

Social Media, New Platforms, and Women Empowerment: A Sociological Study in Bangladesh

Kamrunahar Koli
BSS (Hon's), MSS (DU)
Lecturer, Department of Sociology
Dhaka International University

Abstract:- This study focuses on the empowerment of women through the utilization of social media. Social networking, which is arguably the most significant technical advancement of recent years, has experienced a surge in popularity across the country. Social media has rapidly emerged as a prevailing means of professional and personal communication. It is indispensable in contemporary society because it facilitates the dissemination of ideas, thoughts, and opinions. Additionally, it can be utilized to endorse businesses, organizations, and movements while being up-to-date. The main objective of this paper was to investigate the influence that social media platforms have on the empowerment of women. The study sought to assess women of a certain age in order to identify how social media impacts women's empowerment. The research was conducted with a suitable theoretical framework in mind. As part of the research, both quantitative and qualitative methodologies were employed. An online survey was exploited to gather data from 120 individuals who engage in online business using social media platforms. In addition, case studies were conducted on a sample of 10 individuals to gain a comprehensive understanding and achieve the intended outcome. Research reveals that the COVID-19 pandemic has brought about substantial transformations in the contemporary condition of women's empowerment. Following the COVID pandemic, there is a swift change in the circumstances, and women have shifted from being homemakers to becoming powerful earners by leveraging social media platforms. Now that they are contributing financially, they are able to have a say in family decisions that were previously out of their hands.

Keywords:- Social Media, Women Empowerment, Social Networking, Impact, Transformation, Pandemic, COVID, Contemporary, Social Media Platform.

I. INTRODUCTION

Social media refers to a collection of online platforms, websites, and applications that allow users to generate and share material, as well as engage in community-based engagement, content sharing, and collaboration. Various forms of social media include websites, applications, forums, micro-blogging platforms, social networking sites, social bookmarking platforms, social curation sites, and wikis. Users commonly utilize web-based technologies on

desktops, workstations, and laptops, or download mobile applications that provide social media features to access social media services. In January 2024, Bangladesh had 52.90 million social media users, which accounted for 30.4 percent of the total population. Meta Platform controls the four largest social media platforms, each of which has over one billion monthly active users: Facebook (the central platform), WhatsApp, Facebook Messenger, and Instagram. These platforms are ranked by the number of 2024 users. LinkedIn is the most effective platform for traffic and prospect generation, while Facebook, Instagram, and LinkedIn are the most effective platforms for B2B social media engagement. Instagram, YouTube, and TikTok are valuable for enhancing brand engagement and reaching younger audiences by means of visual and video content. Currently, approximately 30,000 products are offered per day by 50,000 Facebook-based outlets and approximately 2,000 e-commerce sites in Bangladesh. At present, Dhaka, Chittagong, and Gazipur account for eighty percent of online sales. For several years, there has been a significant increase in the number of online transactions in Bangladesh. In Bangladesh, women entrepreneurs are progressively employing social media platforms as a means of entrepreneurship. In fact, these platforms offer a pathway that has the potential to significantly increase the economic participation of women in the country. For example, it is estimated that there are over 300,000 entrepreneurs in Bangladesh who operate online enterprises on Facebook, with half of them being women. The majority of respondents indicated that the most straightforward method for them to establish their own business was to invest their personal savings (median capital of BDT 5,000, or US \$60). Annually, social media-based businesses expand, with a significant increase (41 percent) in 2020 as a result of the pandemic and the transition to online commerce for businesses that were previously brick-and-mortar. The majority of them are classified as informal microbusinesses. Nevertheless, in order to achieve Sustainable Development Goal 5 of gender parity, Bangladesh must make substantial strides in overcoming "classic patriarchy," which refers to social characteristics that impede female empowerment. By enhancing their knowledge and abilities, social media platforms offer women innovative methods of communication and interaction. The concept of female empowerment encompassed women's perspectives and opinions on a variety of social and cultural issues that contributed to the improvement of their current or social status. Social media platforms were employed by women

who faced unjust and challenging circumstances in their lives to emphasize their expectations, requirements, and obstacles. Worldwide, its utilization is expanding at an extraordinary pace. Social media has the ability to mobilize attention and accountability for women's rights, as well as to challenge stereotypes and discrimination. It has shown its efficacy in educating a broader public about women's rights issues, motivating policymakers to increase their commitments, and inciting action on the streets of cities worldwide. In Bangladesh, women have been able to establish and manage their businesses, exhibit their products, and engage with consumers in a straightforward manner while simultaneously managing domestic responsibilities, thanks to the advent of social media. They are capable of promptly selling products to their intended audience via the internet. Customers are increasingly inclined to purchase products online when they encounter them while browsing social media, particularly in the context of social distancing norms and novel pandemic-induced behaviors. In general, women encounter greater obstacles to entrepreneurship than men due to their gender, and the opportunities and incentives are unfavorable for women, irrespective of their capabilities. In spite of the multifaceted obstacles and discrimination they face, women in Bangladesh have discovered novel opportunities for entrepreneurship, including social media-based enterprises. Women are leveraging the increased digital penetration in the United States to establish online businesses through social media in order to accomplish their entrepreneurial objectives, thereby empowering themselves socially.

II. LITERATURE REVIEW

Numerous studies have already explored various aspects of social media. Here is a review of some of these studies, which suggest that social media has significantly impacted women's empowerment in recent years. Women in the Middle East and North Africa (MENA) have demonstrated how social media has transformed the traditional roles of women in society, disrupted the historically male-dominated patriarchal online environment, and elevated young women's leaders to the forefront of their nations' decision-making processes. Beginning with this local "success story," Lebanese women will experience the effects of social media when they have the opportunity to thoroughly study and apply these tools. The project will train university-bound, civic-minded young women on how to become proficient social media users. Ten questions were posted online to poll 100 online activists on the use of social media for women's empowerment. Though women make up nearly half of the Arab population, the percentage of Arab women who use Facebook and Twitter has slightly increased, from 32% at the end of 2010 to 34% in the first quarter of 2012 (Daher, 2012).

Social media has demonstrated its efficacy in promoting knowledge and fostering responsibility for women's rights, while also confronting and contesting discrimination and stereotypes. It has demonstrated its effectiveness in raising awareness of women's rights concerns among a broader audience, mobilizing activism in

urban areas globally, and motivating legislators to increase their dedication to achieving gender equality. The report aims to analyse the impact of social media on women's empowerment using secondary data. Empowerment theory seeks to establish its position among emerging social theories that aim to bridge the gap between the personal and social, the individual and society, and the micro and macro levels. India is currently home to a population of 1.2 billion individuals, with almost half of them being female. The article suggests that it is necessary to provide training for women to enhance their utilization of information technology in communication and media. It emphasizes the importance of guaranteeing equal access to and utilization of new technologies in order to fully use the advocacy potential of social media for women's empowerment (Vardhan, 2017).

According to Tabassum (2018), Facebook is actively promoting female entrepreneurs on its platform. Given the prominent role that women play in this industry, the study intends to investigate the circumstances surrounding online female entrepreneurs. The study formulates research questions such as, "What are the important success elements for women operating a Facebook-based online business?" This study aims to explore the opportunities and challenges faced by women entrepreneurs in Bangladesh who utilize Facebook. The study employs a quantitative research strategy, supplemented by a descriptive research methodology that yields clear conclusions. A "Google Form" was used to upload the questionnaire and send it to the respondents using Messenger in order to get their data. 'Delivery, competition, imported material, and customer interaction were the four main obstacles that stood between the nine identified success factors and their respective clusters: work-life balance, management, sourcing, entrepreneurial competencies, interpersonal competencies, internal motivation, passion, and ease of operation. Women might strive to be internet entrepreneurs by researching what works and what doesn't. There is room for improvement for women who have already taken the plunge into business.

In his paper, Gupta (2019) aims to investigate the role of social media in promoting awareness of women's issues and empowering women in a conservative and developing country such as India, using secondary data. The paper concludes that while social media contributes to women's empowerment, the gender gap persists due to factors such as inadequate infrastructure, illiteracy, cybercrime, and cyberbullying, which prevent women from fully utilizing their legitimate space. Internet-based platforms, often referred to as 'online society' or 'cyber society', mirror the features, functions, and dysfunctions of real-world society. The Internet provides alternative platforms for communication, such as Facebook, Twitter, WhatsApp, and so on, and establishes online relationships with known people and strangers.

The article centers on the utilization of social media as a means to empower women and foster female entrepreneurs in both rural and urban areas of India. Additionally, this paper will examine the transformation of social media into a potent forum for the discourse on women's rights, urging

governments and politicians to intensify their dedication and develop policies to promote gender equality. Social media has provided women with several forms of empowerment, including social, psychological, and financial benefits. The study will analyse the advantages and disadvantages of women's participation in social media to promote secure digital environments that enable unrestricted access. The article will explore the subject of digital literacy for women, acknowledging the presence of a virtual gender disparity caused by variables such as inadequate literacy skills and cybercrime. The research conducted is of a qualitative nature (Kumari, 2020).

Social media has rapidly emerged as a prominent means of both professional and personal communication. The current study aims to examine and evaluate women's social media presence and influence across a variety of domains. Additionally, it seeks to measure women's understanding of socio-economic empowerment, equity, and life skills. This study employs a critical analysis and implication approach to scrutinize the influence of social media on women's rights, opportunities, equity, and dignity in India, with the goal of promoting their equal treatment and respect. The study examines women's goals and social media presence, as well as its influence on several aspects of women's empowerment, equality, and respect. An important factor that influences the success of an activity is the degree to which one has considered and utilized the various roles that women play, and how these roles have contributed to reducing the burden. In order to effectively empower women, it is essential to integrate their affinity for technology and cultivate useful lifelong skills. This will enhance their prospects for success in various aspects of life (Dixit, 2020).

The study recognizes the significance of social media and explores different methods through which it facilitates the empowerment of women. A comprehensive analysis of academic literature was conducted, revealing numerous noteworthy correlations between social media and the promotion of female empowerment. Nevertheless, the study revealed that the level of engagement of Saudi women on social media sites was minimal. This study aims to analyze the factors that contribute to Saudi women's limited engagement on social media platforms and suggest effective approaches to promoting female empowerment in Saudi Arabia. The KSA Social Media Statistics 2020 data was utilized to ascertain the extent of women's engagement on social media platforms in Saudi Arabia (Gangwani, Alruwaili, & Safar, 2021).

Smitha (2021), in her article, investigated the significance and impact of digital media in the context of women's empowerment efforts. It is for this reason that the statistical method known as ANOVA is utilized. The findings suggest that digital media has a substantial impact on women's empowerment, and the literature analysis reveals that there is a need for multiple changes and innovations in the process of empowering women through digital media.

Mandal (2022), in his research, emphasizes that social media frequently aims to promote women's empowerment in society. The report also analyses the potential advantages and disadvantages of an excessive dependence on social media platforms for the empowerment of women. The paper is divided into five main sections. The initial segment explores the significance of social media and the notable rise of several platforms in recent times. The second half focuses on the significance and concept of women's empowerment. The final portion delves into the effects of social media on women's lives and its role as a means of empowerment. The fourth section examines the limitations of various social media platforms and proposes essential strategies to mitigate them. The final section presents the research's conclusive theoretical findings. Female beliefs have found a new venue through the advent of social media. Technological advancements have brought women's challenges to the forefront. It serves as a comprehensive resource for women, facilitating their connection to the external world. Hashtag activism has facilitated women's information dissemination, allowing them to raise awareness about important issues.

Sinjitha and Rani (2022) sought to assess the socio-demographic characteristics of educated homemakers aged 34 to 54 in order to identify the effects of social media and understand its impact on women who are homemakers. The study was conducted from 2021 to 2022. The researcher employed the interview approach to gather data, engaging in direct, in-person conversations with 100 women who are homemakers and fall within the age range of 34 to 54 years. The interviews followed a predetermined schedule of questions. The study's findings indicated that 90% of the homemakers were acquainted with internet commerce and social media usage. However, they frequently encounter difficulties in generating extra revenue due to their extensive domestic obligations. The study utilized Giddens' adoptive structuration theory (1994). Adoption structuration theory posits that individuals or organizations utilize information technology in their work or activities to enhance comprehension and efficiency within a particular domain.

Afsheen and Idrees (2022) conducted a study that examines the use of social media to promote women's empowerment in Pakistan. The study employs a quantitative methodology to evaluate the magnitude of different possibilities and problems encountered by women in Pakistan as they develop their online presence with the aim of empowerment. A web-based survey is conducted among a sample of 100 female entrepreneurs who use social media as a platform for their businesses. The survey data suggests that social media is serving as a catalyst for social change among these female entrepreneurs. The research project is exploratory in nature. The data is collected using a qualitative research approach. An online poll was used to approach and solicit the participation of 100 Pakistani women who manage their companies using social media. Their social media pages and social media business communities are examined and evaluated to acquire knowledge about many topics pertaining to the subject matter. This survey employed a purposive sampling strategy to specifically target Pakistani women who actively utilize

social media platforms for both personal and business purposes.

Another article by Kaur and Tomar (2023) studied the influential role of social media in empowering women. The objective is to provide insight into the complex dynamics within this context, analyzing the influence of social media on women's empowerment and the role of social media and the internet in impeding women's empowerment. A survey on women's empowerment in India revealed that while women are indeed empowered, the primary emphasis is on enhancing the economic stability of the family. It is believed that by doing so, women will experience even greater empowerment. The country views this approach as crucial for further empowering women. Social influences significantly contribute to the establishment and perpetuation of disparity between males and females, thus playing a critical role in the creation and sustenance of gender inequality.

Sudha (2020) demonstrated that the analysis aims to assist practitioners and academics in establishing the viability of multimedia as the driving force behind social media adoption, particularly in enterprises that involve social interaction with customers. This case study conducted an online survey among Twitter end-users to analyze the current usage trends of commercial social media sites like Facebook and Twitter. This research attempts to investigate the ways in which social media is helping to empower women by using secondary data. The article concludes that although social media does play a role in empowering women, it also creates a virtual gender gap due to problems such as a lack of literacy, cybercrime, and cyberbullying. These factors limit women's ability to fully utilize this new environment.

A plethora of scholarly works exist about social media and the empowerment of women. Social media-related topics pertaining to women's empowerment are covered in this literature. The majority of them demonstrate how social media has a good impact on women's empowerment both domestically and internationally. Moreover, a great deal of research has some degree of overlap. The researchers undertook this study to evaluate the current situation of women's empowerment through social media from a sociological perspective, particularly in the wake of the COVID pandemic, based on the studied literature.

III. THEORETICAL FRAMEWORK:

Several theories have emerged from the need to establish a connection between women's empowerment and their usage of social media.

➤ *Functionalist View*

From this vantage point, people use social media to showcase themselves to the world. The platform helps users stay in touch with loved ones, share media (pictures and videos), find others with similar interests, and arrange for in-person meetings. The rise of social media as a force for positive social change has been a boon to women's

empowerment in many ways, such as by uniting people all over the world to fight for equal rights for women and by demolishing harmful gender stereotypes and prejudice. With the assistance of social media, thousands of women have been able to identify their income sources. Currently, social media is one of the most convenient platforms for purchasing and selling products. They created their own page, which not only relates them to individuals worldwide, but also rapidly increases their popularity. In reality, a woman who is self-empowered has the ability to establish income streams for others.

➤ *Symbolic Interactionism*

More importantly for symbolic interactionists, social media serves as a mirror through which its users can be seen and heard. Twitter and Facebook have become platforms where people from all walks of life may share and discuss ideas and opinions in the last few years. These platforms provide notifications that enable users to remain informed about a variety of subjects. Consequently, they have developed a habit of watching videos that showcase advertisements for a variety of products. Moreover, women create a plethora of business-related videos that address a variety of subjects, including spices, cookery, indoor plants, dress-making, clothing, sarees, toys, mehedi, makeovers, parlours, and more, all with the intention of promoting their respective businesses. That is why women are able to participate on public platforms to promote their businesses.

➤ *Social Capital Theory*

Coleman posits that the social capital inherent in social networks stems from the structural aspects of the network, including the relationships among its members. In addition to highlighting the substantial value and impact of social networks and relationships in both personal and professional realms, it also highlights the significance of trust, cooperation, and reciprocity standards in the process of leveraging these networks for mutual gain. Social media platforms provide women with the opportunity to share their company videos, product photographs, and lifestyle-related movies. These videos receive views, likes, and shares, which accelerate their social acceptance and popularity, ultimately leading to an improvement in their business.

➤ *Networking Theory*

The Network Society theories of Castells and Barabási in the context of new media have become increasingly significant in comprehending the evolving landscape of our era. These theories endeavours to elucidate and analyze the impact of digital networks and other communication technologies on society and culture. Both local and international business networks are accessible to them. In recent years, it has been observed that the most popular content creators are brand ambassadors for multinational and transnational corporations. These companies maintain an exchange of viewpoints with prominent female content creators, who are also involved in substantial business transactions.

➤ *Empowerment Theory*

Social media serves as an empowering technology that allows users, including marginalized groups, to connect and establish a unified source of influence. This enables them to collaborate and take organized measures to push for change. Zimmerman's theory recognizes that individuals can optimize their creative, imaginative, and productive abilities by actively participating in activities that influence their lives. Women can utilize social media platforms to participate in creative endeavours, which not only facilitate personal growth but also serve as a means of generating revenue.

IV. RESEARCH METHODOLOGY

This study seeks to assess the impact of social media platforms on the empowerment of women in Bangladesh, as well as the opportunities that arise from their use of social media for empowerment. Consequently, the work has an exploratory nature. A total of 120 Bangladeshi women who utilize social media to operate their businesses were contacted and invited to participate in the research study. This was achieved by the utilization of an online survey. One can also have access to and analyze their social media profiles, as well as the social media communities they are part of, to gather information about various issues related to the subject matter. This study has employed a blend of primary and secondary data sources for its compilation. Data collection was carried out by a questionnaire survey. The study also analyzed additional secondary sources, including current literature, reports, seminar papers, research works, and online resources. Data was collected from primary sources using a standardized questionnaire consisting of close-ended questions. Women's participation in the study was secured by reaching out to them via their social media accounts and pages. After giving their consent to participate in the survey, they were subsequently sent the link to the Google Form by email. The survey questionnaire was constructed using a rating system, and respondents were restricted to submitting the form just once. Furthermore, the study used observations of social media networks specifically designed to empower women, in addition to the poll. The examination of the acquired data involved the use of both qualitative and quantitative research methods.

V. FINDINGS

Below are the findings of the survey, which encompass the social and demographic information of the interviewees, along with a thorough examination of the data. This section primarily centers on the demographic data provided by the interviewees. A demographic feature refers to a certain group of individuals who possess common attributes, such as age, educational attainment, religious affiliation, marital status, occupation, monthly income, and other similar factors.

A. Socio-Demographic Information of the Respondents

Socio-demographics is a term that encompasses a combination of demographic and social factors that determine the characteristics of a specific group or population. Age, education, religion, employment, marital status, income levels, migration background, race, and ethnicity are all considered socio-demographics. The researcher will be able to gain valuable and actionable insights that will help them make more informed business decisions by asking the appropriate demographic questions.

➤ *Age and Religion*

Table 1 demonstrates that the majority of participants are between the ages of 26 and 35, accounting for 45% of the entire sample. This suggests a notable presence of women involved in entrepreneurship. Approximately 27% of individuals in the 15-25 age bracket, predominantly young women, using social media for business-related activities. As a result, the 36–45 age group is significant in the realm of social media since they are the first to use social platforms for entrepreneurship. They make up 18% of this group. The category of those aged 45 and above is the smallest proportion, accounting for only 11%. The table also illustrates the relative distribution of respondents' religious affiliations. Islam is the religion of choice for the majority of respondents, accounting for 75% of the total. Hindus make up 19% of the respondents, while tribals represent 6%.

➤ *Educational Background*

The data in Table 1 pertains to the educational qualifications of the majority of respondents (35%) who have successfully finished their higher-secondary education. In addition, 27% of the participants have obtained a bachelor's degree, 8% have obtained a master's degree, and 22% have successfully completed their high school education. The data shown in this table indicates that 5% of the participants have successfully finished their primary school, while 4% are unable to read or write but utilize social media for business-related activities.

Table-1: Socio-Demographic Information of the Respondents

<i>Demographic Characteristics</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Age</i>	15-25	35	27
	26-35	58	45
	36-45	23	18
	45-above	14	11
	Total	130	100
<i>Religion</i>	Islam	97	75
	Hindu	25	19
	Tribal	8	6
	Total	130	100
<i>Educational qualification</i>	Post-graduation	10	8
	Graduation	35	27
	Higher Secondary	45	35
	Secondary	28	22
	Primary	7	5
	Illiterate	5	4
	Total	130	100
<i>Marital status</i>	Unmarried	48	37
	Married	68	52
	Divorcee	14	11
	Total	130	100

Source: online survey, 2024

➤ *Marital Status*

Table 1 provides information regarding the marital status of the respondents, including the fact that the majority of them are married, with a percentage of 52%. On the other hand, 37% of the participants are unmarried, and another 11% are divorced.

B. Categories of Business Associates on Social Media

Pinterest and Instagram are two social media platforms that are specifically designed to facilitate the online sale of jewelry; nevertheless, the social media giant Facebook should not be overlooked. With a company page that is correctly set up, you will be able to monitor the level of engagement that you receive from your followers. Facebook is a versatile platform that offers a lot of benefits.

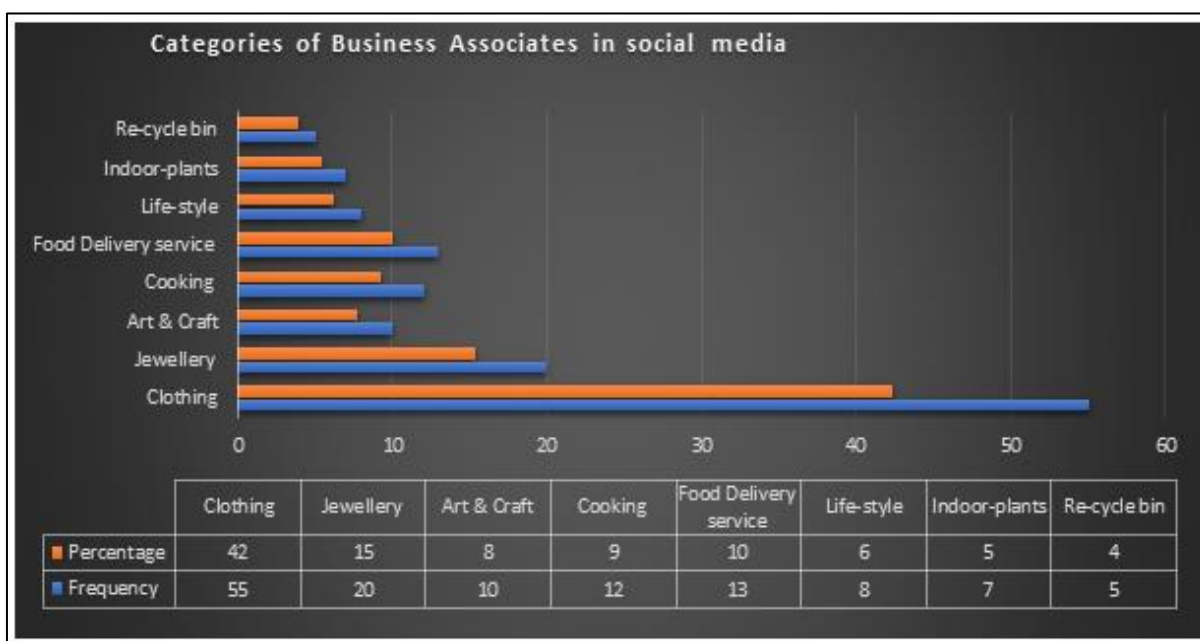


Fig 1 Categories of Business Associates in social media

Source: online survey, 2024

The proportion of several company categories on social media is shown in the table. Just 20% of respondents promote cooking and food delivery services and enterprises online, compared to 42% of respondents who market clothes. Online jewellery enterprises are run by 15% of the respondents.

C. Social Media Usage

The following figure depicts the proportion of survey participants who utilize social media platforms for their internet business. More precisely, 54% of the participants utilize Facebook, 21% utilize Instagram, and 11% utilize YouTube as platforms for promoting their firm. In addition, 6% of the participants utilize What's Up as a means of advertising their business. The survey participants also utilize Pinterest and Snapchat as platforms for conducting online commerce.

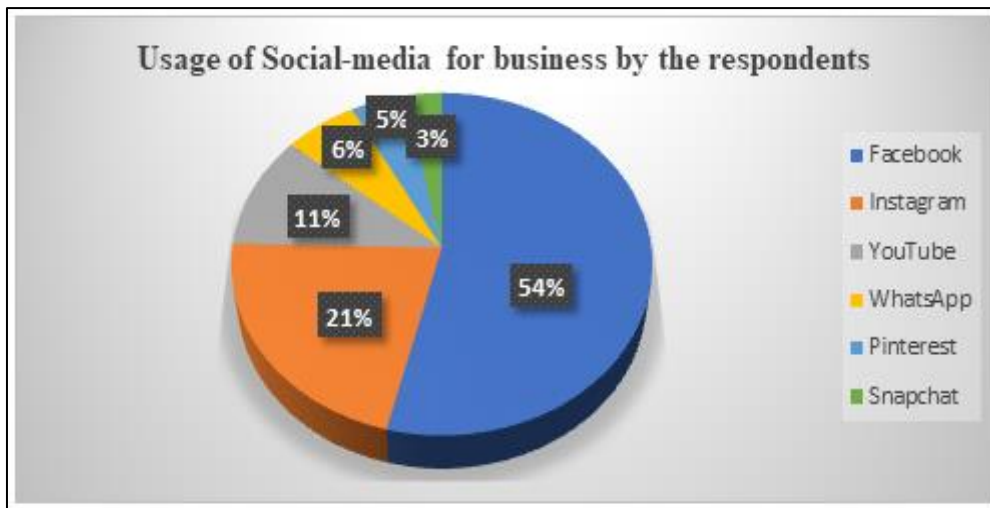


Fig 2 Usage of Social-Media for Business by the Respondents

Source: online survey, 2024

D. The Relationship Between Monthly Income and the Age of Social Media Accounts

The table below illustrates the correlation between the age of social media accounts and monthly income. The data indicates that 27% of respondents established their accounts between one and two years ago, 42% between two and three years ago, and a further 19% between three and four years ago. When it comes to monthly income, the plurality of respondents (46%) falls within the range of less than 30 thousand, 44% fall within the 30–60 thousand category, and 23% fall within the 60 thousand–1 lakh taka range. The age of their social media account is 5 years or older, and a lesser portion, 2%, earns 2 lakh or more.

Table 3: Business Accounts Age in Social Media and Monthly Income

Age of Social Media Accounts	Frequency	Percentage	Monthly Income Range	Frequency	Percentage
1-2	35	27	< 30 thousand	46	35
2-3	54	42	30 - 60 thousand	44	34
3-4	25	19	60 thousand -1 lakh	30	23
4-5	12	9	1-2 lakh	7	5
5+	4	3	>2 lakh	3	2
Total	130	100	Total	130	100

Source: online survey, 2024

E. The Financial Capacity and Decision-Making Authority of Women

The subsequent table illustrates the correlation between the financial capacity of women and their decision-making authority. As women's earnings increase, their decision-making authority also increases. The data provides a comprehensive analysis of the decision-making capabilities of women in relation to their monthly income. A woman assumes the role of decision-maker in her family when she earns 50,000 taka or more.

Table 4: Women's Financial Ability and Decision-Making Authority

Monthly Income Range	Frequency	Decision-Making Authority			
		Women choice	Percentage	Men Choice	Percentage
< 30 thousand	46	4	9	42	91
30 - 60 thousand	44	18	41	26	59
60-1 lakh	30	16	53	14	47
1-2 lakh	7	6	86	1	14
>2 lakh	3	3	100	0	0
Total	130	47	36	83	64

Source: online survey, 2024

The research suggests that a growing number of middle-aged women and students, including those pursuing an HSC or a graduation degree, are utilizing Facebook-dependent online enterprises as a means of generating income and improving their financial stability. They are of the opinion that it is possible to maintain a healthy family life while simultaneously pursuing a career. The study's results also support the attainment of financial stability, and an increase in income has an impact on the decision-making process of the household. Family members are increasingly taking into account the concerns of women when making decisions as their earnings increase.

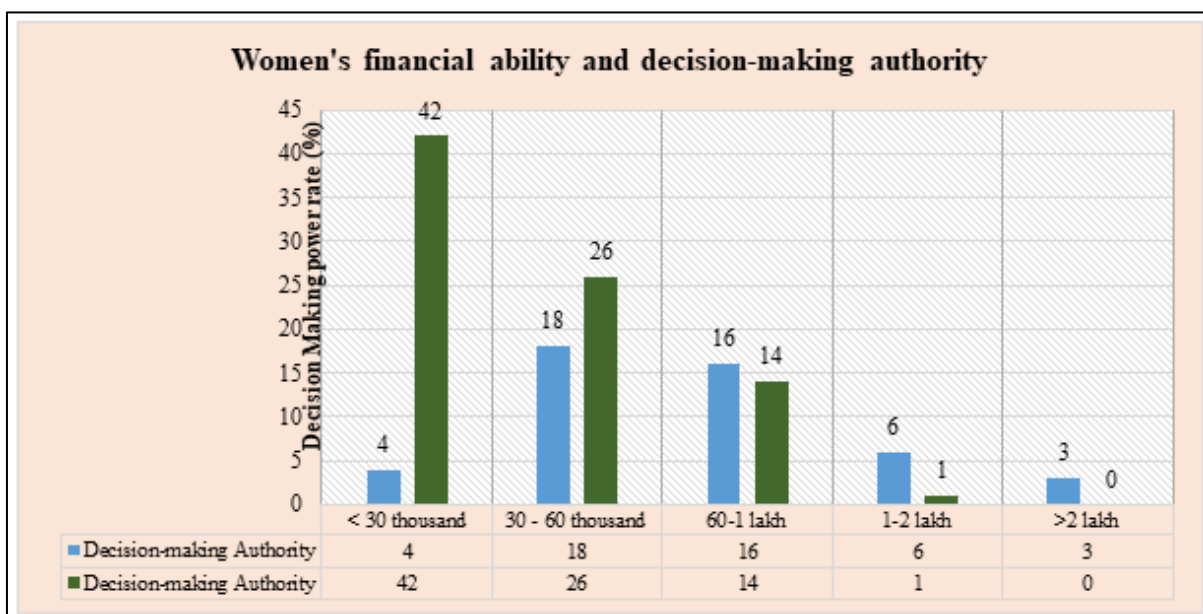


Fig 3 Women's Financial Ability and Decision-Making Authority

Source: online survey, 2024

VI. DISCUSSION

The following are some of the points that the researchers were able to highlight as a result of their examination of quantitative data and case studies:

A. Socio-Demographic Variables and Women's Empowerment

According to the study of sociodemographic characteristics, the age group that was most represented among the respondents was 26 to 35 years old, which is consistent with the trend shown in other studies of a similar kind. These women use social media platforms to do internet business. Based on the data analysis shown above, 75% of Muslim women use social media for work-related activities. Furthermore, studies show that 11% of divorced women also work in business, while 52% of married women actively utilize social media to make money. It might be said that married, divorced, and religious women have more

financial options thanks to social media. It was not possible for this to occur in the last several years. Women who had divorced were viewed as a burden to their families and communities. Social media has improved women's position and made society more welcoming to them in recent years. Considering how quickly globalization and technology are developing, it is improbable that women will be able to support themselves financially through a primary education or a secondary certificate. Rural women can now take part in online income-generating operations with only a rudimentary understanding of social media. Social media has made it possible for women from all socioeconomic backgrounds to participate in a process that generates revenue. Indeed, women who have reached the age of 36–45 are also eligible to take part in the earning process. Nothing in a dream from a few years ago can buffer that. Additionally, it has been noted that the vast majority of their responders are from households who are stigmatized by Islam. By using social media, they can also undermine the

foundation of patriarchal bonds. Women's capacity-building has been greatly aided by social media, which has encouraged more of them to participate in decision-making processes. Female beliefs now have a wider audience because to social media. The advancement of technology has brought women's challenges to the forefront. It now serves as a resource book for women, assisting them in making connections with the outside world.

B. Social Media and Women Entrepreneurs

It is important to note that a significant number of internet-based enterprises in Bangladesh are currently experiencing success, and a significant number of them are entrepreneurial. In reality, the extensive utilization of social media by Bangladeshi citizens is significantly influencing entrepreneurs to undertake such initiatives. In response to the COVID-19 pandemic, female entrepreneurs took the initiative to produce promotional videos for online platforms, despite the fact that the majority of businesses were expected to close. They opted to conduct their businesses on these platforms because they do not require physical operations or substantial financial resources, in contrast to traditional businesses. They can effortlessly control an online business from the comfort of their homes or a small warehouse. At this era, social media is a preferred method of communication for all individuals, as it is a more convenient way to connect with their customers. Companies can effectively market their products on any social media platform for almost nothing, despite the fact that promotion or marketing typically incurs substantial costs. There are numerous women in promotional videos who have the potential to engage themselves and earn substantial incomes. In many cases, this research shows how the income range can flourish within a few years. In fact, this research also provides data about an individual female entrepreneur's page number. They transition from struggling lives to luxurious lifestyles through their sponsorship of various popular brands. Many women from rural areas can also earn income from their locality, serving as the primary breadwinners for their respective families.

Social media is becoming one of the most powerful tools for women to start new companies, ventures, or start-ups, as it allows them to directly contact and converse with customers and consumers. Social media provides female entrepreneurs with a cost-effective and easily channeled marketing platform. Through social media, entrepreneurs can directly communicate and receive feedback and suggestions about their online products or services within short periods of time.

C. Social Media and Women Empowerment

In the past few decades, social media has extensively transformed communication at the local and global levels. In Bangladesh, there has been a dramatic increase in the practice and use of social media over the last few decades. Social media is a new tool, weapon, or platform for women to discuss, communicate, voice their opinions, organize campaigns, and engage in online activism. Social media is a burgeoning trend and a potent medium for attracting the attention of the local and global community, facilitating

discussions on women's rights issues, and inspiring and motivating the government or policymakers towards gender equality. Social media tools and applications like blogs, vlogs, Facebook, and Instagram, among others, empower women through education, entertainment, self-decision-making, technological advancements, and financial empowerment.

VII. CONCLUSION AND RECOMMENDATIONS

According to the historian August Bebel, "Women were the first human beings to experience bondage; they were slaves prior to the existence of slavery." Women were in the process of discussing how to control their lives and actively participate in making decisions that affect them at home, in the community, in government, and in international development policies long before the term "empowerment" gained popularity. The advancement of technology and the effective exchange of information have enabled women users to effectively address their challenges and issues. Empowering women is a fundamental human right. The new challenges that the modern world presents to them are addressed by social media. Virtual social networks, particularly Facebook, are instrumental in the online business sector, as they allow women to open, share, and enrich their consumers by offering high-quality products and services, whether through manufacturing or importation. Bangladeshi women are able to engage in the income-generating process through the use of social media, despite the fact that they reside in a patriarchal society with gender-stigmatized barriers. Nevertheless, it is imperative that the public policy-making team and the government exercise caution when monitoring social media platforms. Our female entrepreneurs are subjected to harassment during live recordings on the internet due to the existence of numerous vulnerabilities in this industry. Numerous individuals send negative remarks, decals, and sexual harassment directly to the inbox of their business page. It is imperative that we rigorously prohibit this conduct and implement a penalty. The women can easily resolve their delivery and other imported material-related issues by collaborating with the government and other institutions. It is essential for the business's survival to provide members with entrepreneurship education or to organize regular seminars on technology upgrades, customer interaction, financing support, customer relationship management, and bookkeeping and account maintenance. The paper suggests that it is imperative to provide women with the necessary training to more effectively utilize information technology for communication and media. Equal access to and utilization of new technologies is essential for maximizing the advocacy role of social media in the empowerment of women.

- This enterprise is not validated by a government-led authority system. A registration system is in existence to ensure the legitimacy and appropriate regulation of online women's businesses. Consequently, we implore policymakers to act promptly in order to provide assistance to this industry.
- It is imperative that a comprehensive cyber-security legislation be implemented to address instances of online

platform exploitation. This can enhance the marketing business on online platforms and simultaneously increase the buy-sell price of products at a rapid pace. Subsequently, our GDP has enhanced.

- At present, the termination of the transaction and the cancellation of orders are frequently the result of trust issues between the buyer and vendor. The situation will improve if an authentic authority serves as a middleman to guarantee the delivery of products and payment to both parties.

VIII. ETHICAL CONSIDERATION

In order to conduct successful research, researchers must address ethical issues. This investigation adhered to ethical standards at every stage. The participants were explicitly informed that the information they would provide in the survey and during the interview would be kept strictly confidential. The identities of the participants were not recorded in any location. The researcher employed a Google Form to conduct the interviews, ensuring that their identities were not included in any research fields and that pseudonyms were used instead. Respondents did not experience any reluctance in responding to the structured question, as they completed their answer scripts during their leisure time. There is no time-bound restriction or mental pressure, as they are employed women on online platforms.

IX. LIMITATION OF THIS RESEARCH

This study has a number of limitations, despite the positive initiatives that have been taken to conduct it appropriately. It is universally acknowledged that researchers are influenced by factors such as money, manpower, and leisure. The responses of female entrepreneurs on online platforms have been the subject of this research. The researcher analyzes the data from the respondents' responses to ascertain whether they have provided a socially acceptable response. The volume of funding is a substantial challenge in any research endeavor; however, we approached this one with self-directed commitment. Additionally, it is crucial to recognize that there is a time limit. The researcher attempted to collect data by contacting a multitude of online pages; however, a significant number of them did not respond. The researcher collected data from 130 online pages that were managed by female entrepreneurs.

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