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Examine the Ascending Phenomenon of Female Entrepreneurial Engagement Within Urban Contexts of Pakistan Via Social Media in the Context of a Quantitative Research Study

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Abstract

Women have long been considered the nucleus of a nation, as well as the builders and moulders of its destiny. It is a proven fact that "when women develop, the family develops, society develops, and the country develops. In Pakistan, 1% of women are entrepreneurs. However, digitalization has shifted the paradigm, and nowadays young, adult females in Pakistan doing business from their homes. A quantitative study using the purposive sampling method to explore how social media helps businesswomen to grow their businesses and also highlight their challenges. Further, how digitalization would empower women socially and financially in the urban population of Pakistan. A total of n=100 hundred responses is considered in examining this study. The researcher found that social media platform makes it easier for a social connection and increase business activity. Moreover, financial independence is a significant factor in empowering women in Pakistan.

Keywords: Pakistan, Empowerment, Entrepreneurship, Gender, Social Media

Introduction

Women's entrepreneurship is a process in which a woman or a group of women initiate a business or an organization, taking all of the risks, facing challenges, employing others, and managing the business independently (Pathak & Varshney, 2017). Women represent approximately one-third of all entrepreneurs worldwide. Women are changing as a result of urbanization, industrialization, increased awareness of domestic values, and increased access to information and education. According to their financial situation and type of business, women entrepreneurs are divided into five categories (Van Lieshout, Smith, Montebruno & Bennett, 2019). According to the Global Entrepreneur Monitor (GEM) report for the years 2016 to 2017, the rate of women entrepreneurs has increased by 10%, closing the gender gap of 5% since 2014 and increasing women's ownership of established businesses by 8%. However, while 126 million women run and start new businesses, 98 million women run existing businesses. This survey found only 67 of the 188 countries

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recognized by the World Bank. According to the World Bank collection of development indicators, the total population of women in Pakistan was 48.5 pc in 2020. Further, a survey was conducted by the World Bank in the year 2019, and only 1% of women in Pakistan are entrepreneurs (World Bank, 2019). The majority of entrepreneurial women are from rural areas and run small businesses to overcome poverty by making hand-made products like clay pots, crafts, and embroidery on clothes, and running a small sewing centre in the neighbourhood (Rind, Farooq & Adam, 2021). The rest are self-employed, such as doing household chores or working in agricultural fields (Kirve & Kanitkar, 1993).

In addition, only a small percentage of women work as entrepreneurs in towns or cities, with some working to start their own family business or belonging to poor families or widows working as an entrepreneur (Nkwede & Nkwede, 2022). Women have long been considered the nucleus of a nation, as well as the builders and molders of its destiny. It is a proven fact that "when women develop, the family develops, society develops, and the country develops (La Torre & Leo, 2024), With their immense strength and potential, Indian women were once confined to four walls of their homes. They are now an important part of economic growth (Dwivedi & Dwivedi, 2011). To reduce disparities between men and women and bring equality, it will take time to change attitudes, technological innovation, and modern ways of thinking. Women's entrepreneurship, according to previous studies, is an important tool for women's empowerment. The word empower means "to give power" (Christens, 2019). Women's empowerment through entrepreneurship entails access to resources and markets, as well as actual ownership and active control, which may be the three most important factors in women's empowerment. Women should consider their strengths, weaknesses, opportunities, and threats as part of the empowerment process, and then move forward to develop their potential to achieve their goals through self-development (Choudhry, Abdul Mutalib & Ismail, 2019).

Social media has given modern entrepreneurs more control over information (Jonsson, 2024). They also have authority over market procedures, as well as important disputes and issues that affect them. Web 2.0, also known as social media, has been recognized as a new tool in strategic marketing that provides a variety of tactics for women entrepreneurs around the world to advertise, market, and attract clients, ultimately leading to transactions. Most women would leave their corporate jobs to become entrepreneurs to balance their traditional roles as wives and primary caregivers to their children (Celestine Lugaye Ukpere, n.d.). In terms of encouraging and assisting indirect sales, media tools have a lot to offer, but the most important of all is enabling brand awareness. As per a survey conducted in the United States, one out of every five jobs in the metropolitan area are typically given to a resident over five years (Bartik 1994). A woman's decision to start a business is not solely influenced by her family. Women entrepreneurs have a variety of 'push and pull' motivations (Lingappa, 2023). Dissatisfaction with salaried work, difficulty finding work, insufficient family income, and a desire to balance professional and family life are all possible push factors. The potential of the business concept and the enterprise's future value

are examples of pull factors. A woman's decision to start a business is not solely influenced by her family (Melissa et al., 2013).

Statement of the Problem

There hasn't been enough research done on social media platforms and their growing impact on women entrepreneurs by the support of social media platforms in Pakistan. The new generation of gender-based endeavours that are digitally driven by technology relies heavily on social media. By transforming the female society from one that is technologically challenged to one that is technologically savvy, this type of development promotes the creation of a new revolution in a modern digital entrepreneurial culture.

Rationale of the Study

The purpose of this study is to understand the empowerment of women through digital women entrepreneurship in urban areas of Pakistan. The aim is to acquire a better knowledge of the challenges that female entrepreneurs face today, as well as their perception of their predicament. Furthermore, the focus of this study will be on Pakistani female digital entrepreneurs who have started their businesses from different social media platforms and now own and are increasing their businesses.

Objectives

- To identify the impact of digital platforms on female entrepreneurship in the urban population.
- To know the financial independence of Pakistani females through social media.
- To find out the challenges among digital female entrepreneurs.

Research Questions

RQ1: What are the primary hurdles confronted by emerging businesswomen?

RQ2: Is digitalization shifting the paradigm for the household female in the urban population in Pakistan?

RQ3: How essential for financially stable females for women’s empowerment in our society?

Hypotheses

H1: Through social media platforms Pakistani women are growing their businesses.

H2: Digitalization empowering socially and financially to the Pakistani women.

Review of the Literature

Pakistan, like many other developing countries, faces significant challenges in maintaining the well-being of its 220 million people (Khalid, 2018). Unemployment is one issue to which the Pakistani government has required special attention. Pakistan is currently having difficulty providing jobs for its citizens. According to current statistics, Pakistan will have 6.65 million unemployed people in the fiscal year 2020-21 (Mian, 2020). According to the Asian Development Bank report, given recent increases, Pakistan's female labour force participation rate of 25% is still well below that of countries with similar income levels (Nguyen-Huu, 2022). The study investigates the low rate of entrepreneurship growth among women who take out a small loan from a microfinance institution. Approximately 80% of women do not start a business, the credit limit is low (ranging from Rs 2000 to Rs 40,000), and there is an urgent need for Women's Entrepreneurial Training (WET) and an increase in the loan limit that is directly proportional to the growth of a female enterprise. Furthermore, the Women Entrepreneurial Cooperative Society (WECS) can effectively address the issue of low female entrepreneurship growth. The study was conducted by Yousfani et al., (2019) on the impact of microfinance growth on women's entrepreneurship (Mengstie, 2022).

Bushra & Wajiha (2015) have shown in their research that one of the most important issues that have been discussed in developing countries is women's empowerment. The empirical findings revealed that the content of education, women's economic participation, poverty, and economic opportunity increase women's empowerment (Bushra, n.d.). As a result, significant factors influence women's empowerment, and these determinants can be aimed to increase and enhance women's role in our society. Women entrepreneurs demand encouragement and support from family, friends, and, most importantly, the government. The government should take steps to assist women entrepreneurs financially (Shastri and Sinha, 2010). Hossein and Rehman (2018) conducted a study on the creation of opportunities for women through social media. They emphasized that in Bangladesh, the number of women entrepreneurs operating on social media platforms has increased in recent years (Kadeswaran, Brindha & Jayaseelan, 2020). It is important to note that the benefits of running a business on social media have contributed to women's entrepreneurship, according to the findings.

Entrepreneurs create new products and services for a specific market niche, or they compete with established firms by offering higher quality, more features, or lower prices (El- Sayed, 2022). These activities are associated with the creative destruction process and are referred to as entrepreneurship (Schumpeter, 1947). Gates (2000) has found that the online world and its features create new possibilities for many people by making communication more efficient. Communication is not only faster but also easier and less expensive. Zeb (2018) have analyzed successful entrepreneurship in Pakistan. In their investigation, they found that women's entrepreneurial performance is impacted by psychological and social factors. Smaller businesses have several advantages. They are

more flexible and have closer contact and relationships with their customers due to their smaller size. This allows them to interact more quickly with market changes, particularly technical ones. A study was conducted by (Scozzi & Garavelli, 2005). Therefore, small businesses can be more efficient and effective when it comes to innovation (Vossen, 1998).

Mehmood (2011) conducted a study on women's entrepreneurship and microfinance. The researcher found that Women can get credit from a microfinance institution to start their own business. However, 62 percent of women borrowers who used a microfinance loan to start their own business did so, while the remaining 38 percent did not. Microfinance institutions' lack of training is also thought to be a factor in the low number of women who start new businesses with their loans. Despite the high number of female entrepreneurs, discrimination based on gender still exists. When it comes to receiving public funding for entrepreneurial endeavours, women are sometimes neglected as a group (Ekpe, 2010). Social Media Platforms promote the creation of a new revolution of modern digital entrepreneurial culture by transforming the female society from a technologically challenged to a technologically adept one, changing their mindset from job-seeking to job-creating. This study was conducted by (Ukpere et al., 2014).

Melissa et al. (2013) conducted a study on how social media boosts women's empowerment in Indonesia. In this research, they have found that In Indonesia, there is a growing trend among women to start businesses using social media. This trend can be attributed to several factors, the most important of which is the flexibility it provides businesses, allowing transactions to be completed from anywhere, including one's own home. Women who must manage and balance their career and family life may find that online businesses are a solution to their problems. Finally, women in Indonesia benefit from social media entrepreneurship because of its unique characteristics, which include mobility and flexibility, social capital gained through social media interactions, unequal product distribution in Indonesian cities, customers' lack of time to visit physical stores, and the confidence and satisfaction experienced (Haque, 2013). For several reasons, women see this form of entrepreneurship as an ideal option: society's perception that women should stay at home and care for their children, the flexibility offered by this type of business, and the relatively low startup costs. However, one factor that some researchers studying online women entrepreneurship have focused on is the need for flexibility in balancing family and work (Rajani & Sarada, 2008).

Theoretical Framework

Marxist Feminism

The analysis of women's domestic labour as a kind of productive, though unpaid, work is one of Marxist feminism's most important contributions. This is partly in response to Marx and early Marxists' assertion that social class differences serve as a kind of "master" inequality and that if economic injustice can be eliminated, other

forms of social inequality, such as gender and race, will be eliminated as well. The relationship between a woman's domestic labour and her labour is a key determinant in understanding how women are economically disadvantaged compared to men, (Greer & Greene, 2003). It has been understood that both genders should be given equal chances to disregard injustice in society. Further, to allow women in our society is to empower them financially, and this would help to boost economic growth on a micro and macro level.

Liberal Feminist Theory

The liberal feminist tradition can be traced back to the beginnings of feminism (the first wave of feminism) and argues for the necessity of social reform to provide women with the same status and opportunities as men (Fischer et al., 1993). The liberal theory assumes that men and women are equal and that individual rights are based on rationality rather than sex. It emphasizes the existence of discriminatory barriers and systematic biases that women face (such as limited access to resources, education, and business experience), all of which must be overcome. Liberal feminism has been the basis for many legal changes that have been used to bring about greater equality for women. It has grown out of political views of equality, entitlement, and individual rights. In the context of women's entrepreneurship, the liberal feminist theory asserts that if women had equal access to the same opportunities as men, such as education, work experience, and other resources, they would behave similarly (Unger and Crawford, 1992). However, in the 21st century, we have witnessed that in Pakistan only 1 pc women are financially independent. Therefore, the theory of Liberal feminists established that the resources to provide the same opportunity by the government. Meanwhile, globally women’s entrepreneurship has increased by 10 percent, nevertheless, the social media platform creates a window for the women who are building their business from starches. Under this theory, the government must deliver digital literacy to maintain the accessibility gap between men and women in Pakistan.

Theory of Entrepreneurship

Baumol (1990) argues that entrepreneurship is fundamentally about resource recombination. However, he goes beyond Schumpeter and claims that these activities can be unproductive or even destructive, rather than being innovative (as he calls it). According to Baumol, entrepreneurs are "people who are ingenious and creative in finding ways to augment their wealth, power, and prestige," and may take self-serving paths that lead to activities that do not result in social or economic progress (Murphy, Shleifer, & Vishny, 1991). He claims that economic performance is determined by the allocation of resources and talents to the various paths of productive, unproductive, and destructive entrepreneurship. As a result, proper conditions for allocating resources to productive versus unproductive/destructive activities must be

in place (Aeeni et al., 2018). It has been understood that the evolution of digital media or information technology would annihilate the notion of a patriarchal society. Moreover, to support this study these above-mentioned theories help us to understand women's empowerment and financial independence.

Research Methodology

To collect data for the research paper, a quantitative approach is applied. To acquire information related to the subject of the research work, a questionnaire was developed. The total variety of questions is n=13 and except for one question, all were closed-ended. The purpose of choosing this approach is to gather data from similar participants (female) who have been doing business on social media platforms. Also, the purposive sample method has been applied to collect the sample.

Purposive Sampling Method

To gather data from a targeted audience, a survey sampling was used. The questionnaire consisting of a total of thirteen (n=13) questions was generated and the responses were obtained by sharing the questionnaire online through a Google form. The thing that was held in mind was that all the participants have been doing their business in Karachi city by using social media platforms.

Questionnaire Design

A moderate number of questionnaires have been distributed to available and reachable participants with n=13 different questions all of them closed-ended except one. Further, all questions are purely based on the portrayal of digital women entrepreneurship in the urban population of Pakistan and understanding the impact of growing their business through social media platforms. Also, all circumstances related to women entrepreneurs such as social and financial challenges faced by women as entrepreneurs have been considered in this study.

Procedure

To examine the rising trend of social media platforms among female entrepreneurs, and the growth of women empowerment through digital female entrepreneurship. The researcher has applied a quantitative approach (Chaudhary, Chani & Pervaiz, 2012). Further, the purposive sampling method was used to gather information from rigorous responses and n=13 inquiries were generated to collect responses through the Google online form. Furthermore, when the n=100 responses were collected for this study, the researcher analyzed the data by using SPSS software.

Type of Data Analysis

For the data analysis of this research, the software that is been used is SPSS to analyze the collected data from the participants.

Data Analysis

The data were analyzed through SPSS software version 22.0. The following are the main findings.

Table No. 1

What is your age?					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	18-30	58	58.0	58.0	58.0
	31-40	29	29.0	29.0	87.0
	41-50	12	12.0	12.0	99.0
	50 above	1	1.0	1.0	100.0
	Total	**100**	**100.0**	**100.0**	

The above frequency table and pie chart show that more than half of the total sample size belongs to the 18-30 age group which includes 58.0% of respondents, numerically 58 out of a total of 100. Furthermore, 29.0% belong to the 31-40 age group which includes 29 respondents. Whereas 12% of participants belong to the below 41-50 age group which includes 12 respondents out of 100. Moreover, the lowest percentage of 1% with 1 respondent belonging to the 50 or above age group.

Table No. 2

What is your qualification?					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Matriculation	5	5.0	5.0	5.0
	Intermediate/FSC/ Diploma	50	50.0	50.0	55.0
	Bachelor/ Graduate	42	42.0	42.0	97.0
	Post Graduate/ Master or Above	3	3.0	3.0	100.0
	Total	**100**	**100.0**	**100.0**	

The above frequency table and pie chart show that half of the total sample size belongs to the Intermediate/ FSC/ Diploma group which includes 50.0% of respondents, numerically 50 out of a total of 100. Furthermore, 42.0% belong to the Bachelor/Graduate group which includes 42 respondents. Whereas 5% of participants belong to the below Matriculation group which includes 5 respondents out of 100. Moreover, the lowest percentage of 3% with 1 respondent belonging to the Post Graduate/ Master or above group.

Table No. 3

What is your current relationship status?					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Single	47	47.0	47.0	47.0
	Married	42	42.0	42.0	89.0
	Divorced	11	11.0	11.0	100.0
	Total	**100**	**100.0**	**100.0**	

The above frequency table and pie chart show that the sample size belongs to a Single group which includes 47.0% of respondents, numerically 47 out of a total of 100. Furthermore, 42.0% belong to the Married group which includes 42 respondents. Whereas 11% of participants belong to the Divorced group which includes 11 respondents out of 100.

Cross Tabulation

Table No. 4

What is your age? * Which type of product do you sell on social media platforms? Cross tabulation

		Which type of product do you sell on social media platforms?				
		Fashion/Cloth/ Accessories	**Beauty/ Electronic Products**	**Books/ Stationery/ Food**	**Others**	**Total**
What is your age?	18-30	28	16	11	3	58
	31-40	13	2	13	1	29
	41-50	4	5	1	2	12
	50 above	1	0	0	0	1
Total		**46**	**23**	**25**	**6**	**100**

Out of 100 respondents, 58 belong to the 18 to 30 age group from which 28 people choose Fashion/Cloth/ Accessories, 16 people choose Beauty/Electronic Products, 11 people choose Books/Stationery/ Food and the remaining 3 people choose other. 29 out of 100 respondents are from the 31 to 40 age group. Out of them, 13 choose Fashion/Cloth/ Accessories, 13 people choose Books/Stationery/ Food, 2 people choose other while the remaining 1 person choose other. 12 out of 100 respondents are from the 41 to 50 age group. Out of them, 5 choose Beauty/Electronic Products, 4 people choose Fashion/Cloth/ Accessories, 2 people choose Other while the remaining 1 person choose Books/Stationery/ Food. 1 out of 100 respondents is from the 50 or above age group. One person chooses Fashion/Clothes/ Accessories.

Table No. 5

What is your age? * Which social media platform do you use to sell products? Cross tabulation					
		Which social media platform do you use to sell products?			
		Facebook	**Instagram**	**WhatsApp**	**Total**
What is your age?	18-30	14	35	9	58
	31-40	11	9	9	29
	41-50	5	2	5	12
	50 above	0	0	1	1
Total		**30**	**46**	**24**	**100**

Out of 100 respondents, 58 belong to the 18 to 30 age group from which 35 participants selected Instagram, 14 people chose Facebook and the remaining 9 people chose WhatsApp for selling their products on social media platforms. 29 out of 100 respondents are from the 31 to 40 age group. Out of them, 11 selected Facebook. Meanwhile, out of remaining the 16 respondents selected 9 each for both platforms Instagram and WhatsApp. 12 out of 100 respondents are from the 41 to 50 age group. Out of them, 5 Facebook, 5 people chose WhatsApp, while remaining the 2 participants selected Instagram for selling their products. 1 out of 100 respondents are from the 50 or above age group. One person chose WhatsApp to sell their product.

Table No. 6

What is your age? * What is the major obstacle women entrepreneurs confronted with doing online business? Cross tabulation						
		What is the major obstacle women entrepreneurs confronted with doing online business?				
		No support from parent/ husband	**Financial Issues**	**Lack of digital literacy**	**Others**	**Total**
What is your age?	18-30	2	38	11	7	58
	31-40	7	8	11	3	29
	41-50	3	3	2	4	12
	50 above	0	1	0	0	1
Total		**12**	**50**	**24**	**14**	**100**

Out of 100 respondents, 58 belong to the 18 to 30 age group from which 38 participants selected financial issues as the main obstacle they have faced. Further, 11 people chose lack of digital literacy, 7 participants selected others option, while the remaining 2 people expressed that in their opinion no support from parent/husband is the main obstacle for women entrepreneurs. 29 out of 100 respondents are from the 31 to 40 age group. Out of

them, 11 selected lacks of digital literacy. For 13 respondents' financial issues are the main concern, 7 people chose no support from parent/husband, while the remaining 3 people selected option other. 12 out of 100 respondents are from the 41 to 50 age group. Out of them, 4 chose other options, 3 participants selected financial issues, also 3 people understood that no support from parents/husbands while the remaining 2 participants selected that lack of digital literacy was the core concern for women entrepreneurs. 1 out of 100 respondents are from the 50 or above age group. For one-person financial issues are the main problem faced by emerging women entrepreneurs.

Cross tabulation

Table No. 7

What is your age? * How much income do you earn per month on average, after excluding all expenses from online business?						
		How much income do you earn per month on average, after excluding all expenses from online business?				
		Below 20,000 PKR	**20,000 to 30,000 PRK**	**31,000 to 40,000 PKR**	**41,000 PKR or Above**	**Total**
What is your age?	18-30	19	27	12	0	58
	31-40	7	10	9	3	29
	41-50	2	3	6	1	12
	50 above	0	0	1	0	1
Total		**28**	**40**	**28**	**4**	**100**

Out of 100 respondents, 58 belong to the 18 to 30 age group from which 27 respondents earned money on average monthly between 20,000 to 30,000 rupees. Further, 19 people earned below 20,000 rupees, while the remaining 12 person's average monthly income was between 31,000 to 40,000 rupees. 29 out of 100 respondents are from the 31 to 40 age group. Out of them, 10 people earned between 20,000 to 30,000 rupees. Further, 9 respondents selected options between 31,000 to 40,000 rupees. 7 people earned below 20,000 rupees, while the remaining 3 have earned an average monthly income between 41,000 and above rupees. 12 out of 100 respondents are from the 41 to 50 age group. Out of them, 6 were between 31,000 to 41,000 rupees. Further, 3 respondents selected the option between 20,000 to 30,000 rupees. 2 people earned below 20,000 rupees, while the remaining 1 earned an average monthly income between 41,000 and above rupees. 1 out of 100 respondents are from the 50 or above age group. One person has earned between 31,000 to 40,000 rupees each month.

Chi-Square Results

Test Statistics

Table No. 8

	Do you think social media platforms support you to build your business?
Chi-Square	47.180[a]
df	2
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 33.3.

The result of the chi-square shows that the p-value of this test is smaller than 0.0.5 (i.e., 0.000) at the calculated value X2 = 47.180 with df = 2. Hence, as per the result, the data seems to be significant. Thus, H1" Through social media platforms Pakistani women are growing their businesses" is accepted.

Test Statistics

Table No. 9

	Do you think social media platforms make it easier for women to do business?
Chi-Square	65.060[a]
df	2
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 33.3.

The result of the chi-square shows that the p-value of this test is smaller than 0.0.5 (i.e., 0.000) at the calculated value X2 = 65.065 with df = 2.

Hence, as per the result, the data seems to be significant. Thus, H1" Through social media platforms Pakistani women are growing their businesses" is accepted.

Test Statistics

Table No. 10

	Do you think "financial freedom" is the most significant factor in empowering women?
Chi-Square	61.580[a]
df	2
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 33.3.

The result of the chi-square shows that the p-value of this test is smaller than 0.0.5 (i.e., 0.000) at the calculated value X2 = 61.580 with df = 2.

Hence, as per the result, data seems to be significant. Thus, H2" Digitalization empowering socially and financially to the Pakistani women" is accepted.

Findings and Discussion

Out of 100 respondents, 58 belong to the 18 to 30 age group from which 38 participants selected financial issues as the main obstacle they have faced. Further, 11 people chose lack of digital literacy, 7 participants selected others option, while the remaining 2 people expressed that in their opinion no support from parent/husband is the main obstacle for women entrepreneurs.

29 out of 100 respondents are from the 31 to 40 age group. Out of them, 11 selected lacks of digital literacy. For 13 respondents' financial issues are the main concern, 7 people chose no support from parent/husband, while the remaining 3 people selected option other.

12 out of 100 respondents are from the 41 to 50 age group. Out of them, 4 chose other options, 3 participants selected financial issues, also 3 people understood that no support from parents/husbands while the remaining 2 participants selected that lack of digital literacy was the core concern for women entrepreneurs.

1 out of 100 respondents are from the 50 or above age group. For one person financial issues are the main problem faced by emerging women entrepreneurs. Hence, as per the result, the data seems to be significant. Thus, H1" Through social media platforms Pakistani women are growing their businesses" is accepted.

The result of the chi-square shows that the p-value of this test is smaller than 0.0.5 (i.e., 0.000) at the calculated value X2 = 65.065 with df = 2. Hence, as per the result, the data seems to be significant. Thus, H1" Through social media platforms Pakistani women are growing their businesses" is accepted.

The result of the chi-square shows that the p-value of this test is smaller than 0.0.5 (i.e., 0.000) at the calculated value X2 = 61.580 with df = 2. Hence, as per the result, the data seems to be significant. Thus, H2" Digitalization empowering socially and financially to the Pakistani women" is accepted.

This study aims to explore how digitalization in the Pakistani society predominantly among women belonging to an urban city like Karachi is using social media platforms for the growth of their online businesses. Further, the researcher found that financial issues are the main concern and challenge for emerging female entrepreneurs. It has been understood that because of their economic benefits and

social acceptability, women entrepreneurs can be used as business tools and ventures. Mobile phones, laptops, etc. in particular, allow women entrepreneurs the freedom to develop entrepreneurial success and a resource to balance competing demands at home and work through social platforms, owing to their unique offering.

Indeed, technology and digital tools are empowering businesswomen around the world on several fronts, while also having an impact on their families and communities, particularly among the younger generation of women and girls whose abilities and aspirations are molded by these new role models.

Using technology to encourage women to start businesses around the world is a financially valuable but untapped market opportunity. Government, corporate sector, civil society, and social entrepreneurs have begun to develop common ground in providing significant elements of information and communications technology to women entrepreneurs in their particular locations. These efforts are admirably motivated by an aspiration to ensure that women are included in the government and civil society's commitments to fairness and social inclusion as the country develops economically (Hossain & Rahman, 2018).

The economic growth of women entrepreneurs through social media platforms shifting the paradigm in the urban population in Pakistan. It has been found that the majority 40% of respondents agreed that their monthly average income is between 20,000 to 30,000 rupees excluding all expenses. Furthermore, this study explores how different social media platforms make it easier for women to grow their businesses. Thus, 69% of total respondents agreed that financial freedom is a significant factor in empowering women.

Therefore, digital literacy among women can help them to live their lives independently and empower them, while to cater the challenges of starting a small business from their home, as they require fast internet and electronic gadgets to run their endeavours. Further, in a recommendation, the government should invest in infrastructure development to make it easier for women's businesses to use places where they have significant positive effects. To optimize new opportunities and sustainability, hybrid business models should be preserved, and private-sector partnerships should be supported.

Conclusion

The usage of social media platforms and tools by female entrepreneurs around the world has been viewed as a very beneficial and progressive step for women to do what they do best in communicating and connecting positively when it comes to negotiating business activities. Women entrepreneurs are known for multitasking in a variety of roles that affect their everyday lives, such as procreators, home managers, and entrepreneurs running their businesses. They now have the luxury of being able

to effectively organize their time and everyday responsibilities due to social media, allowing them to participate in all parts of their family and business activities. This element of women entrepreneurs using social media in their businesses has provided those who have embraced it an advantage over those who have not taken the initiative to learn about the benefits of technology and social media. On a national or global scale, it has been seen that female entrepreneurs have actively embraced social media to unlock their potential for economic success.

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