

# “Home Based Women Entrepreneurs and Social Media: Identifying Challenges and Opportunities Using Grounded Theory Analysis.”



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## ABSTRACT

This research provides insight into the opportunities of doing business on social media and identifies the motivators encouraging women to consider this business option. It also identifies the hurdles and challenges that home-based women entrepreneur face. A series of interviews were conducted with women who engage in home-based social media ventures. The research was conducted in Pune City, Maharashtra, India. The qualitative data collected is analyzed using Grounded theory analysis. The opportunities identified from this research were easy access to social media, a substantial number of users connected on social media, social media facilitating a market beyond local boundaries, the opportunity to create unique products along with other motivators like ability to follow passion, low investment, ease of doing business, financial independence, ability to realize career goals and more. Several Challenges were identified related to technology, availability of finance, acquiring new customers, customer relationship management, supplier management, building customer trust, logistics management, etc. The data obtained from the interviews provides a deeper understanding of the strategies employed by these women in confronting their obstacles. Women entrepreneurs operating from home have achieved a milestone previously unattainable during the era before the prevalence of social media.

**KEYWORDS:** home based women entrepreneurs, #women entrepreneurs, #challenges and opportunities and #social media.

## Introduction

Women Entrepreneurship in India has constantly been evolving. In the Indian culture, it was customary to pass on family businesses to the sons of the family; the daughters were rarely considered capable of managing a business. The women were considered as homemakers. Their primary duties were managing the household chores and caring for children and the other house members.

Gradually, this situation changed with evolving government policies laying more stress on educating the girl child. Opportunities were created for higher education, jobs, and entrepreneurship. This is visible today, as we see many successful women entrepreneurs in our country. Despite possessing the capacity, expertise, and aptitude for achievement, individuals may opt to pursue domestic duties or, due to familial and societal constraints, find themselves compelled to assume the role of homemaker. This is where contemporary platforms like social media have proved to be a boon for these women. Today, many women engage in entrepreneurial ventures from their homes while managing their roles as homemakers.

## Home-based women entrepreneurs and social media:

Home-based women entrepreneurs are the ones who engage in business activities from their homes. They choose not to invest in a Physical brick-and-mortar business format. It has been observed that

recently, many women are opting to run a home-based business; this way, they can manage their household responsibilities along with their desire to work and be financially independent. There has also been a rise in educated and skilled working women who give up their jobs to be at home with their children. Home-based women entrepreneurs run a wide array of businesses. Some examples are photography services, logo designing, clothes reselling, home utility products and accessories, event management, fashion designing, personalized crafting products, beauty services, catering, manufacturing herbal products, home baking, and content writing. This opportunity is available to these women due to the advancement in technology. The availability of communication and internet facilities at a meager cost is the foundation of this opportunity. The continual rise in internet users in India can be attributed to the technological advancements observed in recent years. The aggregate quantity of Internet consumers in India has escalated from 795.18 million as of December 2020 to 825.30 million by the conclusion of March 2021. This increase denotes a quarterly expansion rate of 3.79 percent, as indicated by statistics provided by the Telecom Regulatory Authority of India (TRAI). Home-based women entrepreneurs use information technology to run their businesses. They use social media website applications like Facebook, /WhatsApp, Instagram, Twitter, and Telegram as platforms to conduct their business to

promote their products, connect with their target market, display their products, and impart customer service, among other services.

#### Research problem:

There is a rise in the number of home-based women entrepreneurs attempting to execute a successful business on social media platforms. This research aims to identify these challenges along with the abundant opportunities available. With the help of this research and the personal interaction with home-based women entrepreneurs, I aim to explore how their businesses can accelerate by optimum use of social media platforms, identify the challenges they face, and determine how they overcome them.

#### Research objectives:

The objectives of this research are as follows:

- Identify the opportunities and benefits available to home-based women entrepreneurs on the social media platform.
- Identify the problems or challenges the home-based women entrepreneurs face while engaging in entrepreneurial activities on social media.

#### Literature review:

The Literature review was done to gain insight into women entrepreneurship, home-based women entrepreneurs, the challenges and opportunities they experience, and the role of social media platforms in providing entrepreneurial opportunities to these women.

Female empowerment is a multi-dimensional construct described as "a phenomenon in which women acquire the capacity to mobilize themselves to enhance their self-sufficiency, asserting their autonomy in decision-making, and managing resources that aid in confronting and eradicating their subordinate position." (Keller & Mbewe, 1991). "Women entrepreneurs must face and overcome the hurdles and challenges to achieve their goals to become financially independent" (A, Sabina, 2019). It is observed that a cult of women entrepreneurs has surfaced who are not only boosting new startups on social media but are also using the platform to grow existing businesses and create networks of customers like never before (Fischer & Reuber, 2011). One of the main challenges is that a woman's ability as an entrepreneur is not identified and accepted by society. The fundamental cultural norms dictating women's roles contribute to balancing work and personal life. The difficulties stemming from official establishments are not widespread and gender targeted. (Shastri, Shastri & Pareek, 2019). (Vivakaran & Maraimalai, 2016) When discussing the entrepreneurship situation in India, a significant gender gap is due to the dearth of satisfactory education and appropriate training among women entrepreneurs. Therefore, the researcher suggests an inventive learning system that uses Facebook to

aid potential Indian women entrepreneurs in growing their businesses. Since Women in developing economies have limited opportunities, they start their businesses to meet the need for extra income (Kelley et al., 2013). According to (Goyal & Jai. 2011), Self-determination, expectation for recognition, self-esteem, and career goals are the critical drivers for entrepreneurship among women. (Singh 2008) recognizes the aims and inducing reasons that result in women taking up entrepreneurship and states that the difficulties in women's entrepreneurship progress are primarily due to insufficient communication with successful entrepreneurs, social unacceptance, family obligation, gender discrimination, missing networks, and the unavailability of finance from banks.

Benefits that social media can give women entrepreneurs, as emphasized by (Upkere et al. 2014) are Low investment and working capital, Basic technical skills, Wider scope of networking, and Better work-life balance.

Many researchers working in the field of women entrepreneurship agree that social media has created contemporary methods of doing business and networking possible for women (Genç & Oksüz, 2015; Cesaroni et al., 2017; Mukolwe & Korir, 2016; Upkere et al., 2014; Melissa et al., 2013; Oke, 2013). For a very long time now, continuous studies have been conducted to highlight the critical role played by home-based businesses as a crucial tool to boost economic growth (Breen & Karanasios, 2010), decrease unemployment (Lynn & Earls, 2006), benefit society at large (Al Roomi & Ibrahim, 2004) last but not the least to facilitate empowering not only women but also their families (Al-Dajani & Marlow, 2013). Additionally, the home based businesses creates a supportable income source for urban households (Newbery & Bosworth, 2010). A route to improve entrepreneurial activities and success that would further lead to economic development is women's use of technology (Ajjan et al., 2014). Social media platforms and the advancement in Information technology are giving home-based women entrepreneurs kaleidoscopic business opportunities. According to (Pushpam & Thirumal, 2010), The steady development of e-commerce worldwide has seen prominent women entrepreneurs undertake ventures in the Indian market to promote expansion and the development of e-commerce platforms. Information and Communication Technology advancements have facilitated economic growth, prosperity creation, and enhanced productivity worldwide (Ramadani et al., 2013). Social media has the potential to open new opportunities for female entrepreneurs and support the creation of new ventures by women; this can be linked to their flexibility of use attributes. Moreover, social media can help women entrepreneurs display their skills in socializing and network building by creating virtual communities (Cesaroni et al., Paola

& Paoloni, Paola. 2017). Previous studies on women entrepreneurs in India point out: gender biases emerging from socio-economic factors or legal provisions/ inheritance laws (Daynard, 2015), the need for entrepreneurial training (Field et al., 2010); limited understanding of women entrepreneurs and their true potential being untapped (Cheruvath, 2007); (Prasad et al., 2014); women entrepreneurs receiving lesser policy attention (Shah, 2013) and women entrepreneurs being a largely under-researched area (Kothari, 2017)

**Methodology**

This research collected primary data from women entrepreneurs through personal interviews and a thorough literature review. Relevant secondary data was referred from earlier subject-related contributions.

**The protocol used for this research is as follows:**

1. Identifying and defining the research subject area: The research subject area was defined, and a framework was created.
2. Data collection framework: Qualitative primary data was meticulously collected from nine home-based women entrepreneurs in the Pune district of Maharashtra, India. This data was gathered through

recorded online personal interviews each lasting an average of 30 minutes. The interviews were then transcribed for further analysis. The participants were selected using the snowball and purposive sampling methodologies.

The secondary data collected for the literature review included research papers published from 2009 onwards to ensure the most up-to-date literature review.

3. Identifying Keywords for this Research: Careful keyword selection ensured that the research was focused and comprehensive. Appropriate research database resources were accessed using the following keywords: # home-based women entrepreneurs, #women entrepreneurs, #challenges and opportunities, and #social media.

4. Analysis of qualitative primary data. The qualitative data was meticulously examined by applying grounded theory analysis principles. Codes were created for different variables. These codes were then used to structure and analyze the data collected in the interviews. A table was used to create a structured layout with the primary category codes and the subcategory codes. With the help of these, a list of similar responses from the respondents was created, ensuring a comprehensive understanding of the data.

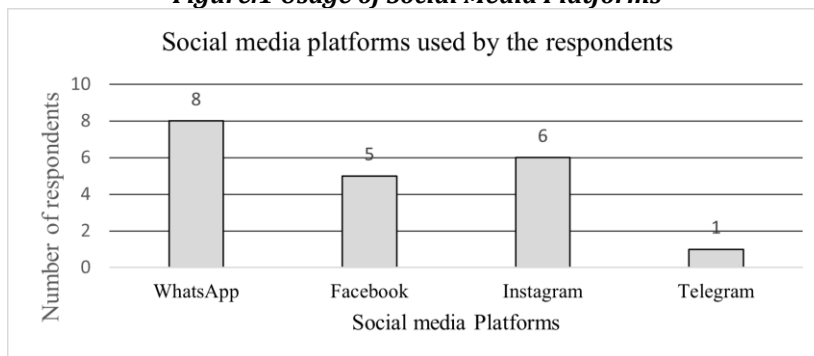
**Analysis:**

**Table-1: Respondent Details**

Sr.No.	Name	Age	Brand name and Nature of Business
1	Afreen Momin	41	Aaraish Fashion Hub: Reselling of Clothing and Accessories. Yarn full of memories: Customised embroidery.
2	Purnima Jalindere	41	Shloka fashion: reselling of sarees and accessories.
3	Dhanashree Patil	24	House of shrugs: Reselling and manufacturing of shrugs. Dream piece: Home-baked cakes.
4	Ishita Mathur	20	Scrunchies by Ishita: manufactures scrunchies at home.
5	Darshana Kunawat	40	Reselling Bedsheets (No Brand name)
6	Nigar Kahan	38	Zainu Jewellery: Reselling fashion jewelry.
7	Charu Khot	38	Reselling business (no brand name): Reselling of Clothing and Accessories.
8	Tasneem Sapatwala	37	Rainbow of Cheesecakes: Makes homemade cheesecakes.
9	Nahel Shajahan	21	Nahel Calligraphy: Paintings created using creative calligraphy.

Source: Primary data collected for this research

**Figure:1 Usage of Social Media Platforms**



Source: Primary data collected for this research

The respondents fall in the age group of 20 to 41 years. All but two respondents are married. The two unmarried respondents are pursuing their studies. None of the respondents have received formal training in social media marketing. All the respondents are either pursuing graduation or completed their graduation. Three of the respondents have completed their post-graduation. The aspect to be observed is that these women are well-educated and aspire to leverage their expertise and knowledge to achieve financial autonomy.

**Grounded theory analysis:**

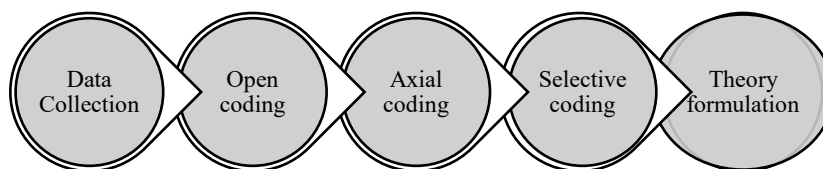
The data collection methodology used for this research is qualitative. Nine home-based

entrepreneurs were interviewed, and the qualitative data was analyzed using the grounded theory approach.

There is more than one technique for using grounded theory analysis. Various researchers have developed these techniques. Glaser (1992) and Corbin and Strauss (1990) incorporate the most commonly used methods. I utilized the grounded constant comparative analysis method developed by Corbin and Strauss for this study. The philosophy behind grounded theory is that most theories can be derived from the data collected if appropriate methodology is applied to analyze the qualitative data.

Analyzing data using grounded theory involves four steps, as seen in the diagram below.

Figure:2 Process of applying grounded



For data collection, the home-based women entrepreneurs were asked the following questions.

Q-1: Why did you choose a social media platform to conduct your business?

Q-2: What, in your opinion, are the opportunities for doing business on social media?

Q-3: What are the Challenges associated with doing business on social media?

**Open coding:**

After the interviews, the responses were transcribed and sorted using the following tables for each question. In this step, open codes were identified. Open coding is a process where we identify keywords from the responses received. The following are the details of open codes created for each question.

**Table 2: Responses and Open codes for Question number 1**

Responses	Open code
After household work, I can work in my free time	Priority to household chores.
Can work at your convenience, even in late hours.	Can choose when to work
There are no work hour restrictions like in a job	No minimum working hours
Can choose not to work during certain times, like festivals or children's exams	can take leave whenever needed.
Must take care of family first and then in whatever free time available can interact with customers	More time for family
Sometimes, I can prioritize my studies and not focus on business during exams.	Can set time priority
It is more convenient to do this from home as I can conveniently do household chores.	Must do daily household chores
Family restrictions regarding going out and working	Family restrictions
Must be home to take care of children and in-laws.	Take care of family.
She used to work earlier but quit working to be with her child.	Responsibility for a small child
Managing a full-time job and all the household responsibilities was stressful; hence, I gave up my job and opted to do a small-scale business from home.	Family and household duties are a priority.

I have always been interested in jewellery designing and wanted to open my venture	do something related to your area of interest
I have always been making excellent cheesecakes for years and wanted to use my skills commercially.	Pursue strengths in business.
I love the art of embroidery and want to keep it alive. Hence, I thought of creating products that I could sell.	Use skills to earn income.
Want to earn extra income for the family to improve the standard of living	Contribute to family income
I wanted to have my income source. And not rely on family for personal expenses.	financially independent
Do not want to rely on family for personal expenditure	Want to be self-reliant financially
I have completed my post-graduation, and doing home-based business gives me satisfaction	Realisation of Career goals
All competitors are on social media so now a days it is not an option but necessity.	Survive the business
I wanted to do business, but setting up a physical shop requires a high investment, so I opted for social media.	Low investment
I do not want to go door to door to sell the commodities I manufacture.	Do not want to travel.
Our community does not encourage women to do a job, so business on social media is a good option.	Community/family restrictions on doing a job.
Do not want to engage in a full-fledged business.	Part-time work
I want to use my skill of painting to earn income for myself	Make use of skills
I like shrugs and want to design and source various varieties and sell exclusive products.	Do business in the area of interest.

**Table 3: Responses and Open codes for Question Number 2**

Responses	Open code
I can reach customers not only in home city but also in other cities	Sell beyond local boundaries
I can promote from my personal page as well as from social groups.	Promote in multiple means
Can tie up with sellers from various locations create an assortment of products and then sell	Availability of wide variety of products to sell
The number of people on social media is remarkably high.	Substantial number of people on social media
Many people are joining social media.	Increasing number of customers
It is not expensive to use social media.	Inexpensive business option
Internet charges are affordable nowadays, and everyone can afford it.	Affordable to use
Positive reviews from customers encourage more people to buy	Word-of-mouth publicity
When customers like the product, it gives work satisfaction.	Work satisfaction
The investment required is significantly less.	Low investment
Self-funding is possible as investment is not remarkably high.	Low initial capital required
It allows using unique skills to create products.	Platform to highlight skills
I create products that can be personalized/customized for different customers.	It facilitates the creation of niche.

Promoting the product by posting on a personal page or commercial social media groups is easy.	Easy to do promotions
It is possible to meet many people in one day, but this is impossible when selling commodities face-to-face with customers.	Ease of reaching a large audience
Multiple pages can be created to sell several types of commodities.	Scope of diversification
When people like a product's promotional post, they share it with their friends and family, which results in more sales.	Word-of-mouth publicity
It allows me to earn extra income to support my family's expenses	Increase in family income.
I do not have to invest in stock. Hence, very minimal investment is required.	No investment in stock
I can give personal attention to every customer and answer their queries at length.	Personal interaction with the customer
Sometimes, I can help the customer decide what to buy. The discussion can go on for many days without inconvenience to the customer or seller.	Personal follow-up with clients
Many distributors of commodities can be found very easily on social media, as everyone has a commercial page on social media.	Ease of locating distributors of various products
I can sell diverse types of products. For distinct kinds of customers	Engage in multiple business
I can choose what types of products I would want to sell and can change the variety easily.	Flexibility of business
I can tie up with multiple distributors and create a wide assortment of products.	Assorted products can be sold.

**Table 4: Responses and Open codes for Question Number 3**

Responses	Open code
Although she has a steady job as a teacher, she states that managing her family, job, and business is challenging.	Challenge to manage family, job, and business.
She states that though she is pursuing her dream of starting a business, she always needs to give priority to her family.	An entrepreneur who prefers to face losses rather than ignore her family responsibilities.
It was mentioned that in order for a woman running a business from home to succeed online, she needs the support of her family, as she will still be responsible for household chores and taking care of the family..	Household work is a priority over business.
highlighted the fact that encouragement from family and friends in the initial stages of the business is necessary to boost the growth	Family support and encouragement
stated that though she uses social media for her business, she finds WhatsApp the most convenient, followed by Facebook and Telegram. She is not comfortable with Instagram	Unable to use all media. Find some easy to use over the others.
DL stated that she was more comfortable with WhatsApp and found operating from Instagram more challenging	WhatsApp is easier to use
IM states that since she uses Instagram very regularly, it was easier for her to create her business page and execute it from there.	Finds Instagram more appropriate for her business
states that it is also challenging to create the right product assortment. One needs to anticipate what is in	What types of products to sell is a challenging decision

demand, the changing trends, and what people would be interested in buying	
AM thinks that social media clients are not buying expensive commodities, which is why low—or moderately priced commodities work well on social media.	An understanding of the buying capacity of the followers also helps to attract them
states that the right product assortment can be created keeping in mind what is trending, what festivals are approaching, and the likes and preferences of the set of people following your posts on social media	Understanding the changing demand pattern to create an appropriate assortment
Acquiring new customers is challenging on social media. It isn't easy to get people to notice your products among so many sellers displaying the same or equivalent products.	Difficult to create a competitive edge with many people selling the same product
DP states that getting people to follow a seller's page on social media is time-consuming, and it also takes time for them to make the first purchase.	Getting followers on social media can be time-consuming
States that acquiring customers can be challenging as many times people enquire ask many questions, and later vanish	Convincing people to buy the product is difficult on a virtual platform.
She says it is crucial to keep offering followers new product options/ variety to facilitate positive e-word-of-mouth publicity through sharing and liking the posts.	It is challenging to provide new products to the customer base constantly.
According to AM, your friend circle/contacts matter on social media because they are following you and will play a key role in promoting your business in their friend circles.	Followers/friends on social media play a crucial role in promoting the business.
DL pointed out that she only takes stocks of the products she sells from dealers she already knows or if someone recommends a dealer. She does not do business with an unknown seller who approaches her to resell his products.	Buys commodities only from referred/known dealers.
AM thinks that it is riskier because she cannot confirm the quality of the product, and for the customer, it is she who made false commitments. Hence, she thinks tie-ups with genuine suppliers are crucial.	Genuine vendor selection is crucial for the business.
Identifying genuine suppliers who will resolve customer issues and accept returns is crucial for a reselling business.	Reputed vendors will facilitate hurdle-free business.
She states that customers have significantly elevated expectations concerning quality and service. However, they expect all this at low prices.	Customer's expectations related to quality and price are difficult to satisfy.
States that the customers expect the sellers to take the payment post deliveries. This is sometimes not feasible as both parties do not know each other and are meeting virtually	It isn't easy to trust a customer since the interaction is virtual.
states that meeting customer expectations can be difficult at times. Some clients want branded designer quality on a thrift budget.	Customers expect more but want to pay less.
Building trust in first-time social media buyers can be challenging. It is simpler with customers who have made purchases from social media earlier.	Trust building with new buyers is more challenging than with existing buyers.
It is easier to build trust when they have stock in hand and can show a live video to customers before they make the buying decision.	Trust building can be done by showing the video of the product.

She states that today, many people are not comfortable buying from social media platforms.	There is a lack of trust among many people when buying and selling on social media.
ZK has customers from Chennai; even though one of the customers had a language barrier, she could build trust by offering a cash on delivery facility.	Sellers need to take risks to win the customers' trust.
States that being transparent about product features and quality with the customers is the key to trust building.	Clear and detailed product information can help build trust.
states that clear and continuous communication with the customer can help build trust	Open communication with the customer can build trust.
It is challenging for sellers to trust customers. The sellers do not know the customers they meet on social media, either. So, the trust issue is mutual between the seller and the buyer.	It is challenging for the seller to develop trust towards the customer.
Said being part of a social media group can be an advantage because a seller needs to register their business with the group, which can help to build trust	It is safer to sell through a verified social media group, as all the sellers are verified.
States that logistics was challenging due to the nature of her product (cheesecakes), which requires special handling during transportation.	Limitations related to logistics/delivery of products to customers.
She states that deliveries through logistics companies makes the product more expensive	Logistics increases the cost of the product.
states that managing logistics is a challenge. They have identified pickup points in certain localities	Logistics pose a challenge, requiring us to find alternative methods to reduce costs.
states that positive reviews from customers can help build trust among the group members/followers and encourage them to make the first purchase.	Customer reviews can help build customer trust and business.
continuous presence and visibility through the posts on social media groups can help the members in of the group to recognise you, leading to better trust.	Managing frequency of posts on social media creates visibility
stated that if a customer had issues with the quality, they would want to return the product. This added to a seller's cost and affected the margins	Product rejection and returns add to product cost
But return facility must be provided to encourage the buyers to make the purchase.	There is no alternative to providing option of returning goods
states that there are times when a product can be damaged during transit. But it can be difficult to determine if the customers claims are genuine sometimes	Difficult to determine how the product was damaged.
It was mentioned that excessive posting and frequent updates may irritate customers, leading them to unfollow your social media group.	The number and frequency of posts should not be too many or too few.
Highlighted the fact that due to varying screen resolutions, the product color may appear different to customers.	The product color variation is due to screen resolution.
Images can be deceptive as it's challenging to judge the quality, color, and feel of the product accurately from an image. It is crucial to convey this to the clients.	Product feel and understanding are difficult to determine from the images
There must be consistency in posting product updates. Posting too infrequently can cause followers to lose interest in your product.	Frequency and continuity of posts are crucial.
NS, states that creating Quality promotional content of the product is a necessity to attract the prospects.	Attractive videos and images of the product are necessary to build trust.
States that posting too many items is not advisable. For example, if selling a saree, post a few color options and mention that more colors are available.	Limited number of posts is the key. Too many pictures of products may create a clutter effect.

Highlighted that due to competition on social media, customers tend to obtain quotes from multiple sellers before making a purchase.	Many competitors of comparable products exist in social media.
States that due to intense competition, sellers engage in unethical practices, such as posting fake reviews and offering lower prices than previously quoted by another seller.	Unethical fake review management done by sellers.
States that social media accounts are vulnerable to hacking and lack security and privacy.	Social media accounts are at a risk of being hacked.
Many female entrepreneurs are hesitant to join and post in commercial social media groups because they fear exposing themselves to scammers.	Skeptical about doing business with commercial social media groups due to fraud.
She prefers posting on her page due to fear of fraudulent activities on social media groups.	Fear of fraud and hackers keeps sellers on their private pages/accounts on social media.

**Axial coding**

Axial coding is done by finding similarities between the open codes and creating an axial code for the codes having homogeneous responses. Axial coding involves combing codes into concepts.

In question number one 26 open codes are grouped into seven axial codes based upon the interrelation of the open codes.

In Question two, twenty-five open codes identified nine axial codes were created.

In question number three, forty-nine open codes were created, and these were further sorted into sixteen axial codes.

**Selective codes:**

After the formulation of the axial codes the selective codes are created.

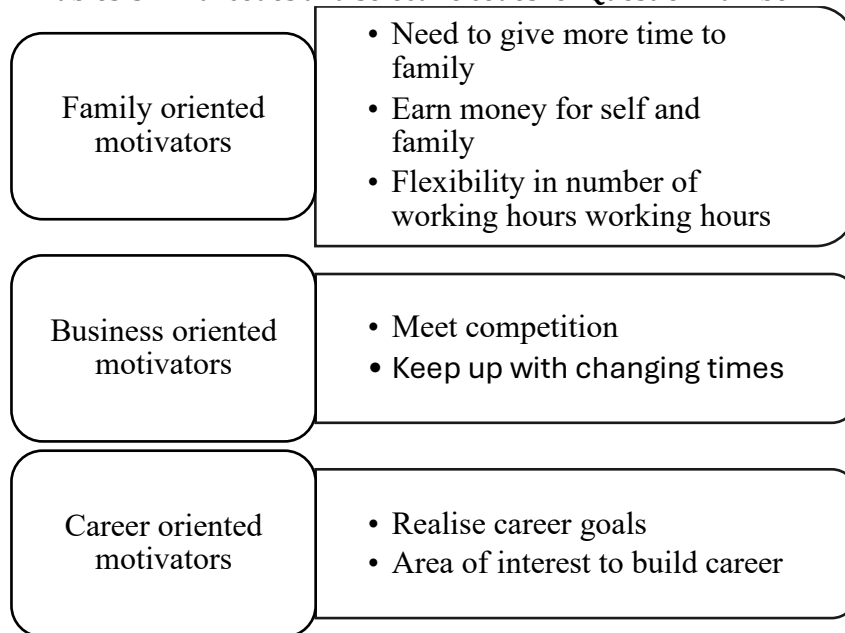
In question number 1, out of the seven axial codes created, the selective code identified are three.

In question number 2 there are nine axial codes created and five selective codes were identified

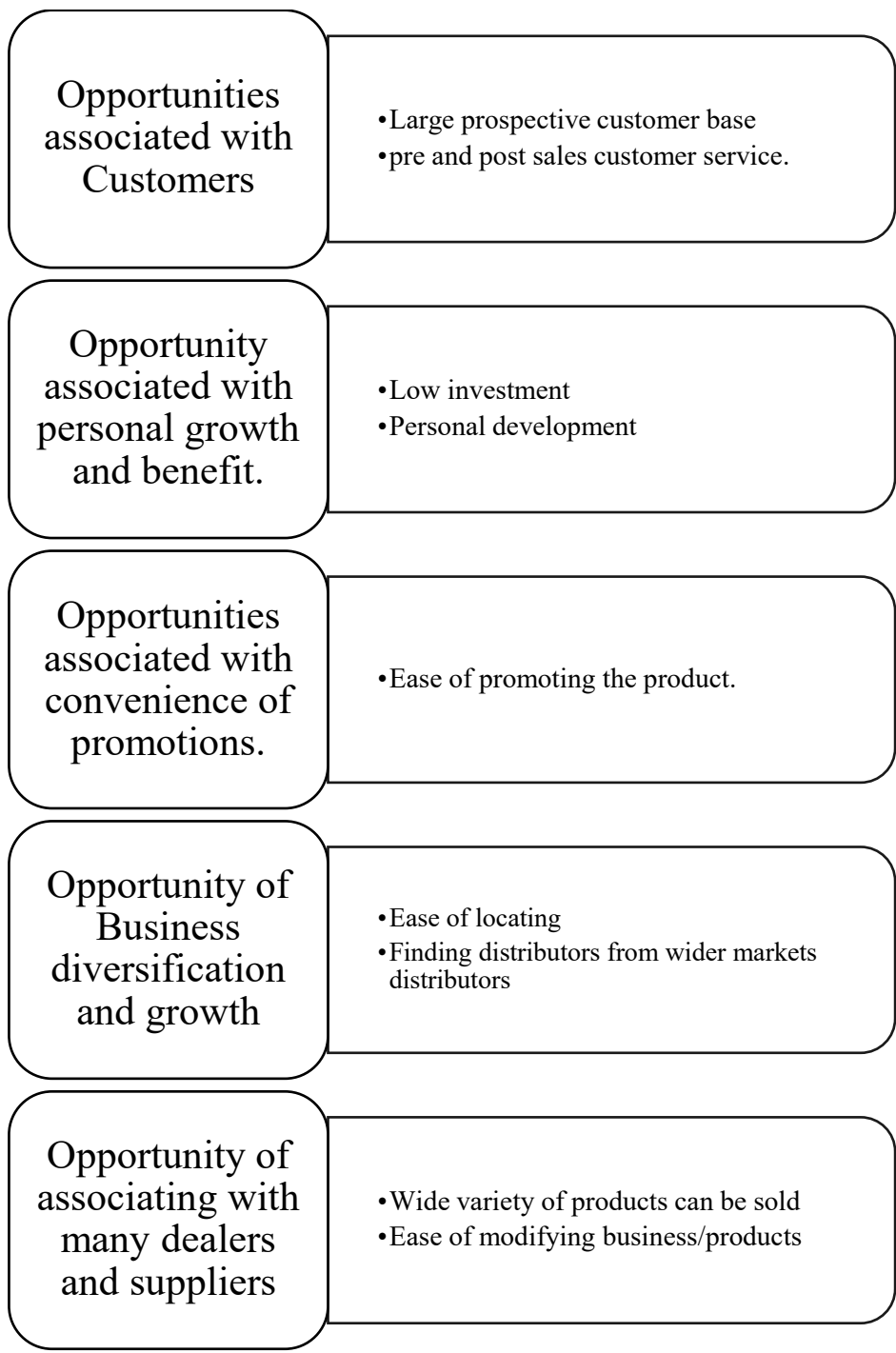
In question number 3 the sixteen axial codes were used to create 8 Selective codes.

The tables below give the detail description of the open codes, the axial codes derived from them, and the selective codes derived in the further step.

**Tables-5: Axial codes and selective codes for Question number 1**



**Table 6: Axial codes and selective codes for Question number 2-Opportunities:**



+Table 7: Axial codes and selective codes for Question number 3-Challenges:

Personal challenges	<ul style="list-style-type: none"> <li>•Family support and encouragement</li> </ul>
Merchandising challenges.	<ul style="list-style-type: none"> <li>• Deciding what product to stock</li> </ul>
Technical challenges	<ul style="list-style-type: none"> <li>•Difficulty in using certain social media platforms</li> <li>•differential product visibility due to variability in screen resolution of the viewer/customer</li> <li>•risk of fraud/hacking on social media.</li> <li>•unethical activities like fake review management</li> </ul>
Challenge to gain visibility and competitive edge	<ul style="list-style-type: none"> <li>•number, frequency, and continuity of posting content on social media</li> <li>•Competitive challenges</li> <li>•finding new customers on social media platforms</li> </ul>
Finding new customers on social media platforms	<ul style="list-style-type: none"> <li>•Wide variety of products can be sold</li> <li>•Ease of modifying business/products</li> </ul>
CRM Challenges	<ul style="list-style-type: none"> <li>•customer satisfaction</li> <li>•building customer trust</li> </ul>
Vendor management challenges	<ul style="list-style-type: none"> <li>•Vendor/supplier selection</li> </ul>
Challenges related to logistics	<ul style="list-style-type: none"> <li>•Challenges related to identifying appropriate logistics partner</li> <li>•managing reverse logistics</li> </ul>

**Conclusions Made from Grounded Theory Analysis:**

The growth in women entrepreneurship is on a constant rise since the last decade as it is challenging for women entrepreneurs to operate a business full-time as they must fulfill other responsibilities. These responsibilities are related to family, household chores, children along with other home management duties. This all the more stands true for the home based women entrepreneurs. However, the advent of social media has opened up a world of opportunities for these women, providing them with a platform to be financially independent by executing their small ventures from their homes. Through this research, I have tried to analyze the challenges home-based women entrepreneurs face

and the opportunities they perceive while doing business on the social media platform. The qualitative data collected in this research was analyzed using the grounded theory approach. Though this research was able to get an insight into the opportunities and challenges women entrepreneurs face, it has few limitations. Firstly, the research was conducted only in the city of Pune. The sample size considered is nine women. A larger sample size would be more fruitful in exploring this subject area further.

Looking at the commercial scope and prospects associated with social media and the opportunities it can extend to the home-based women entrepreneurs, it is imperative that a structured set

up to encourage women entrepreneurs is established. This can go a long way to generate self-employment opportunities for many women. It should be the priority of every economy to urgently leverage this opportunity and come up device strategies to engage the class of women entrepreneurs discussed in this paper.

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