peachpit Press*. <https://vdoc.pub/documents/socialcorp-social-media-goes-corporate-social-media-goes-corporate-voices-that-matter-62tdt23pm6b0>
- [3] Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business horizons*, 52(4), 357-365. [Google Scholar](#)
- [4] Elawadi, I. (2016). Digital Marketing and Social Media: Challenges and Solutions. *Journal of Technology*, 1-7. [Google Scholar](#)
- [5] Edosomwan, Simeon; Prakasan, Sitalaskshmi Kalangot; Kouame, Doriane; Watson, Jonelle; Seymour, Tom. (2011). *Journal of Applied Management and Entrepreneurship*, 16(3), 79-91. [Google Scholar](#)
- [6] Fortin, D., & Uncles, M. (2011). The First Decade: Emerging Issues of the Twenty-First Century in Consumer Marketing. *Journal of Consumer Marketing*, 28(1), 472-475. [Google Scholar](#)
- [7] Pentina, I., Koh, C. A., & Le, T. T. (2012). Adoption of Social Network Marketing by SMEs. *International Journal of Internet Marketing and Advertising*, 7(1), 65-82. [Google Scholar](#)
- [8] Chua, P. Y., Rezaei, S., Gu, M. L., Oh, Y. M., & Jambulingam, M. (2018). Elucidating Social Networking Apps Decisions: Performance Expectancy, Effort Expectancy and Social Influence. *Nankai Business Review International*, 9, 118-142. [Google Scholar](#)
- [9] Venkatesh, V., Michael, G. M., Gordon, B. D., & Fred, D. D. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly*, 27(1), 425-478. [Google Scholar](#)
- [10] Fadhila, D. (2018). Authenticity and Transparency in Influencer Instagram Content in Indonesia. Bachelor's Thesis International Business. https://www.theseus.fi/bitstream/handle/10024/142785/THESIS_FINAL_DRAFT_DINDA_FADHILA.pdf?sequence=1&isAllowed=y. [Google Scholar](#)
- [11] Matikiti, R., Mpinganjira, M., & Roberts-Lombard, M. (2018). Application of the Technology Acceptance Model and the Technology, Organization, Environment Model to Examine Social Media Marketing Use in the South African Tourism Industry. *SA Journal of Information Management*, 20(1), 1-12. [Google Scholar](#)
- [12] Evans, D. (2010). Social media marketing: the next generation of business engagement: *John Wiley & Sons*. [Google Scholar](#)
- [13] Pappasolomou, I., & Melanthiou, Y. (2012). Social media: Marketing public relations' new best friend. *Journal of Promotion Management*, 18(3), 319-328. [Google Scholar](#)
- [14] Raza, M. Y., Khan, A. N., Khan, N. A., Ali, A., and Bano, S. (2020). Dark side of social media and academic performance of public sector schools students: role of parental school support. *J. Public Affairs* 20(1), e2058. [CrossRef Full Text](#) | [Google Scholar](#)
- [15] Petru, N., Pavlák, M., and Polák, J. (2019). Factors impacting startup sustainability in the Czech Republic. *Innov. Market.* 15(3), 1–15. [CrossRef](#)

- [16] Pakura, S., & Rudeloff, C. (2020). How entrepreneurs build brands and reputation with social media PR: empirical insights from start-ups in Germany. *Journal of Small Business & Entrepreneurship*, 1- 28. [Google Scholar](#)
- [17] Troise, C., Dana, L. P., Tani, M., & Lee, K. Y. (2021). Social media and entrepreneurship: exploring the impact of social media use of start-ups on their entrepreneurial orientation and opportunities. *Journal of Small Business and Enterprise Development*, 29(1), 47-73. [Google Scholar](#)
- [18] Kietzmann, J. H., Hermkens, K., McCarthy, I. P., and Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(1), 241–251. [CrossRef Full Text](#) | [Google Scholar](#)
- [19] Fischer, E., and Reuber, A. R. (2014). Online entrepreneurial communication: mitigating uncertainty and increasing differentiation via Twitter. *J. Business Ventur.*, 29(1), 565–583. [CrossRef Full Text](#) | [Google Scholar](#)
- [20] Chan, Nathan (2016). 15 Tips to Grow a Social-Media Audience for Your Startup Social Media : Founder Magazine retrieved on 21/2/2017. [Google Scholar](#)
- [21] Bashar, A., Ahmad, I., and Wasiq, M. (2012). Effectiveness of social media as a marketing tool: an empirical study. *Int. J. Market. Financial Serv. Manage. Res.*, 1(1), 88–99. [Google Scholar](#)
