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What drives her hustle? Unravelling women entrepreneurs' satisfaction on Facebook consortia

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Purpose: Facebook has rapidly emerged as a leading social media platform, with many women increasingly using it for entrepreneurial activities. This study aims to examine the factors having relationship with satisfaction of women entrepreneurs participating in business groups (consortiums) on Facebook in India with particular focus on socio-demographic variables, competitiveness, and association with other consortiums.

Methods: For this study, the garment sector was randomly selected, and 300 completed data were collected using the snowball sampling method. By employing binary logistic regression this study tries to examine the relationship between socio demographic variables, including time spent in Facebook consortiums, source of income, competitiveness, and association with other consortiums.

Results: The findings disclose that higher levels of income, competitiveness, association with other consortiums have significant positive relationship with women entrepreneurs' satisfaction within Indian context.

Limitations/Implications: This study contributes to literature positioning women's digital entrepreneurship specially in an emerging economy, and also presents insights on how online consortiums could shape women entrepreneurial satisfaction. Limitations and scope of future research have been discussed to guide future studies on satisfaction of women entrepreneurs in digital ecosystems. Based on the insights, theoretical, and practical implications were discussed.

KEYWORDS

competitiveness, digital entrepreneurship, Facebook consortiums, snowball sampling, social media, women entrepreneurs

Introduction

Facebook has become one of the fastest growing social networking platforms, offering a wide range of features for its users. Alongside personal profiles, the number of Facebook groups has been rapidly increasing. In Kolkata, many women entrepreneurs are increasingly recognizing the value of this platform for business communication (Robertson and Kee, 2017). Through various formats such as photos, videos, voice notes and text, they can effectively communicate their messages to their target audience. Effective communication is crucial for business, as it helps entrepreneurs engage and encourage their customers to explore their products or services. However, many woman entrepreneurs are hesitant to embrace e-business due to concerns about digital threats. Despite this, active participation in social networking sites is essential for the

success of e-business ventures (Al-Boinin et al., 2025). Through extensive research on Facebook, it has been discovered that many women entrepreneurs are conducting business through their personal profiles, while others are actively participating in various business groups (consortiums). Facebook is a user-friendly platform allows users to post or share contents such as videos, text and images, which can be evaluated through likes or dislikes. This feature significantly expands the potential to reach a large and diverse audience. In recent years social media has grown significantly and is widely used by people across society. Facebook provides its users with the ability to create their own advertisements directly from their accounts, allowing them to reach their target audience (Saleem et al., 2025). In summary, by creating a personal account on Facebook, users can easily build a community using a “snowball” approach and leverage the platform for their business. It is a convenient, user-friendly platform that allows individuals to socialize, promote their products and services, and connect with their large audience either individually, or through a consortium, thereby reaching a broader customer base. Key themes such as negotiating content, accessing family resources, and achieving status are crucial in understanding how woman entrepreneurs validate their business activities, navigate family and social expectations, and find fulfillment in their work (Sarker et al., 2025).

In business consortiums on Facebook, entrepreneurs face competition with other entrepreneurs of the same kind of business. Though personal timeline users are free from such competition, there the problem is about the network. The business consortium offers a broader network, but entrepreneurs are not free to post anything in their leisure time. Freedom of the entrepreneur is an important element of business communication. Here freedom refers to the freedom of selecting the time of communication and freedom from asking permission from an admin. In business groups/consortiums, the entrepreneur needs to ask permission from the admin to approve their post or interaction timing. The sole purpose of this study is to analyze the relationship between socioeconomic factors, levels of income, competitiveness, association with other consortiums and satisfaction level of women entrepreneurs in Facebook consortiums.

Theoretical framework

This study is based on Social Capital Theory (SCT) founded by Coleman (1988), and Social Exchange Theory (SET) propounded by Blau (1964) to explain the relationship between socio economic factors and the satisfaction of women entrepreneurs using Facebook consortiums for their small and medium sized business activities. Social Capital Theory (SCT) highlights that social networking and creating relationships contains very important resources that could facilitate information access, cooperation, and trust. Women entrepreneurs using Facebook consortiums depend on e-social capital (digital connections, digital group interactions, and supports) and this could enhance their emotional wellbeing. Time utilized in consortium activities, intensive competitions faced, and diverse networking associations can lead to the development of social capital. This can satisfy the entrepreneurs and improve entrepreneurial outcomes.

Again, according to Social Exchange Theory (SET), an individual engages in social interactions, which could be a business interaction, when they feel that the benefits they enjoy from such exchanges outweigh the cost associated with it. In the framework of Facebook

consortiums, the women entrepreneurs invest their valuable time, effort, and resources with some expectation of receiving tangible as well as intangible rewards in terms of business growth, knowledge sharing, networking opportunities, as well as emotional support. Various factors such as, age, education, experience, income, and number of consortiums joined determine the extent to which these entrepreneurs value their own participation, and thereby, influence their levels of satisfaction. Hence, by integrating both the theories would enable a detailed understanding highlighting how socio economic factors could influence women entrepreneurs engaged in Facebook consortia.

According to Social cognitive theory (SCT), an individual's behavior depends on environment, personal factors, and behavioral outcomes (Bandura, 1986). Women entrepreneurs engaged in Facebook consortiums could observe and learn from online social environment. Self efficacy, an important factor of SCT, determines how entrepreneurs take challenges, then exert effort, and remain persistent in business activities. According to Technology adoption model, an individual adopts technology based on its usefulness and ease of use due to simplicity and user-friendliness (Davis, 1989). When women entrepreneurs perceive the facebook consortium platform as useful and user-friendly as it contributes to more learning, networking and marketing, their satisfaction and motivation also increases. Again, Social network theory focuses on how networking influences an individual's behavior (Barnes, 1954). Strength in networks and diversity in networking plays an important role in enhancing satisfaction of women entrepreneurs. According to feminist entrepreneurship theory and research approach (Aker et al., 2019; Tickner, 2011), female voice is highlighted and supported and gender equality is encouraged, as women manage to run businesses from home while balancing work and familial responsibilities, particularly in India where women play a pivotal role in managing household duties.

Literature review and hypothesis development

Women entrepreneurs in Facebook consortiums

Women entrepreneurship involves women establishing, running and leading businesses, which not only strengthens their financial independence but also improves their social and economic position. It plays a key role in empowering woman and increasing their impact and presence in society (Luthfia et al., 2025). A qualitative study exploring the impact of information sharing and innovation found that sharing knowledge and information significantly enhances the performance of women entrepreneurs. As a result, social capital is crucial in fostering the growth of the creative industries led by women entrepreneurs (Setini et al., 2020). Education, skills, and training are the three main factors that influence the growth and success of women entrepreneurs in the UAE (Al Matroushi et al., 2020).

On social media, women leverage these platforms to advance their entrepreneurial ventures. Social media helps them collaborate with other entrepreneurs, fostering a community that opens doors for connections with other small and medium-sized enterprises (SMEs). Through social media, women entrepreneurs can effectively balance their personal lives and business pursuits, thereby promoting their empowerment (Dewi, 2020). Social media serves as a crucial platform

for launching new businesses, allowing women with limited digital knowledge to use smart phones to manage and promote their ventures. This approach is cost-effective, as it does not require a large initial investment. Social media also plays a key role in both the survival and growth of businesses by facilitating networking opportunities. However, this impact extends to both their social and personal lives.

Facebook is a widely used platform by women entrepreneurs in Pakistan, where they play an essential role in the national economy. Many women entrepreneurs operate businesses in sectors such as fashion accessories, clothing, cosmetics, event planning, homemade food, household products, and online marketing. It has been noted that some women engage in entrepreneurial activities during their free time on Facebook, as the platform provides various features beyond just social interaction (Zulqarnain et al., 2020).

The digital platform is ideal for starting a business, especially for urban dwellers. The shared economy can be facilitated through digital marketing, particularly on social media. This accessible platform provides numerous features, enabling entrepreneurs to easily launch their businesses (Sutherland et al., 2025). A study explores how low-income families perceive the development of their economy through buy-and-sell groups on Facebook. Their observation reveals a significant level of deprivation among their group members including social and cultural terms. It has been found that Facebook provides a channel for earning additional revenue and it can be done without investment costs (Singh et al., 2025). In developed nations, the resurgence of subsistence entrepreneurs, fuelled by the structural, cognitive, and relational aspects of social capital embedded in peer-to-peer platforms, presents a valuable insight and challenge for public policymakers overseeing the regulation of the sharing economy. The activities of digital subsistence entrepreneurs primarily focus on sustaining their businesses rather than driving transformative change. These entrepreneurs fulfil not only financial needs but also offer valuable opportunities for family time. Additionally, they provide both practical and symbolic benefits, such as connecting with new people and boosting self-esteem (Azab and Elsherif, 2025).

Social networking sites offer a valuable platform for business team communication, but they differ from traditional, richer communication channels. Most business professionals believe that traditional media is more effective, and they emphasize the importance of face-to-face communication for better team interaction. However, a smaller group of business professionals argue that enterprise social networking platforms actually foster more effective face-to-face communication. The study also found that “Business professionals who use enterprise social networking platforms are more likely to recognize their advantages” (Juneja et al., 2025).

In recent years, blockchain consortia have gained popularity among businesses seeking to harness the power of blockchain technology. These consortia represent a new form of inter-organizational collaboration aimed at addressing business challenges and improving cooperation. Blockchain consortia can be categorized into two types: the first is business-oriented, focused on solving business problems and fostering better collaboration among members; the second is technology-oriented, designed to provide a universal infrastructure that can be utilized by various types of businesses (Zavolokina et al., 2020). A blockchain consortium enhances the quality of management by facilitating more frequent information exchange due to the adoption of digital technology. In

terms of quality management, the consortium ensures the authenticity of information and guarantees the security and transparency of content. The trust and collaboration within consortia contribute to the improvement of management quality (Zhong et al., 2020).

A consortium in social media refers to a group of entrepreneurs who exchange information about their products and business practices. Entrepreneurs can share their challenges and seek solutions from other group members. When it comes to the concept of a consortium, Facebook business groups serve a similar role to that of a blockchain consortium. In these business groups, members not only share details about their products and services but also request help with solving specific problems. Additionally, the business groups provide valuable insights into market trends and other relevant information (Mridha et al., 2025).

So, social media consortiums such as Facebook, are significant enablers by providing peer supports, shared learning, and access to markets (Al-Omouh and Shuhaiber, 2024). Women using this platform can network, exchange resources, and enhance self-efficacy which is very important in influencing women entrepreneurs' satisfaction levels (Van der Westhuizen and Mdalose, 2025). There are many prior studies that highlight social media's specifically, Facebook consortiums' participation in fostering entrepreneurial orientation and confidence levels in managing business challenges (Brahem and Boussema, 2023; Camacho and Barrios, 2022; Fan et al., 2021; Susanto et al., 2023). However, to what extent such online engagements bring about overall entrepreneurial satisfaction especially in the context of Indian emerging economies require more studies. Consequently, to understand how demographic and socio-economic factors influence satisfaction among women entrepreneurs becomes certainly essential. Based on this foundation, the current study presents the following development of hypothesis.

Hypothesis development

Age, education, primary source of income, monthly income, entrepreneurial experience, time spent in Facebook consortiums, number of consortiums associated with the entrepreneurs could be considered as powerful demographic factors that could affect entrepreneurial satisfaction.

Age of women entrepreneurs and women entrepreneurs' satisfaction

Age impacts risk aversion of the entrepreneurs. Research has also shown that younger entrepreneurs exhibit higher digital adaptability, while the older entrepreneurs are more associated with stable business networks. Studies have also shown that age influences innovation attitude, networking, and the satisfaction levels of the entrepreneurs (Parasuraman and Colby, 2015). Also, prior studies have found that as age increases, individuals give more priority to emotionally meaningful goals in order to achieve personal satisfaction (Kooij et al., 2011). Other studies have also found that older entrepreneurs have achieved their career goals that has resulted in satisfactory income levels (Gielen et al., 2012). Based on above varied findings pertaining to the relationship between age and entrepreneurs' satisfaction levels, the following hypothesis has been proposed.

Hypothesis 1: Age has a significant effect on women entrepreneurs' satisfaction.

Education of women entrepreneurs and women entrepreneurs' satisfaction

Education is important as it can enhance digital skills, competence, and strategic decision making. Highly qualified women entrepreneurs are more capable of utilizing digital tools effectively. This in turn can enable them to accomplish greater satisfaction from their digital consortiums. Previous research have shown that having attained educational qualification could improve self-efficacy (Wang X. et al., 2023; Zhang, 2022), adaptability (Wang S. et al., 2023), confidence in online business environment. Many prior studies have been conducted to understand how entrepreneurship education in higher educational institutions impacts the satisfaction of entrepreneurs (Ingalagi et al., 2021; Zhou and Zhou, 2022). Also, prior studies have found that women entrepreneurs with lower education have reported lower wellbeing and satisfaction (Love et al., 2024). As education is an important factor that influences satisfaction levels of entrepreneurs, this study would like to understand if there is any relationship between education levels of women entrepreneurs and their satisfaction using Facebook business consortiums. Therefore, the following hypothesis has been proposed.

Hypothesis 2: Education has a significant effect on women entrepreneurs' satisfaction.

Source of income of women entrepreneurs and women entrepreneurs' satisfaction

Source of income plays a crucial part in deriving satisfaction amongst entrepreneurs. If the entrepreneurs solely depend on their business as main income source, they may face higher stakes compared to the entrepreneurs whose income from the business is a secondary source of income for their families and this add on some extra income for their families. Previous studies have also shown that strong desire for income has influenced entrepreneurial satisfaction (Boyce et al., 2010; Clark and Oswald, 1996). Pertaining to women's income through home based entrepreneurship or using social media platforms is growing specially in emerging economies as it enables to enhance the economic situation of the families. Women entrepreneurship as secondary source of income also enhances the status of women and their family wellbeing (Muhammad et al., 2021). Therefore, based on the previous studies and to understand the relationship between the women entrepreneurs' sources of income (primary or secondary) and their satisfaction levels, the following hypothesis has been proposed.

Hypothesis 3: Source of Income has a significant effect on women entrepreneurs' satisfaction.

Monthly income of women entrepreneurs and women entrepreneurs' satisfaction

Monthly income shows the performance of a business and also about the success of entrepreneurial activities. Higher income

means higher sense of empowerment, achievement, and satisfaction. Women engage in entrepreneurship to earn an income. This is seen more in developed nations. However, due to income issues, women in underdeveloped nations have also entered entrepreneurship (Minniti and Naudé, 2010). Previous studies have shown that greater income has positive correlation with entrepreneurial wellbeing, success and satisfaction (Dvouletý, 2024; Ravina-Ripoll et al., 2021). Based on the previous studies where this relationship between monthly income and satisfaction of women entrepreneurs have been conducted in many developed nations, this research also tries to understand whether similar relationship exists among Indian women entrepreneurs from small and medium scale industries engaged in Facebook business consortiums. Therefore, the following hypothesis has been proposed.

Hypothesis 4: Monthly Income has a significant effect on women entrepreneurs' satisfaction.

Experience of women entrepreneurs and women entrepreneurs' satisfaction

Experience is also an important determinant of entrepreneurs' satisfaction. With experience skills improve, confidence levels increase, and coping strategies improve (Brush C. et al., 2009; Brush C. G. et al., 2009). Success and failure of entrepreneurs depend on their experience (Agarwal et al., 2022). Successful entrepreneurs are happy and satisfied. Women entrepreneurs gain experience by handling various challenges, and by accomplishing business growth. This increases their satisfaction levels. This study tries to understand the relationship between the experience gained by Indian women entrepreneurs engaged in Facebook consortiums and their satisfaction levels. Therefore, the following hypothesis has been proposed.

Hypothesis 5: Experience has a significant effect on women entrepreneurs' satisfaction.

Time spent in business and women entrepreneurs' satisfaction

Usage of time is yet another important contributor towards satisfaction of women entrepreneurs. Intertwining of professional time and personal time and state of flow during work time can impact the growth and satisfaction of women entrepreneurs in developing countries (Ruiz-Martínez et al., 2023). When female entrepreneurs having the competence to fulfil personal and life responsibilities that require time skilfully, are seen as more satisfied (De Clercq et al., 2021). Very few research have been conducted in this area to understand if the amount time spent in business everyday has any relationship with entrepreneurial satisfaction. Hence, this study tries to find if there exists such relationship between time spent by women entrepreneurs on their Facebook consortium business and their satisfaction. Therefore, the following hypothesis has been proposed.

Hypothesis 6: Time spent in business has a significant effect on women entrepreneurs' satisfaction.

Association with other consortiums and women entrepreneurs' satisfaction

It is seen in previous research that association with various online networks can lead to satisfaction of women entrepreneurs. Such association can facilitate women entrepreneurs with advice, information, locus of control and also satisfy entrepreneurs' need for affiliation (Arregle et al., 2015; Asante and Affum-Osei, 2019; Jha and Venkatesh, 2023). There are several research conducted regarding trust and satisfaction (Pang and Zhang, 2024), social networking and satisfaction (Alam et al., 2022; Shafiq et al., 2023), belongingness and satisfaction, however, research related to association with other consortiums and satisfaction levels of women entrepreneurs engaged in Facebook consortiums are very rare. Hence, this study tries to find the relationships between association with other consortiums and satisfaction levels of women entrepreneurs engaged in Facebook consortiums. Based on the above studies, the following hypothesis has been proposed.

Hypothesis 7: Association with other consortiums has a significant effect on women entrepreneurs' satisfaction.

Competitive performance and women entrepreneurs' satisfaction

Competitive performance is yet another important factor that can satisfy women entrepreneurs. Previous studies have shown that positive emotions spur competitive performance and this leads to satisfaction among entrepreneurs (De Clercq et al., 2021). Strong networking can keep entrepreneurs competitive and satisfied (Jha and Venkatesh, 2023). One must be competitive enough to develop in business (Kyrgidou et al., 2021). Therefore, this study tries to understand if there is any relationship between competitive performance of women entrepreneurs engaged in Facebook business consortiums and their levels of satisfaction from Indian women entrepreneurs' context. Hence, based on the previous research, the following hypothesis has been proposed.

Hypothesis 8: Competitiveness has a significant effect on women entrepreneurs' satisfaction.

Research gap

Although we could see that Facebook has been the most widely researched area under social media platforms, however, Facebook as business ecosystem platform for women entrepreneurs still remains underexplored in contemporary research specific to Indian emerging economy. Facebook studies have previously focussed on marketing communication, social networking, user behavior (John and Walford, 2021; Mazzucchelli et al., 2021; Lau et al., 2022), and more current studies emphasize on Tik Tok and Instagram platforms (Feldkamp, 2021; Wahid et al., 2023). However, the recent research evidences suggest that Facebook still continues to remain an important business platform (Kraus et al., 2022), specially for micro and small enterprises led by women due to high accessibility, peer networking, and community support (Baú, 2025; Kol and Lissitsa, 2024; Dodson, 2024; Macca et al., 2024; Ditta-Apichai et al., 2024). There are also many prior

studies that highlight social media's specifically, Facebook consortiums' participation in fostering entrepreneurial orientation and confidence levels in managing business challenges (Brahem and Boussema, 2023; Camacho and Barrios, 2022; Fan et al., 2021; Susanto et al., 2023). However, to what extent such online engagements bring about overall entrepreneurial satisfaction especially in the context of Indian emerging economies require more studies. Further, we could see that post pandemic brought digital transformation that intensified social media consortia for market access and business continuity (Jibril et al., 2024; Tomei et al., 2024). Despite of Facebook's growing importance, there are few studies that examined satisfaction levels of women entrepreneurs who are engaged with Facebook small and medium scale business networks, especially in terms of their socio-economic status. Therefore, to understand how demographic and socio-economic factors influence satisfaction among women entrepreneurs becomes certainly essential. Therefore, this study addresses this gap by exploring how Facebook consortia satisfies women entrepreneurs of different socio-economic status in post pandemic economy from Indian context.

Materials and methods

Measures

A conceptual model has been developed in order to achieve the objective of this research. The hypotheses have been framed showing the relation between age, education, source of income, monthly income, experience, time spent in business, and association with other consortiums with the satisfaction of women entrepreneurs and are represented in Figure 1.

The responses were collected via a structured questionnaire. It was a multiple-choice close-ended questionnaire where responses were given and respondents have chosen their answers. The questions were made out of keeping the objectives in mind so that we can conclude the results accordingly.

The questionnaire is divided into two sections. Section A consisted of socio-demographic questions pertaining to women entrepreneurs (age, educational qualification, source of income, monthly income, experience, time spent in business, and association with other consortiums). Section B consisted of a question related to satisfaction of women entrepreneurs using Facebook consortium with Cronbach alpha value of 0.895, which shows that the scale is reliable. The satisfaction item was measured using 5-point Likert scale and then the same was dichotomized for analysis. Responses (4-Agree, 5-Strongly agree) has been coded 1 = Satisfied, while responses (1-Strongly Disagree, 2-Disagree, 3-Neutral) has been coded 0 = Not Satisfied. Chi-Square and logistic regression analysis was conducted using the dichotomized variable. Initially the questionnaire was designed and evaluated by six academic experts on entrepreneurship and four entrepreneurs. Before the questionnaire was distributed, to target participants, a pilot study was conducted involving 100 individuals to ensure the effectiveness and appropriateness of the measurement instrument (refer Appendix I).

Sample

The study is analytical in nature. While reaching the objectives we have collected responses from the women entrepreneurs of the same

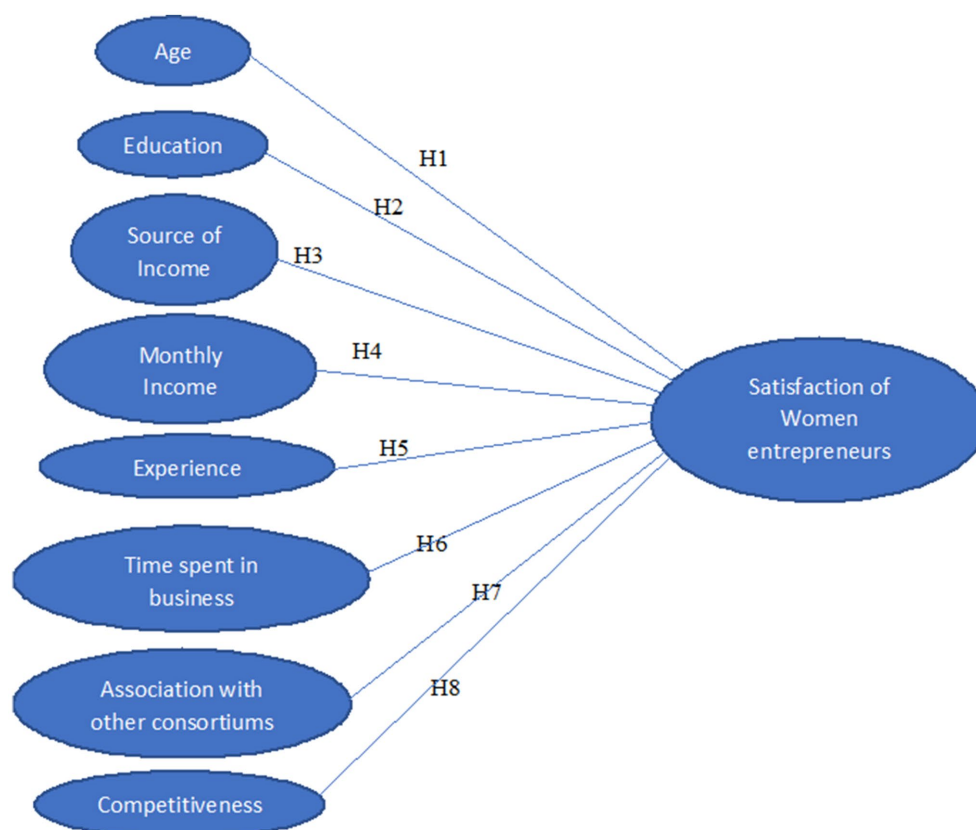


FIGURE 1
Conceptual framework. Source: Authors' own source.

category. In various studies, it has been found that most women entrepreneurs are doing business in clothing, fashion jewellery, food, and cosmetic items. We selected the garment sector randomly and followed the snowball sampling method to collect data from the population. The respondents are chosen from the urban areas of Kolkata (West Bengal).

Data was collected from 384 women respondents using Business Groups on Facebook through snowball sampling technique from 1st January 2025 to 1st March 2025. As there was no exhaustive database of women entrepreneurs using Facebook consortiums, hence, snowball sampling technique was employed to collect data from this hard to reach population through personal networks within Facebook communities (Biernacki and Waldorf, 1981; Etikan et al., 2016). Three months were taken for complete data collection process. The data was collected anonymously, upon voluntary participation, through online after obtaining informed consent from the respondents. However, subsequent to data cleaning process, only 300 complete responses were taken for analysis. Pertaining to the adequacy of sample size for conducting binary logistic regression, Events Per Variable (EVP) criteria (Peduzzi et al., 1996) was applied. As there were 242 respondents (events) who “agreed” satisfaction, and there are 8 predictor variables, the EVP value calculated was 30.25 which exceeds the recommended threshold value of 10. Hence, the sample size is adequate. We have also conducted non response bias test where we compared the first 100 responses with the last 100 responses and no significant difference between the two groups were found.

Analysis

Common method variance

Initially, frequency distribution was used to explore the socio-economic characteristics and satisfaction of women entrepreneurs related to their businesses through Facebook. Tables and charts have been used to show the descriptive statistics and cross-tabulations have been done using MS Excel. The statistical analysis has been performed in SPSS software package version 22.0 and STATA 12. The chi-square test was used to show the association between variables. The target groups were divided based on their age, education, how much time they spend on Facebook in a week, how many numbers of the group they access (consortium), their monthly income, the primary source of income of their family, Competition in entrepreneurship, etc. have been evaluated to reach the conclusion of objectives mentioned above. Also, regression analysis has provide the multicollinearity report with Variance Inflation Factors (VIF) and the VIF values were found to be below 3, meaning no multicollinearity issues seen in this study. The VIF values are presented in collinearity diagnostics (Table 1). Here, “satisfaction of women entrepreneurs” is considered as dependent variable.

For the multivariate analysis, a binary logistic regression model is used because of the dependent variable, the satisfaction level of the entrepreneur (Satisfied = 0 or not Satisfied = 1). While “age”, “education level”, “source of income”, “number of consortiums”, “experience”, “spent time”, “monthly income”, and “competitiveness” are taken as independent variables. A binary logistic regression model for the satisfaction level of

entrepreneurs is carried out to determine the various factors such as age, income, experience, etc. to relate to entrepreneurs' business satisfaction. The variables used are mentioned in the given Table 2.

The model is specified as follows:

$$\text{Logit}(Y) = \ln \frac{\pi}{1-\pi} = \beta_0 + \beta_1 X_1 + \dots + \beta_p X_p$$

Here π is the probability of occurring the outcome Y and $\pi/(1-\pi)$ is the odds of success; the ratio of the probability of occurring the outcome Y and the probability of not occurring the outcome Y . In the equation above, β_0 and β_1 are intercept and regression coefficients, respectively. Here, X_1 is Age, X_2 is Education, X_3 is source of income, X_4 is monthly income, X_5 is experience, X_6 is Time spent, X_7 is number of Consortiums, and X_8 is competitiveness. The procedure for estimating coefficients is maximum likelihood, and the goal is to find the best linear combination of independent variables to maximize the likelihood of obtaining the observed outcome frequencies (Tabachnick and Fidell, 2013). The value of regression coefficients $\beta_1 \dots \beta_p$ indicate the relationship between X 's and logit of Y . The Coefficient value is greater than 0 which indicates an increase in logit of Y with an increase in X . Therefore, the relationship is positive. On the other hand, the coefficient value is smaller than 0 which indicates a decrease in logit of Y with an increase in X which represents a negative relationship. There is no linear relationship among logit of Y and predictors X if the coefficient value is 0. The analysis is done using STATA 12.

To analyse the results, first, we will portray the socio-economic profiles of the women entrepreneurs (respondents) then we will discuss the association between their satisfaction and the factors. The socio-economic factors/ demographic factors will help us to understand the profile of women entrepreneurs.

Demographic characteristics

Demographic and Socio-economic characteristics are the important factors for satisfaction. All the entrepreneurs do not belong to the same background profile. Their individual background affects their satisfaction as well. In Table 3 we have discussed the

socio-economic profile and hence we have discussed through descriptive statistics. The age, educational background, type of income they get from their entrepreneurship (Primary/ Secondary), approximate monthly income, experience as an entrepreneur, how much time they spend online for business activities, how many business groups or consortiums they acquire, and presence of competitiveness among the consortium members have been taken as independent variables.

Table 3 shows socio-economic profile of the women entrepreneurs in West Bengal. We have found that 36.67% of women of the age group of 21–30 years, 22% of the age group of 31–40 years, and 17.33% of the age group of 40–50 years are doing business from this platform. While

TABLE 2 Description of dependent and independent variables.

Variable	Type	Values
Dependent		
Satisfaction level of entrepreneur	Binary (Categorical)	0 = Not satisfied
		1 = Satisfied
Independent		
Education level of the entrepreneurs	Non-binary (Categorical)	0 = Higher secondary
		1 = Under graduate
		2 = Post graduation & above
The primary source of Income of the entrepreneurs	Binary (Categorical)	0 = No
		1 = Yes
Number of consortiums associated	Binary (Categorical)	0 = One
		1 = Many
Competition with other entrepreneurs	Binary (Categorical)	0 = No
		1 = Yes
Age of the entrepreneurs	Non-binary (Categorical)	0 = <20 years
		1 = 21–30 years
		2 = 31–40 years
		3 = 41–50 years
		4 = Above 50 years
Income of the entrepreneurs	Non-binary (Categorical)	0 = <5,000
		1 = 5,000–10,000
		2 = 10,000–15,000
		3 = 15,000–20,000
		4 = Above 20,000
Spent time (hour/week) in the consortium	Non-binary (Categorical)	0 < 10 hours/week
		1 = 10–20 hours/week
		2 = 20–30 hours/week
		3 = 30–40 hours/ week
		4 > 40 hours/week
Experience (years)	Non-binary (Categorical)	0 < 1 year
		1 = 1–2 years
		2 = 2–3 years
		3 > 3 years

TABLE 1 Collinearity diagnostics.

	Collinearity statistics
	VIF
(Constant)	
Age	1.089
Level of education	1.059
Source of income for the family from business	1.306
Monthly income from the business	1.961
Experience (in years)	1.505
Time spent in a week for business through social media	1.36
Women entrepreneurs' associate with consortium	1.372

*Dependent variable: satisfaction.

TABLE 3 Socio economic profile of the women entrepreneurs ($n = 384$).

Variable	Category	Frequency (%)
Age	Below 20	40 (13.33)
	21–30	110 (36.67)
	31–40	66 (22.0)
	41–50	52 (17.33)
	Above 50	32 (10.67)
Education	Higher secondary	96 (32.00)
	Graduate	120 (40.00)
	Post graduate	84 (28.00)
Primary source of income of the family	Yes	24 (8.0)
	No	276 (92.0)
Monthly income	Below Rs. 5,000	72 (24.0)
	Rs. 5,000–10,000	84 (28.0)
	Rs. 10,000–15,000	40 (13.33)
	Rs. 15,000–20,000	56 (18.67)
	Above Rs. 20,000	48 (16.0)
Experience (year)	Less than 1 year	24 (8.00)
	1–2	72 (24.00)
	2–3	90 (30.00)
	More than 3 years	114 (38.00)
Spent time (hours in the week)	Less than 10 h	28 (9.33)
	10–20	36 (12.00)
	20–30	114 (38.00)
	30–40	72 (24.00)
	More than 40 h	50 (16.67)
No. of consortium	One	104 (34.67)
	Many	196 (65.33)
Competitiveness	Yes	246 (82.00)
	No	54 (18.00)

women under 20 years (13.33%) and above 50 years (10.67%) are also involving themselves in entrepreneurship in social media which indicates that social media platforms are encouraging budding entrepreneurs. Akpuokwe et al. (2024) has found in their study on social media entrepreneurship, that social media is an opportunity to start a business. Park et al. (2017) mentioned in their study that prior knowledge, usage of social media, and alertness are some important factors that encourage budding entrepreneurs to involve themselves in social media entrepreneurship. Most of the respondents (40%) are graduates and many have completed postgraduate (28%) while 32% of the respondents have completed higher secondary degree. Education is important for entrepreneurs to understand business strategies and adapt new technology. Van der Sluis et al. (2008) mentioned that education is important to develop entrepreneurship. Lee et al. (2024) have found that educational qualification is important to improve entrepreneurial competencies.

Women entrepreneurs in west Bengal are mostly doing business in social media without acquiring training (96%). Vivakaran and Maraimalai (2017) in their study has found that many training programs are now conducted in multiple social media platforms for

entrepreneurial development. Online workshops are conducted to encourage women entrepreneurs for their self-development. Hence, without training women may join social media entrepreneurship and they can avail training from the same platform as well. Families' income from the business are secondary income for most of the families of these women entrepreneurs of West Bengal (92%) and 28% of women entrepreneurs are earning up to 10 thousand per month while 13.33% are earning upto 15 thousand, 18.67% are earning upto 20 thousand and 16% of women entrepreneurs are earning more than 20 thousand per month. This indicates that this entrepreneurship is increasing the families' gross income which is a factor for uplifting lifestyles and status. Wang J. et al. (2024) described that increasing the monthly gross income of a family helps in raising social status. 38% of the women entrepreneurs are doing business for more than 3 years. While the rest of the respondents are less experienced that is they have started business through this platform. It can be concluded that social media is encouraging budding entrepreneurs. Pillai and Ahamat (2018) mentioned that social media stimulates other entrepreneurs to join the business.

From Table 3, we have found that 82% of women entrepreneurs think that competition offers satisfaction while 18% of women entrepreneurs are not satisfied with competition. Competition in consortium means that women entrepreneurs are always posting something innovative. They are trying to make their own communication mode more interesting and provocative while other entrepreneurs are in a situation where they have to do something better. This relationship with competition inspires them to adopt communication tools that attract the audience. This factor offers their satisfaction as a business communicator. Moreover, they are learning techniques of marketing from various entrepreneurs in consortiums. They are also learning about market trends and offer related information from this platform. A study by Ajiva et al. (2024) found that after-sales service competition increases customers' satisfaction. From our survey, it has been found that entrepreneurs are adopting knowledge of garments and variations of fabrics that are trending. It helps them to gain more customers. Thus, this factor is essential for the satisfaction of women entrepreneurs in Kolkata. Some other studies also found that Skill and knowledge, family support, opportunities in the market, government subsidy, and satisfaction are some of the most valuable factors that affect entrepreneurial motivation (Wang X. et al., 2024). In another study, it has been found that the intensity of market competition and budgetary participation on performance has a significant relationship with job satisfaction (Tahir, 2024).

We found that 65.33% of women entrepreneurs are using many consortiums while 34.67% of women entrepreneurs are using one consortium for business. More consortiums will bring a broader network and this is helpful to get a broader market. Thus, more than one consortium or group is preferable to a maximum number of women entrepreneurs. This result distinguishes the fact that competition is one of the main factors for satisfaction. More consortium platform means more competition and scope for learning about business communication. It makes an entrepreneur skilled while they more often interact with larger networks in social media. It helps to build confidence and thus offer satisfaction. 82% of the respondents are feeling that competitiveness is present while 18% of the respondents are not aware of the competition. A study has shown that brand community engagement, information about the product,

and word of mouth are three main factors that influence product purchase decisions on Facebook (Khan et al., 2024). With the growing number of customers and people, Facebook consortiums help women entrepreneurs in community management.

Hypothesis testing

We performed chi-square test and binary logistic regression analysis to understand the association and significance of the selected variables with satisfaction of the women entrepreneurs. The results of the chi-square test (Table 4) and binary logistic regression analysis (Table 5) highlights the association and significance of the selected variables with satisfaction of the women entrepreneurs.

Hypothesis 1 proposes that Age has a significant effect on women entrepreneurs' satisfaction and the chi square value between these variables is insignificant ($\chi^2 = 7.9229$, $p = 0.094$). Also, binary logistic regression analysis values (refer Table 5) show that with increasing Age, the likelihood sometimes increases and sometimes decreases. With under 20 years' age as a reference category, it is found that the 21–30 years' age group of women entrepreneurs is 1.355 (odd ratio) times more satisfied (CI 0.385, 6.437), 31–40 years' age group of women entrepreneurs are 0.818 times less satisfied (CI 0.180, 3.716) than previous age group while again 41–50 years' age group are 2.089 times more satisfied (CI 0.364, 12.010) and above 50 years' women entrepreneurs are 0.964 times less satisfied (CI 0.168, 5.508). Hence, age is insignificant with satisfaction in this study, thus, not supporting Hypothesis 1.

Hypothesis 2 proposes that Education has a significant effect on women entrepreneurs' satisfaction and the chi square value between these variables is insignificant ($\chi^2 = 2.0442$, $p = 0.360$). Also, binary logistic regression analysis values (refer Table 5) shows that taking Higher Secondary as a reference category, the women entrepreneurs having a Graduation degree are 0.565 (CI 0.178, 1.791) times less satisfied while women from Post Graduate category are 0.426 times less satisfied (CI 0.119, 1.522). With the increasing educational qualification, the level of satisfaction thus decreases. Hence, education is insignificant with satisfaction in this study, thus, not supporting Hypothesis 2.

Hypothesis 3 proposes that Source of Income has a significant effect on women entrepreneurs' satisfaction and the chi square value between these variables is positive and significant ($\chi^2 = 3.2785$, $p = 0.070$). Also, binary logistic regression analysis values (refer Table 5) shows that taking the primary source of income as a referential category, the satisfaction level increases 0.089 times (CI 0.091, 0.420). which means that women entrepreneurs' monthly income is more satisfactory when it is their family's secondary source of income thus, supporting Hypothesis 3.

Hypothesis 4 proposes that Monthly Income has a significant effect on women entrepreneurs' satisfaction and the chi square value between these variables is positive and significant ($\chi^2 = 21.0184$, $p = 0.000$). Also, binary logistic regression analysis values (refer Table 5) shows that with the increase in monthly income, satisfaction increases. As the results show when income is < Rs. 5,000, the satisfaction increases 2.407 times (CI 0.795, 7.289) when income is between Rs. 5,000–10,000, it further increases 3.714 times when income is between Rs. 10,000–15,000 (CI 0.991, 13.928), and again satisfaction increases 4.019 times (CI 1.074, 15.029) when income is

between Rs. 15,000–20,000. The satisfaction thus increases 9.146 times (CI 1.530, 54.661) when the income of women entrepreneurs is above Rs. 20,000, which means that with the growth in monthly income, women entrepreneurs' satisfaction level also increases, thus, supporting Hypothesis 4.

Hypothesis 5 proposes that Experience has a significant effect on women entrepreneurs' satisfaction and the chi square value between these variables is positive and significant ($\chi^2 = 9.7539$, $p = 0.021$). Also, binary logistic regression analysis values (refer Table 5) shows that with < 1-year experience as a reference, the satisfaction increases 1.432 times (CI 0.314, 6.514) with experience between 1–2 years, satisfaction further increases 2.559 times, and with experience between 2–3 years (CI 0.621, 10.871), satisfaction increases 3.473 times with experience more than 3 years (CI 0.806, 14.967), which means that with the increase in experience, women entrepreneurs' satisfaction level also increases, thus, supporting Hypothesis 5.

Hypothesis 6 proposes that Time spent in business has a significant effect on women entrepreneurs' satisfaction and the chi square value between these variables is positive and significant ($\chi^2 = 12.4143$, $p = 0.015$). Also, binary logistic regression analysis values (refer Table 5) shows that the more time an entrepreneur spent online in the Facebook consortium, the more they achieve satisfaction. Taking <10 h as reference, the women entrepreneurs are 1.922 times (CI 0.344, 10.716) satisfied when they spent 10–20 h, 1.993 times satisfied when they spend 20–30 h (CI 0.509, 7.803), 2.958 times satisfied (CI 0.567, 15.407) when they spend 30–40 h, and women entrepreneurs of Facebook consortium are 3.837 times more satisfied when they spend more than 40 h (CI 0.731, 20.137) for business purpose, thus, supporting Hypothesis 6.

Hypothesis 7 proposes that association with other consortiums has a significant effect on women entrepreneurs' satisfaction and the chi square value between these variables is positive and significant ($\chi^2 = 30.2144$, $p = 0.000$). Also, binary logistic regression analysis values (refer Table 5) shows one consortium taken as a reference, it is found that entrepreneurs are 7.338 times more satisfied when they are involved with many consortiums (CI 3.033, 17.575), thus, supporting Hypothesis 7.

Hypothesis 8 proposes that Competitiveness has a significant effect on women entrepreneurs' satisfaction and the chi square value between these variables is positive and significant ($\chi^2 = 67.3115$, $p = 0.000$). Also, binary logistic regression analysis values (refer Table 5) shows competition against one consortium taken as a reference it is found that women entrepreneurs are 12.727 times more satisfied with competitions against many consortiums (CI 4.697, 34.487).thus, supporting Hypothesis 8.

A separate hypothesis testing and findings has been summarized and tabulated in Table 6.

Discussion

This study aims to understand the relationship between Age and education with satisfaction among women entrepreneurs. We developed a conceptual model (refer Figure 1) and tested the hypothesis. 300 final completed questionnaires obtained from women entrepreneurs engaged in Facebook consortiums were used for data analysis. Findings from this study did not support (Hypothesis 1 and 2), that is, the relationship between Age ($p = 0.094$), education

TABLE 4 Results of association between socio-economic variables with the satisfaction of women entrepreneurs using Facebook consortium/business groups.

Variables	Are associated with satisfaction		Total	χ^2 and p -value
	Agree	Disagree		
Age				
Below 20 years	34	6	40	$\chi^2 = 7.9229$
21–30 years	90	20	110	$p = 0.094$
31–40 years	54	12	66	
41–50 years	44	8	52	
Above 50 years	20	12	32	
Total	242	58	300	
Level of education				
Higher secondary	82	14	96	$\chi^2 = 2.0442$
Graduation	94	26	120	$p = 0.360$
Post-graduation	66	18	84	
Total	242	58	300	
Source of income for the family from business				
Primary source	16	08	24	$\chi^2 = 3.2785$
Secondary source	226	50	276	$p = 0.070$
Total	242	58	300	
Monthly income from the business				
Below Rs. 5,000	46	26	72	$\chi^2 = 21.0184$
Rs. 5,000–10,000	70	14	84	$p = 0.000$
Rs. 10,001–15,000	34	06	40	
Rs. 15,001–20,000	46	10	56	
Above 20,000	46	2	48	
Total	242	58	300	
Experience (in years)				
Less than 1 year	14	10	24	$\chi^2 = 9.7539$
1–2 years	58	14	72	$p = 0.021$
2–3 years	72	18	90	
More than 3 years	98	16	114	
Total	242	58	300	
Time spent in a week for business through social media				
Less than 10 hours	16	12	28	$\chi^2 = 12.4143$
10–20 hours	28	08	36	$p = 0.015$
20–30 hours	94	20	114	
30–40 hours	60	12	72	
More than 40 hours	44	06	50	
Total	242	58	300	
Women entrepreneurs' associate with consortium				
One consortium	66	38	104	$\chi^2 = 30.2144$
Many consortium	176	20	196	$p = 0.000$
Total	242	58	300	
Satisfied with the competitiveness				
Disagree	22	32	54	$\chi^2 = 67.3115$

(Continued)

TABLE 4 (Continued)

Variables	Are associated with satisfaction		Total	χ^2 and p -value
	Agree	Disagree		
Agree	220	26	246	$p = 0.000$
Total	242	58	300	

TABLE 5 Results of binary logistics regression analysis of socio-economic characteristics and satisfaction of women entrepreneurs.

Variable	Odd ratio	p value	95% CI
Age (Ref: <20)			
21–30	1.355	0.702	0.385–6.437
31–40	0.818	0.795	0.180–3.716
41–50	2.089	0.409	0.364–12.010
Above 50	0.964	0.968	0.168–5.508
Level of education (ref: higher secondary)			
Graduate	0.565	0.332	0.178–1.791
Post graduate	0.426	0.189	0.119–1.522
Sources of income for the family from the business (ref: primary source of income)			
Secondary source of income	0.089	0.002	0.019–0.420
Monthly income from the business (ref: <Rs. 5,000)			
Rs. 5,000–10,000	2.407	0.107	0.795–7.289
Rs. 10,000–15,000	3.714	0.049	0.991–13.928
Rs. 15,000–20,000	4.019	0.039	1.074–15.029
Above Rs. 20,000	9.146	0.015	1.530–54.661
Experience (ref: less than 1 year)			
1–2 years	1.432	0.062	0.314–6.517
2–3 years	2.559	0.019	0.621–10.871
More than 3 years	3.473	0.009	0.806–14.967
Time spent in a week for business online (Ref: <10 Hours)			
10–20 hours	1.922	0.456	0.344–10.716
20–30 hours	1.993	0.040	0.509–7.803
30–40 hours	2.958	0.019	0.567–15.407
More than 40 hours	3.837	0.011	0.731–20.137
Number of consortium (ref: one)			
Many	7.338	0.000	3.033–17.757
Entrepreneurs' satisfaction with competitiveness (ref: one)			
Many	12.727	0.000	4.697–34.487

($p = 0.360$) and satisfaction of women entrepreneurs in West Bengal, validating the results from the past literature (Inayat and Jahanzeb Khan, 2021; Vujić and Szabo, 2022). So, digital platforms can reduce traditional barriers of entry by allowing women entrepreneurs from varied age groups and educational backgrounds to effectively participate in digital business. These results line up with growing literature that suggests that digital business environments focus on networking and engagement levels rather formal qualifications or age

TABLE 6 Hypothesis and findings.

Hypothesis	Findings	Hypothesis accepted/rejected
H1. Age has a significant effect on women entrepreneurs' satisfaction	Age has no significant effect on women entrepreneurs' satisfaction	H1 rejected
H2. Education has a significant effect on women entrepreneurs' satisfaction	Education has no significant effect on women entrepreneurs' satisfaction	H2 rejected
H3. Source of Income has a significant effect on women entrepreneurs' satisfaction	Source of Income has a significant effect on women entrepreneurs' satisfaction	H3 accepted
H4. Monthly Income has a significant effect on women entrepreneurs' satisfaction	Monthly Income has a significant effect on women entrepreneurs' satisfaction	H4 accepted
H5. Experience has a significant effect on women entrepreneurs' satisfaction	Experience has a significant effect on women entrepreneurs' satisfaction	H5 accepted
H6. Time spent in business has a significant effect on women entrepreneurs' satisfaction	Time spent in business has a significant effect on women entrepreneurs' satisfaction	H6 accepted
H7. Association with other consortiums has a significant effect on women entrepreneurs' satisfaction.	Association with other consortiums has a significant effect on women entrepreneurs' satisfaction.	H7 accepted
H8. Competitiveness has a significant effect on women entrepreneurs' satisfaction	Competitiveness has a significant effect on women entrepreneurs' satisfaction	H8 accepted

or educational aspects (De Clercq et al., 2021; Ruiz-Martínez et al., 2023). Second, this study found that Source of Income has a significant effect on women entrepreneurs' satisfaction (Hypothesis 3). So, the secondary income through Facebook business boosts satisfaction as it complements household incomes without commanding economic dependency, thus, reflecting women empowerment, aligning with prior studies related on women's digital entrepreneurship (Asante and Affum-Osei, 2019). Third, the results supported the significant relationship between Monthly Income and women entrepreneurs'

satisfaction (Hypothesis 4), which means that with rise in monthly income, greater satisfaction is achieved. This lines up with previous study where financial performances influence wellbeing in entrepreneurship (Rauch et al., 2009). Income not only measures business performance but also validates women entrepreneurs, especially in a developing country such as India where to become economically independent enhances life satisfaction (Shastri et al., 2022). Fourth, another finding of this study supported that Experience in Business ($p = 0.021$) has a significant relationship with the satisfaction of women entrepreneurs (Hypothesis 5). Through experience, one's confidence improves, which in turn enhances strategic decision making. This enables entrepreneurs to confront and manage any challenges and competitions effectively (Agarwal et al., 2022). Fifth, the results of this study supported that time invested in Facebook business, has a significant relationship with satisfaction of women entrepreneurs (Hypothesis 6). The more time an entrepreneur spends engaging in consortium activities, the more the entrepreneur would be able to nurture greater connectivity, develop customer understanding, and adapt to market trends. These are the key drivers to business success and entrepreneurs' satisfaction, and this aligns with Social Network Theory (SNT), as broader and stronger social networking leads to collaboration, exchange of information, and growth opportunities (Arregle et al., 2015; Jha and Venkatesh, 2023). Sixth, another finding of this study supported that Association with other consortiums has a significant effect on women entrepreneurs' satisfaction (Hypothesis 7). This means that networking enhances entrepreneurial satisfaction. Through collaboration, resources, and knowledge can be shared, and this in turn can improve overall satisfaction. This could be aligned with previous studies related to entrepreneurship (Brush C. et al., 2009; Brush C. G. et al., 2009; Naudé and Havenga, 2005; Singh and Belwal, 2008). Seventh, the results of this study supported that there is a significant relationship between competitiveness and satisfaction of women entrepreneurs. This suggests that competitive women entrepreneurs within the business consortiums experience higher satisfaction. Such competitive mindset could bring innovation, improvement in strategic decision which could lead to personal fulfilment and satisfaction. This aligns to the findings of prior studies on how competitive mindsets could foster the sense of achievement, self-efficacy, and satisfaction (Gupta and Mirchandani, 2018; Lumpkin and Dess, 2001; Azam Roomi and Harrison, 2010).

Theoretical implications

The findings of this study presents several theoretical implications, beginning with Bandura's Social Cognitive Theory, which emphasizes how women entrepreneurs' self-efficacy and competitiveness contribute to their psychological resilience (Bandura, 2001; Islam et al., 2025). Secondly, when exploring why women entrepreneurs turn to social media platforms for business, the theoretical framework draws on technology adoption models. Adapting to information technology enhances opportunities for women in a multicultural, diverse society (Ahmed et al., 2025). Third, the study examines the relationship between business satisfaction and usage of Facebook consortiums through the lens of Social Network Theory (SNT), Social Exchange theory (SET) and Social Capital theory (SCT). By utilizing social media platforms for

their businesses, women entrepreneurs can expand their networks, connecting with peers and potential customers (Hanifah and Lun, 2024). From consumers' perspective, social media users often rely on their social networks for recommendations, which influences their social networking behavior and online purchasing decisions (Gafur and Islam, 2024). Finally, the study incorporates feminist entrepreneurship theory and research approach (Akter et al., 2019; Tickner, 2011), highlighting and supporting female voice and also encouraging gender equality, specially how women manage to run businesses from home while balancing work and familial responsibilities, particularly in India where women play a pivotal role in managing household duties. In such circumstances, many women choose social media entrepreneurship to create their own identity (Ning and Khan, 2024).

Practical implications

This work may initially seem focused solely on satisfying women entrepreneurs, but it is recommended that they establish a robust, interconnected blockchain network to enhance their resources and mitigate risks (Brands et al., 2025). Focusing too narrowly on satisfaction could overlook critical factors such as family, institutional, and social dynamics that influence the environments in which women entrepreneurs operate (Sachdeva et al., 2025). Despite facing various challenges, women entrepreneurs are able to improve customer engagement and advance their professional development. Social media provides numerous opportunities for both personal and professional branding (Ahmed, 2024). The findings of this study could be valuable for policymakers and administrators of business groups on social media, helping them to refine policies for greater transparency between customers and entrepreneurs, ultimately fostering better networking and blockchain business development via social media (Abrar et al., 2024).

Limitations and suggestion for future research

This study at one side has provided valuable insights into the socio demographic factors that could influence satisfaction of women entrepreneurs. However, this study is not without limitations. First, this study was conducted completely based on self-reported data, which may be subjected to personal interpretations and socially desirable bias. This may affect the accuracy of responses. Second, the entire study was conducted among women entrepreneurs specific to a particular region that is, the state of West Bengal and demographic group. This could restrict the generalization of findings to other situations or populations. Again, this study is a cross-sectional study that tested the hypothesis at a single frame. So, future studies could be conducted using longitudinal or mixed-method approaches to provide a detailed understanding of these relationships and dynamics eventually. Diverse geographical regions and sectors could be included to enhance the validity of the research. Additionally, qualitative study including focus groups or in-depth interviews could be conducted to explore the underlying variables such as culture, motivation, emotional aspects. Lastly, future research could be conducted to examine the mediating and moderating affects of different variables

such as entrepreneurial orientation, financial support, entrepreneurial innovation etc. on entrepreneurs' satisfaction.

Conclusion

Consortium in the Facebook platform is a rapidly growing medium of business for a budding entrepreneur. The study has revealed that socio-economic factors like income, experience, spending time, competition with other entrepreneurs, and involvement with several consortiums, are some of the significant factors affecting the level of satisfaction of the women entrepreneurs in Facebook. Age is showing a negative relationship with satisfaction which needs to be cultivated in different ways to understand the exact reason. Education is important when a business school student is starting entrepreneurship. His/her prior education then matters. Otherwise, social media platform-oriented entrepreneurship does not require any such educational qualification for starting a business. Social media entrepreneurship allows re-selling businesses where one should not need to buy and sell products. They only play the role of a mediator between seller and buyer. By doing this, women entrepreneurs are earning without investing capital, but time. Spending time is important in entrepreneurship especially when the total business pattern is based on digital media. The study has measured different socio-economic elements to measure satisfaction levels and there are so many variables left behind which can be identified as a future scope of a similar kind of study later. In this century, lack of time and physical limits increased the practice of online purchases. Social media like Facebook, Twitter, and Instagram are opening the digital marketing environment for brands also.

Our study focused on women entrepreneurs' satisfaction and the use of Facebook as a business platform. We aimed to investigate the impact of selected socio-economic backgrounds of women entrepreneurs of West Bengal on their satisfaction. Our findings highlight that women entrepreneurs having another source of income for their families are more satisfied. This concludes that income from entrepreneurship is yet not satisfactory for most of the cases where the family is depending on the income from the business only. It indicates that the overall social-mediated entrepreneurship is not well developed by many means of business skills and scopes for women in West Bengal. As a whole, Facebook has widened the pathway for budding entrepreneurs and it is a growing industry now. Satisfaction has relative perspectives that change with the socio-economic background of the women entrepreneurs in West Bengal.

Data availability statement

The original contributions presented in the study are included in the article/[Supplementary material](#), further inquiries can be directed to the corresponding author.

Ethics statement

Ethical approval was not required for the study involving humans in accordance with the local legislation and institutional

requirements. Written informed consent to participate in this study was not required from the participants or the participants' legal guardians/next of kin in accordance with the national legislation and the institutional requirements.

Author contributions

TC: Conceptualization, Data curation, Formal analysis, Investigation, Methodology, Writing – original draft, Writing – review & editing, Validation, Visualization. DG: Conceptualization, Data curation, Formal analysis, Investigation, Methodology, Writing – original draft, Writing – review & editing, Supervision. TG: Conceptualization, Data curation, Investigation, Methodology, Supervision, Validation, Visualization, Writing – original draft, Writing – review & editing, Software.

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Conflict of interest

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Supplementary material

The Supplementary material for this article can be found online at: <https://www.frontiersin.org/articles/10.3389/fcomm.2025.1685336/full#supplementary-material>

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