



## A Path to Empowerment: Usage of Facebook by Pakistani

### Women Entrepreneurs.

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#### Abstract

Facebook has become popular tool amongst women entrepreneurs in Pakistan and is a good source to earn their livelihood, while staying at home. This study was aimed to enlighten the role of potential women entrepreneurship, who are successfully running their businesses on Facebook. According to the World Bank report (2019) 48.5 percent population in Pakistan is women. Due to the unavoidable reasons majority of them are only allowed to work at home therefore the easy access of Facebook has become a reasonable platform to earn their livelihood. However, their success stories are not being highlighted as they deserve. Semi-structured interviews were conducted with 10 female entrepreneurs actively involved in web-based activities during a three-month time frame of this study by using Snowball sampling Technique. The questionnaire was adapted and inspired from Ajjan et al.'s (2014) Conceptual model. The findings showed that Facebook has an overall positive impact on the lives of women entrepreneurs in Pakistan. Due to the user-friendly nature, customized options and monetary incentives, Facebook is transforming from just social networking site to business platform for women in Pakistan. Due to the unique, innovative and novel characteristics of Facebook, more and more women are getting motivated to run their businesses through Facebook. It is expected that this could further imitate strategies directed to improve entrepreneurial movements among women of emerging economies and conclusively increasing female leadership around the globe.

**Keyword:** *Entrepreneurship, Women, Social Media, Facebook, Pakistan.*

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**Introduction**

Social media has opened a variety of ways for the Pakistan women entrepreneurs. In 2019 the news reported that Facebook has signed Memorandum of Understanding of its #SheMeansBusiness with Lahore Chamber of Commerce and industry to give maximum support in hands on training, skills enhancement and resources to women (<https://shemeansbusiness.fb.com/pk/>, 2019). This was a major step towards the women entrepreneurship as Pakistan is male dominant society where women are not easily allowed to work outside their homes. It has given them the opportunity to earn from home without disturbing their home, family and cultural obligations. Many women in the country are therefore, taking advantage of social sites like Facebook, Twitter, LinkedIn and Instagram. Many business profiles of such women can be seen, containing their business details, portfolio and interestingly, these profiles are regularly updated. Abbas et al. (2016) found that mostly, local women sell stitched and unstitched clothes, accessories, jewelries, decorations, bakery goods for instance, themed cakes, pastries and pickles etcetera. There is a good response as they make clients both domestic and international. This is also beneficial for the overseas Pakistanis, needing to order Pakistani goods, like eastern dresses and accessories etcetera.

On the other side Hasan (2012) stated that because of conformist society and high cost, the Pakistani female entrepreneurs find it difficult to establish their outlets or begin e-commerce business individually. So, they feel more comfortable using social networking sites for business. Since social sites are

rapidly becoming a part of our daily lives, the reputation of online media forums is increasing particularly, among women and most specifically amongst Pakistani women businesspersons. This state is clearly shown in the Internet World Stats (2019) that there are at least 31 million Pakistani users on Facebook. This makes it the most popular social networking site online (compared to others). It's initial acceptance and influence was rapid in the country. The number of users grew instantly and it became 100 million within nine months.

However, Abbas, Abrar, Saleem and Iqbal (2016) argued that in Pakistan, the female gender faces many issues, due to gender inequality. They have to cross so many obstacles in case they make up their mind to run a business. Therefore, social media is proven to be helpful for them. Hossain and Sultana has observed in their study that women own a lot of fashion pages on Facebook as compared to other social media sites, and that these Facebook pages have become display outlets for clients. Secondly Facebook page owners think that it is easy to sell things on Facebook as compared to other sites, as there are more users of Facebook than any other social media sites in Pakistan, so clients are more familiar with Facebook sites and pages and its easy for customers to look for their desired products. Then also female entrepreneurs, need not to invest additional funds for display of their products and items on Facebook. This model is also helpful for female entrepreneurs who have limited access to capital and complicated bank loan procedures. According to the Future of Business Report, over 3 in 4 Pakistani women business owners that Facebook helps their business to expand and grow. In

addition to that Abbas, Abrar, Saleem, and Iqbal (2016) claimed that women entrepreneurs also have a major role in contributing to a country's economy, and women selling through social media are adding to this impact.

Therefore, this research investigates the use of social web by Pakistani businesswomen within Islamabad (capital of Pakistan). In the beginning, we offer outline on the role of female entrepreneurs on the emerging portals, particularly, with reference to the online business achievements. The selected entrepreneurs, for this study, are associated to bakery, clothing, photography, packaging, event management and handicraft e-businesses. These businesswomen self-promote via Facebook, and have been highly successful in their respective domains. The research is led to investigate how the usage of social media helps Pakistani women to establish their businesses. This study focused on ascertaining how Facebook proves to be useful for women in developing their businesses and create awareness among other women about such opportunities and thus help contribute to social development in Pakistan. Similarly, Kelley (2013) stated that above 200 million women from around the globe have businesses established on social media. This contributes to the overall economic development and improvement in the society. On the influence of social media, Boulianne (2015) indicated that the platform has become a useful medium to bring social problems into focus. Besides, it is also a powerful medium to sell products by way of different promotional campaigns. For instance, it enables content sharing with multiple people instantly

and anyone, (from anywhere in the world) can do it without an impediment.

**Pakistani female entrepreneurs & Opportunities and Challenges**

Digital and internet penetration in society has done two things: opened business opportunities and attracted customers. Pakistan is a developing country where female individuals' involvement in business is the need of the hour due to the economic downfall in the country. In growing economies like Pakistan, it is overwhelming to see a considerable number of women are entering business. Despite many restrictions (including, barriers in attaining high education, IT unawareness, lack of financial and social support, religious and cultural obligations etcetera) business women proved themselves successful on social media.

Pakistanis are gradually learning that online business has a number of benefits, such as it needs low budget, offers a bigger market share and reach and more. Rehman (2011) conducted research to learn shopping behaviors of Pakistani population. The results revealed that the majority is already using online stores and it has become their preference now. Various behaviors of the consumers toward e-purchasing are studied. It showed that e-shopping has become a trend. It is easy, more comfortable and better than shopping at a mall due to various reasons. These reasons given by the subjects include: prices, convenience, and recommendation by the public.

Most of the obstacles are due to women's low status and gender biases in the Pakistani society, they are underestimated,

not taken as change agents. Moreover, the tribal and feudal system is also responsible, according to Roomi (2006). Previous studies like Shabbir and Di Gregorio (1996) and Hibri (1982) also gave some reasons. They argued that the notions of 'Purdah' (veil) and 'Izzat' (honor), are also an obstacle. Many women have restrictions as they are not allowed to work with men outside. Mobility usually casts doubts on a woman's reputation and it even reduces their marriage prospects. They are considered rebellious if they do not wear veil or cast a stain on their family's honor.

Akram (2018) explained that in Pakistan commonly, women do not have the command on creating business plans, gathering resources and managing finances, identifying the market, finding business advice, participate in training programs at school and college level. In the male dominated society, women disempowerment leaves a big impact on women welfare. This type of social setup can directly infect business networks and bring negative outcomes. Besides, lack of participation in training and development courses directly influence interest of women. It makes them less concerned in business and trade. Developing countries like Pakistan should pay heed to this issue by introducing strong governmental policies to help empower women. Sadly, the new women led business entrepreneurs contribute only around 10% in Pakistan and other South Asian nations. Notwithstanding the constraint that no accurate information is present for the women led entrepreneurs involved in suitable jobs in Pakistan.

Regardless of all these difficulties, women entrepreneurship has been established in Asian region in a few years and many women are starting their own businesses. Women are performing their role admirably in business entrepreneurs run by them and much of the time they are managing all the significant tasks related to marketing, HR, finance, promotion, answering queries and in time delivery of orders. Women have not just improved their standards of living and buying power with the help of their entrepreneurship skill but they have additionally contributed to the poverty reduction in the country. By using the technology, women entrepreneurs have established their own organizations via creating webpages or business pages/proficient profiles on social media such as Facebook, twitter and LinkedIn and are progressing in the field. Due to the high benefits of the technological interventions, the women who do not even have IT education background are also entering in this field by taking assistance from youth who are more acquainted with computer literacy as PC training is made obligatory at the elementary level.

### **Methodology**

For this research, semi-structured interviews were conducted with 10 female entrepreneurs actively involved in web-based activities during a three-month time frame of this study by using Snowball sampling Technique. The interviews were conducted as anonymous and the information was kept confidential. Snowball sampling was followed for the sampling procedure. All the women involved in web-based businesses on Facebook were interviewed. The persons had been maintaining their

organizations from more than 5 years, with an average age of 25 years.

A semi-structured questionnaire was adapted and inspired from Ajjan (2014) model for interview, the purpose was to explore if and how Facebook being the most used social media network benefits women entrepreneurs in an emerging market of Pakistan.

Interviewed women entrepreneurs were occupied in a variety of occupations using Facebook as the primary social media channel for promotion of their businesses. The businesses included homemade food products, designing and making clothes and related items, providing photography services etc. The focus of the semi-structured interview questions was on the motivation to start the business and impact of social media during start of business and running the business. In addition, the effect of social media on their personal and professional lives was also explored through the question in the interviews to have an idea about women empowerment. The author developed the interview questions in English following the approach stated by Ajjan et al.'s (2014) conceptual model. A translation of these questions was made into Urdu for use in the interviews as the interviews were conducted in-person in Urdu.

Pakistan is a country that has many taboos particularly using the online medium for the women. However, for the last 5 years the expansion of social media is very high in Pakistan. Though more than 70% users are male and they use social media for their gratifications meanwhile 30% female are mature enough to use Facebook for their entrepreneurship as they are forced to



be at home after their graduation. This development initiates to investigate the successful rate of women on social media for their businesses, this is why the qualitative data was used. Given the lack of information associated with these factors in rising economies, the research area was confined to one country. To capture depth of data selection of information collection was organized into semi-structured interviews. The broad-based questions were focused on the motivation to start their businesses; most importantly it included the role of social media in founding the business then how social media platforms helped for the continuation of the business. Moreover, given the construct of empowerment, the questions enabled an exploration into the effect that the women thought that social media had on their individual and professional lives.

### **Data Analysis**

After conducting the interviews, Ajjan (2014) model was used and by using deductive approach codes were developed on the bases of literature review and analysis through the NVIVO, Ajjan (2014) and a semi-structured questionnaire was adapted. Codes and sub-code were developed including motivation behind starting a business with sub-codes SNS Support, monetary inspiration, personal awareness, utilization of extra time and easy social media access. Significance of Facebook for women business with sub-code access to information, share marketing strategies, execute sales, gain marketing knowledge, challenges in using Facebook with sub-codes dealing with dishonest and fake customers, Constrained by platform, Time Management are the sub-codes and using social media to run a business professionally

with sub-code flexibility, fanatical security and freedom, gain confidence, Independence, Improvement on life control are the sub-codes. Through a process of constant comparison between the recorded interviews of Glaser and Strauss (1967), conceptual patterns were detected and organized for analysis after translating the data of Urdu language interviews into English language. The findings were then analyzed comprehensively after discussions between the two authors and reconciliation of any discrepancies was carried out.

### Social Exchange Theory and COVID-19

**Table No. 1: Categories, themes, and illustrative quotations**

<i>1 Motivation behind starting a business</i>	
Communal network support	Many of my friends are running their online businesses. They motivated me and guided me about how to start a new business with the help of Facebook.
Monetary incentive	Since my husband left the job therefore to earn livelihood, I found financial motivation and started online business on Facebook.
Own interest	I was famous in my family for cooking and baking wonderful food items, therefore I adopted my personal interest on online business of delivering homemade food, so this passion of mine has helped me earned extra money for my family.
purposeful usage of time	This activity helped me to use the time for best purposes and it reduced my depression as I am workaholic.
Social Media conscious and access	I am the jack of all trades particularly in the matter of Facebook and other usage of online media so I have sound knowledge of social media, now this knowledge of mine supporting me to run my own business online.
<i>2 Significance of Facebook for women business</i>	
marketing statistics	During my bachelor program, I learnt different marketing tools for businesses. I also knew the basics of graphics and editing skills and Facebook is a user-friendly tool to share the photos of my products.

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Sale plans	I am regular user of Facebook however this was the first time I used my Facebook page as a tool to sell my products, and now I am becoming a profound business person on Facebook and get to know that Facebook is providing a whole complete system for business entrepreneurs and have sale plans for online businesses.
Learned marketing strategies	Social media was used to communicate information to prospective clients and also invite to get call for price confirmation.

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### *3. Challenges faced during usage of social media for business*

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Combating with 'counterfeiters'	It is always a challenge dealing with heterogenous customers who have different backgrounds and temperament therefore many times I have to be careful dealing with forgers and deceit.
Time management	Time management was a crucial challenge in running my Facebook business  For example, a lot of energy has been consumed in chat with a client on product descriptions and order placement."

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### *4. Using Social Media to run a business on personal and professional level*

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Expanding professional awareness	I started my business from a small shop on Facebook now I can say proudly that I have achieved many milestones personally and professionally.
Sale growth and security of finances	My experience with Facebook business online is awesome. As Facebook provided me a secure system for financial management and security of payment from my clients.
Goodwill and self confidence	Facebook has made me feel independent and enabled me to have more self-control over my life and decisions, as I don't have to rely on others makes me feel strong.

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## **Findings**

It was revealed that the 10 Pakistani female entrepreneurs, who were interviewed, were involved in six distinct kinds of businesses namely (i) fashion accessories, (ii) clothing, (iii) cosmetics, (iv) event planning/supplies, (v) homemade food, household products, and (vi) online marketing/shopping. Table show the 10-female business in sample group.

<i>Interviewee</i>	<i>Type of Business</i>
1	Fashion accessories (R1)
2	Clothing (R2, R3)
3	Cosmetics (R4)
4	Event planning and related products (R5, R6)
5	Homemade food Products (R7, R8)
6	Online marketing/shopping (R9, R10)

Following are the classes which were determined to investigate during the data analysis process are:

### **Motivation behind starting a business**

The data analysis showed main motives behind the business women entrepreneurs to start and maintain their businesses on sustainable basis. The women entrepreneurs gave more than one explanation for starting a business. The main factors were motivation from friends and family and easy access to Facebook in deciding to start their own business. Some of my friends were also having their own businesses. Their friends and family in their network provided main support in the form of ideas, proposals and positive comments on their businesses.

Most of the respondents also quoted financial incentives as one of the reasons to start a business. R2 was of the view that her clothing and fashion business was a good venture to invest and earn cash. Another said that sole main thrust for beginning her business was having extra source of earning at my home.

A very significant factor for women entrepreneurs was observed as Passion. For instance, one R3 told that since her childhood, interest in the fashion industry encouraged her, while another R4 also said that only inspiration to start her business was her affection for food. It was also revealed that some started their

businesses in order to utilize their free time in a positive way. It shows that they either had free time or were bored. R5 also said "Actually, I just wanted to pass my free time by utilizing my skills to take good pictures and there were no specific objectives in starting my photography business."

Besides motivation from within social relations, other factors also encouraged and provided a mode to establish a business by female entrepreneurs. which included financial requirements, thrust and interest, hobby, basic knowledge about the social media portals and its easy access.

### **Significance of Facebook for Women Business**

The results revealed that the easy access to social media resulted in starting new businesses by many women. For example, the respondents were asked about the effect of the existence of social media on starting a business. R6 said: "It was not possible for me to start my business without Facebook, it helped a lot for me in marketing" These arguments were also supported by R1. Likewise, another women entrepreneur explained that it was less likely that she would have been able to successfully start and run her business without Facebook: "Without Facebook, it was very difficult to accomplish the task of starting my business of food. I cannot visualize opening my restaurant or food outlet to achieve my passion of cooking food, for me Facebook proved to be my restaurant where people can buy food". Considering these, online platforms performed an important role in starting a business. The concept that online networking access encouraged the beginning of a business was regularly understood, entwined by utilization

of internet-based life and also including advantages and difficulties of internet.

Web-based social networking gave an approach to share a range of advertising data after the start of a new business. It is pertinent to note that the online networking sites provided space to exhibit their products. This was the only place where the products of many of the women entrepreneurs were introduced. Due to this, the social media platform provided an opportunity for marketing and supply of the products. The main tool used by the majority of the respondents was creating a Facebook group.

Numerous business women posted photographs of their items like R1 talked about her utilization of Facebook: "It's extremely helpful as a method for correspondence by exhibiting my items, drawing in more clients, and showing them my ideas." Besides posting photos, she likewise shared costs of her items, but not additional supplementary information: "I write prices only. Most consumers do not care about products any more. For them the most important thing is good shape and fair price irrespective of materials." However, others gave a mix of details. R10, for example, explained how she used social media to communicate information to prospective client clients. In situations where pricing has not been posted, business people have asked potential customers to call.

Social media was also used as a tool for receiving feedback from both existing and potential customers. One respondent captured this, who clarified that Facebook's presence everywhere raised the opportunity not only to start a business but also to gain valuable input from those in the system: The women

entrepreneurs identified two specific key benefits of using social media in business.

Such factors, ease of use and resource conservation, probably contributed to the impetus for social media use. That is, the barrier to a company startup is likely to lower due to ease of use in addition to the low financial outlay.

Many of the businesswomen remarked that Facebook was comparatively easy to use. Over the interviews the word 'easy' emerged. Mona highlighted, for example, the use of social media in her company: "Easy to contact people. I can interact with people whenever I want and communicate with them online, follow competitors and take orders easily". Likewise, R9 said that Facebook was the simplest of all available sites. It was also supported by R2 who stated that it can be used from mobile phones. Ultimately, to summarize, another expressed that "very less effort is needed for online sales and marketing." Accordingly, one can easily use this by utilizing fewer resources.

Business permitted entrepreneurs to save time and money related assets by utilizing web based technologies. For instance, one observed that virtual clients were permitted in a way for all intents and purposes go to her home, which had a reasonable advantage: "It's obviously superior to work through gatherings and snappier in recognizing who needs what." Moreover, respondents had the option to draw in with practically no monetary expense because the online life stages can frequently be utilized for paying nothing. Due to this, the costs identified with beginning a business were restricted and along these lines

improved benefits. The women were, therefore, able to do savings while utilizing the Internet based free platform.

### **Challenges in using Facebook**

It was not surprising that the respondents faced inalienable difficulty in the utilization of, and dependence on web-based networking media. Most strikingly, they made efforts in managing the 'falsifiers' and dishonest. Moreover, there were clear limitations in the platform itself and concerns with time management.

Many clients and others cheated and deceived the business women entrepreneurs online, which was highlighted by them regarding online transparency. This absence of transparency included individuals distorting themselves and, essentially, declining to complete business dealings. It was described as a common event that clients did not complete the transaction, for example, declining to pay for completed work. Out of ten respondents, R7 briefed this as: "Individuals request certain items, at that point they close or deactivate their Facebook accounts and go away and therefore some of the time I face loss." Not just is cash lost, the entrepreneur had spent time in the product development particularly on the off chance that it is a specially designed product or one that includes costly items. To overcome this issue, advance payment was requested by few women business entrepreneurs before the product development. "This was what I began to do to guarantee privileges both of clients and mine" R5 added.

Besides declining to complete a transaction, there were other issues like males, most of the time, making fake accounts



pretending to be women in the social media. For instance, some women portrayed troubles in maintaining their business on the web as R1 said: "I utilize the web to exhibit my items, however I can confront circumstances when a client misbehaves with me or boys use fake accounts with girls' names and profiles, which makes me irritated."

Women entrepreneurs could also feel insults aimed at them personally or products due to lack of transparency in an open platform. In addition, there were fears of intellectual property stealing, where photographs of branded designs were taken in some cases and utilized somewhere else without consent.

Business women entrepreneurs were sometimes blocked by Facebook and thus confronted difficulties when they were doing in conflict with Facebook policies. The causes for the blocking are sometimes difficult to evaluate and resolve, therefore, this blockage may be of few hours to any longer duration. For instance, one of the respondents expressed: "Facebook does not permit to market the product directly and I was blocked by Facebook for two weeks due to this... there is no particular reason for this issue as there are numerous explanations but I can't post any photographs".

Besides, there were worries that the business would affect if Facebook changes its policies, for example, tax collection or charging for the provision of facility. Women entrepreneurs who depend entirely on this specific platform to market their items and services were particularly upsetting due to this concern. There were concerns related to time management, like investing a lot of time for Facebook managing clients and talking with customers.

For instance, one respondent observed a test in utilizing Facebook: "It's only an exercise in futility; particularly I invest a lot of energy in it when I get new materials, chat with a customer or wait for a delivery."

Notwithstanding these difficulties, use of social media enhances clear professional advantages to maintain and run their online organizations.

### **Using Social Media to Run a Business on Personal and Professional Level**

Following are the personal and professional profits of the practice of social media: enhanced awareness, growth in sales, and the building of repute. Social media not only permitted the women entrepreneurs to access more people, improve sales, and build their reputations; it also allowed them to do this in a lithe way.

All respondents stated that using social media to run their businesses enabled them to increase their reach for marketing. Significantly, Facebook enabled female entrepreneurs to reach a wider audience, as visitors could see their products on their specific Facebook but also on others' Facebook pages.

Increasing use of social media resulted in more buyers for many of the women entrepreneurs, including consumers from a broader geographical region. The broader possibility of reaching allows for customers from within Pakistan. R5 noted her surprise at this wider group of customers: "When the group expanded, I also found orders from outside Pakistan!" According to Respondent R7, "Without Facebook, my business would have been limited to my narrow circle of friends, but when I used it, that circle expanded and widened." This expansion of business

also allowed women to start building strong reputations more rapidly for the products and services offered.

The above-mentioned professional benefits were refined including flexibility in the time spending during their work or time spending in their business and also formulate their business or work without having a particular workspace and location. For example, some of the respondents express that social media enable them to work through the secure environment like homes and easily connect to their client or customers whenever internet connection is available.

The versatility is particularly vital part in Pakistani social context. For instance, when a question was asked about the influence of Facebook on their own life, respondent R3 reported that "Yes, Exactly, of course. It became easier for me especially [as] my parents objected to going out without a strong reason. I can post photos of materials from home before I buy them instead of carrying them to show every girl and that is not practical". Because the use of social media enabled females to balance their work and life and also support to reduce the financial crisis and instability in their life. A benefit expressed by many of the women has been increased financial freedom, such as having their own money and being able to spend it on their own: R10 responded "When I have a business, I feel valuable in life and I can get income without relying on the others."

This has enabled some to cease relying on their parents and other significant ones. Like, R2 said this about her business: "Of course it made me work, get money, rely on myself, also feeling the value of my strength that get from business. Another

respondent R5 "since I started this business, I didn't ask my father for pocket money and was more dependent on myself and manage spending money," she emphasized on improvement of her own trust including financial freedom which heavily intertwined with trust gain and independence gain. Respondents have noted increase in confidence is the catalysis of business and company is outcome of this catalyst. ' Self-confidence ' has been reflected in many different ways and has provided numerous benefits for women. One of the respondents R8 said: "my business has made me a hero from zero, and my self-confidence has increased, there is a will and reach for what you want, at least your head is active and working". The resulting confidence helped others in the dataset deal better with certain situations, such as dealing with customers and making decisions.

Fiscal freedom and trust are linked to independence. For example, Respondent R2 noted, "I became no longer asking people to help me as long as I have money and buy many things that I need without being forced to take anybody's permission and be able to make my own choices." As such, it expressed independence through the ability to engage in actions without relying on others. In this regard, the respondent acknowledged that her company had provided her with a clear benefit: "I am my own independent entity, without relying on others or interfering with others." Respondent R3 also echoed this, "I work alone and do whatever I want including meeting customers without needing partners. R1 responded, of course, these have made me feel independent and don't rely on anyone. 'This increased independence enabled these women to have more self-control

over their lives and decisions, as expressed by one respondent's words: "Don't rely on others makes you feel strong."

### **Discussion**

The analysis of the study conducted with ten Pakistani business women who are successfully running their businesses more than 5 years clearly supports the conceptual model by Ajjan et al.'s (2014). The data collected provides evidence that the social capital of Pakistani businesswomen is boosted with the improved experience with consumers. Social sites enabled these females to promote and sell their products across Pakistan and beyond and it was believed that social sites helped improve lives of female businesspersons. Majorly shown through self-confidence and trust, independence and improved decision-making power in relation to their male partners and parents. Put differently, women gained individuality and freedom to make-decisions. They also attained confidence needed for running a business. This improvement enabled the women to better control their lives. Women businesspersons, from our sample, acknowledged their skills to establish their businesses, defined their self-interests, and made their personal choices. Also, this study revealed that women believed they got financial freedom, gained independence and controlled their destinies; through their entrepreneurial endeavors by using social platforms like Facebook.

Future studies could verify Ajjan et al.'s (2014) proposition on the use of social sites for boosting self-efficacy. Moreover, as Ajjan et al. (2014) projected that social capital of businesswomen could be enhanced. The sample used in this study reported that they could access more consumers; as social

capital is encompassed of both bonding (close ties) and bridging (non-closely related ties) (Putnam, 2000); thus, future studies could examine what types were crucial to entrepreneur women and whether they have any impact/s. In summary, we studied that social media has provided confidence to women entrepreneurs in the ability to exert control over their motivation, behavior, and social environment. Moreover, Facebook has helped to empower women and improved their lives through interpersonal relationships, a shared sense of identity, a shared understanding, shared norms, shared values, trust, cooperation, and reciprocity which are important social media tools. The effects of this enablement should be long-term in developing markets where a country's growth potential is reliant on the contributions of many.

**Conclusion**

Facebook has become the daily part of life in Pakistan. More than that it has opened new avenues for the females who are not easily allowed to work outside and earn livelihood for their families. In the meantime, some successful stories of women about online businesses is becoming a debate in the society. That inspires the other graduated housewives to add up an earning hand for their families through online businesses. Therefore, the proactive approach of female entrepreneurship is taking place in male dominant society. The research delivers proof regarding the advantages and limitations of social media usage in functioning entrepreneurial businesses of the country. It is expected that this could further imitate strategies directed to improve entrepreneurial movements among women of emerging

economies and conclusively increasing female leadership around the globe.

Although, the research is inclusive of its constraints especially in reference to one country context and interview methodology, the results deliver an intuition about the impact of social sites as opportunities for women entrepreneurs and in the advancement of developing economies. Even if the results are fairly bounded, they do offer assistance connected to larger scale empirical projects.

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