

PROJECT REPORT
ON
“THE EFFECT OF SOCIAL MEDIA MARKETING AS A CATALYST
FOR THE SUCCESS OF ART AND CRAFT E-BUSINESS”

Submitted in partial fulfilment of the requirements for the award of degree of
Master of commerce of the University of Calicut

By
AFEEFA MIZAJ U A
Reg. No: AIAVMCM004

Under the guidance of
Dr. PRINCY FRANCIS
M.Com, Ph.D., B.Ed., NET, SET, PGDSE
Assistant Professor
Research Department of Commerce



MES ASMABI COLLEGE
P. VEMBALLUR
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Smt. CHITHRA P

M.Com, M.Ed.

Head of the Department of Commerce

Research Department of Commerce

Place: P Vemballur

Date:

CERTIFICATE

This is to certify that the project report “**THE EFFECT OF SOCIAL MEDIA MARKETING AS A CATALYST FOR THE SUCCESS OF ART AND CRAFT E-BUSINESS**” is a bona-fide record of project work carried out by **AFEEFA MIZJ U A**, in partial fulfilment of his Degree of Master of Commerce of the University of Calicut. Certified that this is an independent work carried under my guidance and supervision.

Dr. PRINCY FRANCIS

M.Com, Ph.D., B.Ed, NET, SET, PGDSE

Assistant Professor

Research Department of Commerce

MES Asmabi College, P.Vemballur

Place: P. Vemballur

Date:

DECLARATION

I, **AFEEFA MIZAJ U A** hereby declare that the project report “**THE EFFECT OF SOCIAL MEDIA MARKETING AS A CATALYST FOR THE SUCCESS OF ART AND CRAFT E-BUSINESS**” is a bona-fide record of project work carried out by me under the supervision and guidance of **Dr. PRINCY FRANCIS** Assistant Professor, M. E. S Asmabi College, P. Vemballur. The information and data given in the report is authentic to the best of my knowledge.

AFEEFA MIZAJ U A

Place: P. Vemballur

Date:

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AFEEFA MIZAJ U A

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1.1 INTRODUCTION

In the digital age, the landscape of commerce and creative expression has undergone a profound transformation. The advent of social media platforms has revolutionized the way businesses, especially those in the art and craft industry, connect with their target audience and thrive in an ever-evolving market. This research study delves into the dynamic relationship between social media and the unprecedented growth of art and craft e-businesses, aiming to shed light on the pivotal role that these online platforms play as catalysts for success. In the digital age, the fusion of technology and creativity has revolutionized the art and craft industry. The advent of social media has not only reshaped the way artists and artisans connect with their audience but has also acted as a powerful catalyst for the success of art and craft e-businesses. Social media platforms have emerged as virtual marketplaces, providing artists with unparalleled opportunities to showcase their work, engage with customers, and build thriving online businesses. This essay explores the profound effect of social media as a catalyst for the success of art and craft e-businesses, analysing the key benefits, challenges, and strategies that contribute to their flourishing in the digital realm. One of the most significant advantages of social media for art and craft e-businesses is the ability to reach a global audience without the constraints of geographical boundaries. Platforms like Instagram, Facebook, and Pinterest allow artists to showcase their creations to millions of users, transcending traditional physical limitations. As users share and engage with content, it often results in viral exposure, propelling the artist and their work to unprecedented levels of visibility. This amplified reach opens doors to new markets, opportunities for collaborations, and access to potential customers from around the world.

The art and craft industry has long been characterized by the passion, creativity, and individuality of artisans and artists, seeking to share their unique creations with the world. Historically, these artisans faced numerous challenges, including limited access to markets, expensive promotional efforts, and difficulties in establishing a global presence. However, the emergence of social media has transformed the way these businesses operate, offering an array of opportunities and empowering them to flourish like never before.

The rapid rise of social media platforms, such as Instagram, Pinterest, Facebook, and Etsy, has redefined the dynamics of consumer behaviour and marketing strategies. These platforms have become virtual marketplaces, enabling artists and crafters to showcase their products to a vast and diverse audience, transcending geographical boundaries and time zones.

The direct interaction between sellers and buyers has fostered a sense of community, trust, and authenticity, further enhancing the appeal of these e-businesses.

This research seeks to explore the multifaceted impact of social media on the art and craft e-business ecosystem. By investigating the strategies adopted by successful enterprises, analysing case studies, and gathering insights from both consumers and business owners, we aim to uncover the key elements that contribute to their prosperity. Furthermore, the study will assess the challenges faced by artisans and crafters as they navigate this digital landscape, providing valuable recommendations for overcoming potential hurdles.

Understanding the role of social media in the success of art and craft e-businesses not only contributes to academic knowledge but also offers practical implications for both aspiring and established entrepreneurs in the creative realm. As we delve deeper into the topic, we hope to illuminate the strategies and best practices that harness the full potential of social media as a catalyst for sustainable growth, fostering a thriving community of artists, crafters, and enthusiasts in the digital age.

The use of social media for art and craft marketing is becoming increasingly popular in recent years in Kerala. There are many kind of art works like frame works, resin arts, scrap book etc. There is a time limit. Before creating a social media plan, find out where the audience is to get the most out of it. Instead of spreading too thin by opening accounts on numerous social media networks, decide which ones are worth investing in. Look at the networks that currently using most, from where the interactions get most. Spend some time figuring out where your audience spends their time.

The artists use many social media platforms for increasing the marketing of their works. Instagram, Facebook, Pinterest are most widely using platforms. There are many ways to increase the marketing of the works of artists like frequently made stories, using many hashtags, snappy videos etc. are helps to get more reach for their social media account. The female artists are widely using social media for their marketing. Most of

the artists are students and they started their works because of passion. The success of social media helps to gaining a worldwide audience, a real-time connection with the audience, collaborating with other creatives, enhancing connections with followers etc. Even if you have fans and potential consumers on many different sites, you should only focus on a select handful. without maintaining a regular presence on a specific platform. will not be able to expand your audience.

If you want to foster engagement, you must be present and engaged with others.

Social media facilitates direct communication between artists and their audience, fostering a sense of community and connection. Artists can receive real-time feedback, answer inquiries, and build personal relationships with their followers. This direct engagement not only builds trust and loyalty but also allows artists to better understand their customers' preferences and tailor their offerings accordingly. As a result, a vibrant online community is formed, with enthusiasts and customers actively participating in discussions, sharing their experiences, and advocating for the artist's work, ultimately driving business success. In the past, artists and crafters often faced significant financial barriers when it came to marketing and branding their work. Social media, however, has democratized these aspects, providing a cost-effective and efficient means of self-promotion. Through visually compelling content, artists can curate their brand identity, express their artistic vision, and narrate the stories behind their creations. Social media's algorithm-driven features also enable targeted advertising, reaching specific demographics most likely to resonate with the art and craft e-business, optimizing marketing expenditure and maximizing return on investment. Social media platforms have increasingly integrated e-commerce functionalities, allowing artists to sell their creations directly to customers without the need for a separate website or intermediary. This accessibility streamlines the purchasing process and enhances customer convenience. Additionally, platforms like Etsy, specifically designed for artisans and crafters, offer dedicated e-commerce marketplaces with built-in transaction infrastructure, further simplifying the selling process and enhancing the overall customer experience.

1.2 STATEMENT OF THE PROBLEM

In recent years, the proliferation of social media has ushered in a new era for art and craft e-businesses, transforming the way these enterprises operate and connect with their target audience. played a significant role in the success of many art and craft e-businesses, there remain several critical questions and challenges that necessitate thorough examination. The first key problem to address is social media's overall success of art and craft e-businesses. Despite its widespread adoption, it remains unclear to what degree contribute to increased visibility, customer engagement, and revenue growth for these businesses. As social media platforms offer a plethora of it is essential to identify strategies that art and craft e-businesses should adopt to leverage these platforms fully. Understanding which specific social media tactics yield the best results in terms of brand awareness, customer acquisition, and retention business owners seeking sustainable growth. presents opportunities, it also brings forth challenges and risks that art and craft e-businesses must navigate. Issues such as negative online reviews, intellectual property infringements, or platform algorithm changes may hinder growth and demand tailored solutions. By understanding the nuances, challenges, and best practices in utilizing social media platforms, this research aims to offer valuable guidance to entrepreneurs, marketers, and policymakers in the art and craft industry to make informed decisions and foster sustainable growth era. The study limited to: -

- What are the key social media strategies?
- What are the major benefits and challenges for promoting art and craft e-business?
- What are the success of art and craft e-business?

1.3 OBJECTIVES OF THE STUDY: -

1. To identify the key social media strategies that can serve as catalyst for e-business success in the art & craft sector.
2. To study the major benefits & challenges marketing for promoting art & craft e-business.
3. To analyse the success of art & craft e-business.

1.4 HYPOTHESIS

H0: The strategies do not have a significant relationship the e-business success factors

H1: strategies have a significant relationship the e-business success factors

1.5 SIGNIFICANCE OF THE STUDY

Artists can as a platform to share their Social media gives artists the chance to promote themselves, sell their work, brand themselves, draw in new customers, and grow their companies. For artists, social networking offers a free, comparatively easy tool careers and enhance their work. Social media is a fantastic tool for starting a since craft-related categories are packed with wonderful, and active people. Although maintaining effective social media accounts takes work, the advantages it may provide for an art or craft business may make it worthwhile. The way the art world conducts business is changing as a result of social networking, which is facilitating sales, displacing galleries, and enabling artists to interact directly with their audience about who they are and what they are creating. Instagram, Pinterest, and Facebook are three that can aid producers in growing their businesses.

1.6 SCOPE

This study was done among the art and craft social media artists from the district Thrissur.

1.7 RESEARCH METHODOLOGY

The study adopted descriptive research design mainly based on primary data. The population of the study was the art and craft entrepreneurs using social media in the district Thrissur. The size of sample is 60. Snowball sampling technique is used in this study. Both primary and secondary data were used for the study. The primary data were collected through a structured questionnaire. The partial and incorrect information's are excluded. The secondary data were collected from articles, journals, websites.

1.8 LIMITATIONS OF THE STUDY

1. The sample size is limited to 60.
2. Time restricted is one of limitation.
3. Some information's are partial.

1.9 CHAPTER SCHEME

Chapter 1: Introduction, statement of the problem, objectives, significance, scope, research methodology and limitations of the study.

Chapter 2: Review of literature.

Chapter 3: Theoretical frame work.

Chapter 4: Data analysis and interpretation.

Chapter 5: Findings, suggestions and conclusion.

REVIEW OF LITERATURE

Nordic journal of media management **Leo Paul dana** and **Aidi Salam Zadel**, there study (2020) is to know why do artisans and arts entrepreneur use social media platform based on the evidence from the emerging economy. The study uses a qualitative research approach to examine the motivations behind the use of social media platforms by artists and business owners. According to research, social media platforms and their advantages are now underappreciated. for this problem requires more attention. The result of this study could be used by policymakers to develop pertinent strategies from raising the percentage of artist and craft people.as a result promoting their cultural heritage.

A case study on sustainable Indian art and craft industry. **Shwetha R. R** and **Banumathi Sundharman**,(2021) as if professor, department of apparel and fashion design. this study used qualitative case study approach to examine sustainable business practises in the Indian art and craft sector. semi structured phone interviews and google survey forms were used to gather data. the study findings include numerous ways to improve the interaction between crafts man and business people. the sample method which is used to convenient method the target was both artisan and entrepreneurs who works in the art and craft industry.

The existence of Indian Asian craft in the middle of DIY craft movement by **Millennial Community** (2019). the study shows that readers with a thorough understanding of Indian Asian craft products made.by hand especially those marked DIY crafts are regarded as cool distinctive and having artistic merit. the group of DIY craft method, supplies and application had an impact on the advancement in Indian Asian craft as well the method for this survey is a literature review. the studies foundation is a literature review that look at the actual context of the DIY craft problem and explores the secondary data. Localness as a source of authenticity in craft business is peripheral minority language sites. This study examines the issues raised by the marketing of locality as a source of financial benefit in the production of culture is such paces, it has repercussions for the cultural entrepreneurs. localness has accrued popularity in the specialised marketing of the globalised new economy as a source of authenticity and difference this had made it. possible for remote minority language sites to project from their geographically and culturally remote location.

Use of social media uplifting traditional craft, **Akinils publications** (2022). The use of social media platform as a market place for Indian traditional handicraft has increased dramatically in recent years. In the past 10 years, interested in the internet network has

skyrocketed. The many advantages and technological advancement that occurred in the Indian market during the era of smart phones and the internet are covered in the study. The use of social media platforms as a market place for Indian traditional handicrafts has increased dramatically in recent years. It shows that the advantages of social media marketing, role of internet marketing in handicraft. Ways to promote handicraft product through social media.

The internationalizing smaller craft firm **IAN Fillis (2004)** an examination of the craft setter was conducted to a curtain the variety of variables influencing the behaviour of the domestic and export markets. A discussion of internationalisation theories it is determined that most of these frameworks. Fall short in explaining smaller firm internationalisation activity in general and craft firm behaviour in particular. It was conducting in using a pleuritic research technique. According to quantitative findings. The majority of business are micro entrepreneurs and those that show entrepreneurial spirit manage to generate sizable quantities of revenue despite several resource limitation profiting of various types of crafts firm was made possible by combining qualitative and quantitative data's.

The social media marketing strategies and its implementation in promoting handicrafts products, a study with special reference to eastern India accepted-19/8/21 "**Sriparna Guha**"(2021). This research will concentrate on the promotion of Indian handicraft products via various social media platforms such as Facebook, twitter, Instagram and YouTube. Second the study assesses the impact of handicraft-related social media marketing activities (SMMA) on brand equity. third, this study examines the impact of brand awareness and brand image on brand equity and consumer purchase intention, as well as the impact of brand equity on consumer by intention of handicraft product. This study used on offline questionnaire to obtain data from 609 samples, which were then analysed using a structural equation modelling methodology. findings the research of this study demonstrated that SMMA for handicraft products has a significant influence on building brand awareness and brand image in the social media space.

Social media: a catalyst for entrepreneurship and marketing NOV 2020 "**Mohd Azhar; Mohd Junaid Ahtar**". social media has transformed corporate marketing, advertising and promotional practices. Traditional marketing tactics have become useless and outmoded since the emergence of web 2.0. according to the global digital report 2020 more than 4.5 billion people worldwide use the internet, according for approximately 60% of the world's total population. As of January 2020, there were 3.8 billion active social media users among them.

social media is becoming a new platform for entrepreneurs and marketers due to its vast popularity and rising versatility. Offers numerous business and entrepreneurial prospects. As a result, the purpose of this research study is to analyse the significance of social media and its role as a marketing catalyst for entrepreneurs. Furthermore, it looks into the necessary marketing strategies for entrepreneurs as well as the various opportunities provided by social media. This study is mainly conceptual in nature, focusing on the definitions, explanations and resolution of the social media as well as its importance, effectiveness and role as a marketing catalyst. The review approach was utilised to understand the theoretical backdrop. Several related articles recently published research papers and government websites were examined. In compiling this explanatory and descriptive work, these were the primary Sources of information's.

Effectiveness of social media marketing strategies in Rajasthan " **Goyal Mredu** "(2021) social media's Introduction has significantly altered both consumer and commercial behaviour. Online shoppers have several options to communicate with others in social settings. Therefore, it is crucial for businesses looking to leverage the power of social media and better influence consumers to understand Consumer behaviour in the context of social media marketing. Since there hasn't been much research done on this subject .it will be crucial theoretically to assess what has been done and draw useful conclusions from a systematic review of the literature. In order to explain how customers interact on social networking sites, a comprehensive review of social media studies is under taken in the study. By reviewing a numerous book, Journals, studies, published papers researches, etc. the article also an attempts to examine various social media strategies. The secondary resources used to compile the literature review come from both domestic and foreign sources.

The effects of social media marketing Antecedents on social media marketing, Brand Boyalty and Purchase intention: A customer perspective "**Bader M. A Almohaimmeed**" (2019). The purpose of the study was to investigate the impact of social media marketing antecedents on brand loyalty and purchase intention: further- more, the study intends do look into the impact of social media marketing on brand loyalty and purchase intent. finally, the study aims to determine the impact of brand loyalty on purchase intent. In order to meet the study objectives, a questionnaire based on past literature was designed and a Sample of 500 clients was chosen to collect the necessary data. The study's model was theoretically constructed and then tested using Structural equation modelling. The findings indicated that social media influences three constructs: Social media marketing, brand loyalty, and customer

purchase intention. According to the findings, social media marketing has a considerable impact on both brand loyalty and customer purchase intention, which is consistent with past research finally, the findings revealed that customer purchase intention is significantly influenced by brand loyalty. Based on these findings, it was determined that organisations should play closer attention to the antecedents of social media marketing since they have a direct impact on social media marketing application, brand loyalty, and customer purchase intention.

Social media for start-ups-An effective marketing tool. “**S. Vijaykumar Barathi**” (2013). Social computing is the use of online social media technologies like Facebook, twitter, YouTube and LinkedIn to reach out to customers in novel ways. Business of all sizes are using social media to reach out to new consumers and strengthen relationships with existing ones. When starting a new business, the main concern is developing a product or service offering, finding the first customers, forming partnership to help the company grow faster, and ensuring that there is enough money to sustain the company. The goal of this research is to look into how start-up business might use social media marketing to acquire clients. It also seeks to understand how a start-up owner recognises and uses social media to promote their business and communicate with their customers. According to the publication, Facebook is more efficient and social media is effective in spreading word of mouth and communicating with clients. The used methodology in this study is qualitative with a focus on different case studies of start-up companies.

E-Commerce of handicraft: case south Asian handicraft. “**Bimal Kumar Jaiswal**” (2018). The thesis has been completed for the start-up south Asian handicraft. South Asian handicraft is an e-commerce company that sells handicraft made in south Asian at reasonable prices all around the world. The thesis goal was to create a viable e-commerce platform for south Asian handicrafts. The first study was conducted with foreigners who had visited Nepal and used Nepalese handicraft to learn about their attitudes and behaviours towards handicraft. The second study was conducted with Nepalese people to better understand their internet purchasing habits. The third study was also conducted with craftsmen/artists to learn more about their willingness to sell online. Both exploratory and descriptive. The objective and thesis-related questions are obtained through research design. The methods of survey and interview are used to gather data.

Protection and promotion of Indian handicrafts through intellectual property rights. **“Parnil Verma”(2014)**. The Indian economy’s mainstay, the handicraft industry, is up against fierce competition from semi-handmade and machine-made knockoffs from nations like china, Malaysia, Indonesia, and others. Since a few years ago, there has been an increase in awareness in India about the need to protect traditional crafts from theft and unlicensed copying. As a result, the government of India has realised the value of intellectual property rights for the crafts industry and launched a nationwide campaign to protect Indians traditional handicrafts under the geographical indications act. The geographical indications protection and handicraft mar, it successfully implemented, can be powerful tools for creating value for the handicraft sector and are expected to bring monetary gains in the form of increased sales turnover, higher prices, and better profitability. The artisans market value and competitiveness will rise with the aid of an efficient IP-based marketing plan, which will also help to reduce the risks and unknowns. To maximise the commercial potential of the IP assets, creative, proactive and imaginative utilisation is required.

Significance of artworks and handicraft in India **“Dr Radhika Kapur”(2018)**. Artworks and handicrafts are seen as an essential aspect of one’s life. The majority of people in India and other nations develop an interest in the production and manufacturing of handicrafts and artworks and make if their vocation. Handicrafts and artworks are produced and manufactured either manually or by machinery. Innovative processes, methods, and techniques have been used in the manufacture of handicrafts. To promote the welfare and safety of the artisans and craftsmen, measures have been developed. This research papers major goals are to comprehend the importance of artwork and handicrafts in India. The areas that have been highlighted include arts and the interpretation of India’s past, globalisation and the Indian craft industry, traditions of arts and crafts, different types of Indian arts and crafts, the traits of an artisan and a craft enterprise, issue that face handicrafts and the craftsmen, and plans for the growth and development of handicrafts.

A new strategic approach for marketing of handicraft product. **“Dilip Kumar, Rajeev”(2019)**. India is a country with millions of people who have traditional skills and knowledge in the production of handcrafted goods. The Indian handicraft industry is a labour incentive, cottage-based and decentralised sector. This industry employs the most people after agriculture and it employs over six million craftspeople, the majority of them are from the poorer sections of society and women. Handicraft is also an important source of foreign exchange. However, the handicraft business has received less attention than it deserves. Since

the performance of the institutional infrastructure currently in place for the marketing of handicrafts is far from satisfactory, marketing plays a crucial role for these industries. Due to a lack of knowledge, illiteracy and poverty, the artisans in this industry rely heavily on middlemen for finances, raw materials and markets for final products. The ability of the artisans to make the good in accordance with consumer preferences and standards is crucial to the success of their profession.

Impact of social media on consumer buying decision (2021). According to these studies social networking is becoming popular in addition to being utilised. Extensively for business by companies and individuals, social media is also used to keep connect. Young clients have a significant value proposition. It is crucial for business to establish a social media presence and develop a strategy. Centered on online consumer in order to increase profitability, revenue and customer loyalty. The study which is based on a structured quantitative data collection. The area which selected is metro cities, incorporates and both. Primary and secondary data collected from 829 respondents.

Influence of social media marketing communications on young consumer's attitudes, SSM evaluation and exploration of its difficulties add to our understanding of social media marketing strategies. A framework for social media marketing has been created by the research paper. Setting evaluation goals, defining key performance indicators identifying metrics, gathering and analysing data, producing reports and managerial decision making are the six stage of approaches. The article also highlights and addresses related to each level of framework. Survey was used via three self-administered questionnaires which were distributed to over 13000 teenagers in age range of 13-18 years at college and high schools. Linear model was used for statistical data the study finds that social media marketing communication had a positive on attitude among adolescents.

E-business practices by small and medium scale enterprises in the craft industry in **Kenya (2002)**. "Bakhelma –Ncube Miranda". The study which aims to determine the extent to which the internet is being used for the e-business practices in Kenya. The study which more focused on the influence of the internet by members in AMEGA who are already in the craft export business. The clients interviewed their identities that the respondents. revealed to prefer e-mail for the practices. Therefore, the use of internet increases the volume of the business. Conclusion which comes that the exporters of craft take up the internet as a mode of displaying their wares and electronically trading, the volume of export sate is increasing.

Effectiveness of social media as a marketing tool an empirical study “**Abu Bashar and Irshad Ahmad**”(2012). In a technologically advanced society, businesses and marketers recognise the importance of keeping up with the rapid speed of development or risk being obsolete. Gone are the days when a pure-bricks business strategy could prosper in today’s environment. It is nearly difficult to develop a marketing strategy without taking social media into account. Social media has emerged as a critical element in today’s marketing mix, particularly in the promotional mix. Adapting some type of internet marketing through social media is a critical component for all businesses, especially in industries where trend shift frequently, such as fashion and handicrafts. The study conducts empirical research to evaluate the effectiveness of social media as a marketing tool, and an effort is made to analyse the extent to which social media helps customers make purchasing decision. In addition, techniques for increasing effectiveness have been proposed. Several statistical tests were used to support the research premise.

Creative craft and design microenterprise in the age of social media, “**Susan Luckman and jane Andrew**”(2020). This chapter examines how creators deal with the rising social media expectations, particularly in the highly aesthetic and stylized world of Instagram. Although creating an online retail presence was a recurring issue throughout the research, the actual obstacle was repeatedly highlighted as the work required to sustain and expand their brand. The expectations of social media as a new baseline norm that consumers time that creators would rather spend creating things emerge in this context as part of the new administrative load facing the self-employed and creative micro-enterprises. The chapter ends on a final note that acknowledges the enduring importance of community-based support organisations in the digital age while also criticising it.

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Here are some resources and advice for art and craft business owners who want to use social media to their advantage.

- 1. Using Social Media as a Craft Artist** -The American Craft Council offers crucial pointers for utilizing Facebook, Pinterest, and Instagram to expand your craft company.
- 2. Craft Influencers** - You can promote your brand by working with notable people in the arts and crafts industry. Lists of craft influencers are available on websites like Ecommerce Fastlane and GRIN.
- 3. Crafting Content** - Craft influencers frequently display lifestyle content and offer "how-to" instructions that pique the audience's interest and motivate them to produce utilizing comparable tools and materials.
- 4. A simple strategy for maintaining** - social media accounts without letting it take over your life is provided by Social Media Marketing simple. Craft Professional. Setting goals and selecting the social media approach that works best for your company are crucial.
- 5. Crafters' Perspective-** CreativeLive spoke with creative business owners in the craft sector who offered their experiences and unique perspectives on how to use social media for marketing. They stressed the value of social media in fostering relationships with the crafting community and attracting new clients.

Using social media to market the art and craft business may be quite effective. It enables to present the work, interact with the audience, and create a group of people that share interest. It may increase the audience and develop company by putting good social media techniques into practice.

Factors of the success of art & craft e-business

- 1. Combine traditional marketing tactics offline and online:** Arts and crafts merchants must combine their online and physical efforts to give customers a seamless experience. This can involve implementing cross-selling and up-selling methods using data, as well as mobile geo-targeting to drive foot traffic to physical businesses.
- 2. Manage human resources:** Due to the productive processes involved in craft enterprises and the significance of worker experience and certification in determining the quality of the products produced, human resources management is a crucial component. Human resources are even more crucial for a company's competitiveness in the craft industry due to the tiny average size of those businesses.

3. **Product excellence:** Crafters that are successful understand that without fantastic handmade products to support it, a strong personal brand is useless. Make sure the things are not just well-made but also something that customers will truly want to purchase.
4. **Brand identity:** Customers can be drawn in by using carefully created images, such as logos, business cards, and websites, that represent your unique brand.
5. **photography of product:** Perfect product photographs can make your goods stand out and draw clients.
6. **Work smarter, not a lot harder:** Work smarter, not harder, to avoid burnout when operating a crafts business where you will probably operate the company and make every single item sold by hand.

The comprehensive theoretical framework that could be used as a foundation for art and craft e-business:

1. Diffusion of Innovation Theory

This theory can explain how social media marketing can accelerate the adoption and spread of innovative products and services, such as art and craft e-businesses. It can help understand the role of social media in disseminating information about new businesses, attracting early adopters, and facilitating word-of-mouth recommendations that can lead to increased customer base and success.

2. Social Media Marketing Theory

This framework would focus on the specific strategies and techniques used in social media marketing to promote art and craft e-businesses. It would involve understanding various social media platforms (Facebook, Instagram, Pinterest, etc.) and how they can be leveraged to engage with the target audience, showcase products, and build brand awareness.

3. Customer Behaviour and Decision-Making

Here, the focus would be on understanding how social media influences customer behaviour, decision-making processes, and purchase intentions when it comes to art and craft products. Psychological factors, such as social proof, peer recommendations, and the fear of missing out (FOMO), can play a role in customers' choices.

4. Social Capital Theory

\Social media platforms facilitate the development of social capital, which refers to the relationships, trust, and social networks individuals and businesses build. This theory can help explain how social media interactions and engagements can lead to increased social capital, resulting in more significant opportunities, collaborations, and sales for art and craft e-businesses.

5. Brand Identity and Perceived Value

\This framework delves into how social media marketing can help shape the brand identity of art and craft e-businesses and enhance perceived value in the eyes of customers. Social media can provide a platform for storytelling, showcasing the uniqueness of products, and establishing an emotional connection with the target audience.

6. Online Community and User-Generated Content (UGC)

\Social media allows the formation of online communities centred around specific interests, including art and crafts. This theory explores how user-generated content, such as reviews, testimonials, and customer-generated posts, can influence potential customers and contribute to the success of e-businesses.

7. Social Proof and Influencer Marketing

\Social media is a powerful tool for leveraging social proof through customer reviews, ratings, and testimonials. Additionally, influencer marketing can have a significant impact on brand awareness and credibility within the art and craft niche.

8. E-business Performance Metrics

To measure the success of art and craft e-businesses influenced by social media marketing, relevant performance metrics need to be considered, such as website traffic, conversion rates, customer engagement, return on investment (ROI) of social media campaigns, and customer lifetime value.

KEY PERFORMANCE INDICATORS

The success of art and craft e-businesses can be evaluated through various key performance indicators (KPIs) and factors:

- 1. Revenue and Profitability:** One of the primary indicators of success for any business is its ability to generate revenue and achieve profitability. Tracking sales, gross margins, and net profits over time can give insights into the financial health of the art and craft e-business.
- 2. Customer Base and Retention:** The size and growth rate of the customer base are essential in determining the e-business's success. Additionally, a high customer retention rate indicates that the business is delivering value and maintaining customer satisfaction.
- 3. Website Traffic and Engagement:** Monitoring website traffic metrics, such as unique visitors, page views, and time spent on the site, can indicate the level of interest and engagement with the e-business's products and content.
- 4. Conversion Rates:** Analysing the conversion rates at various stages of the customer journey, from browsing to completing a purchase, can provide insights into the effectiveness of the e-business's marketing and sales strategies.
- 5. Social Media Metrics:** Tracking metrics like the number of followers, engagement rates, and the reach of social media posts can help gauge the effectiveness of the e-business's social media marketing efforts.
- 6. Customer Feedback and Reviews:** Positive customer feedback and reviews are essential for building trust and credibility. Monitoring customer feedback can help identify areas of improvement and potential issues.
- 7. Brand Recognition and Awareness:** The level of brand recognition and awareness within the target audience is crucial for attracting new customers and increasing customer loyalty.
- 8. Competitive Positioning:** Assessing the e-business's position in the market relative to its competitors can give insights into its competitiveness and potential for growth.
- 9. Innovation and Unique Selling Points:** The ability of the e-business to offer innovative products, unique selling points, and differentiation from competitors can impact its success.

- 10. Collaborations and Partnerships:** Successful collaborations with other artists, influencers, or organizations can expand the e-business's reach and attract new customers.
- 11. Return on Investment (ROI) of Marketing Efforts:** Analysing the ROI of different marketing channels, including social media marketing, email marketing, and advertising, can help optimize marketing budgets and strategies.
- 12. Adaptability to Market Trends:** The e-business's ability to adapt to changing market trends, customer preferences, and technological advancements can influence its long-term success.

Social media has become a powerful tool for art and craft entrepreneurs to showcase their creations, build a brand, connect with their target audience, and ultimately grow their businesses. The ways social media has been instrumental for art and craft entrepreneurs:

- 1. Showcasing Creativity:** Social media platforms like Instagram, Pinterest, and Facebook allow art and craft entrepreneurs to visually showcase their creations to a wide audience. High-quality images and engaging content can captivate potential customers and generate interest in their products.
- 2. Building a Brand Identity:** Social media provides a platform for art and craft entrepreneurs to build and communicate their brand identity. They can share their story, values, and the inspiration behind their work, creating a personal connection with their audience.
- 3. Engaging with the Audience:** Social media enables direct and real-time communication with followers and customers. Art and craft entrepreneurs can respond to comments, answer questions, and engage in conversations, fostering a sense of community and loyalty.
- 4. Running Promotions and Campaigns:** Entrepreneurs can leverage social media to run promotions, contests, and special campaigns to attract new customers and reward loyal ones. This can create excitement and drive sales.
- 5. Reaching a Global Audience:** Social media breaks geographical barriers, allowing art and craft entrepreneurs to reach a global audience without the need for physical storefronts or traditional advertising.
- 6. Collaborating with Influencers:** Partnering with influencers in the art and craft niche can expose an entrepreneur's work to a broader audience. Influencers can create content featuring the entrepreneur's products and introduce them to their followers.

- 7. Collecting Customer Feedback:** Social media provides a convenient platform for entrepreneurs to gather feedback and insights directly from their customers. Understanding customer preferences and pain points can help improve products and services.
- 8. Generating User-Generated Content (UGC):** Encouraging customers to share their experiences with the products through user-generated content can create social proof and enhance brand credibility.
- 9. Staying Updated with Trends:** Following other artists, crafters, and industry influencers on social media allows entrepreneurs to stay updated with the latest trends, techniques, and innovations in their field.
- 10. Driving Website Traffic:** By strategically sharing links to their online stores or websites, art and craft entrepreneurs can drive traffic and potential customers directly to their sales platforms.
- 11. Learning from Analytics:** Social media platforms provide valuable analytics and insights into post performance, audience demographics, and engagement metrics. Entrepreneurs can use this data to refine their strategies and content.
- 12. Sharing Tutorials and Behind-the-Scenes Content:** Art and craft entrepreneurs can create tutorials and behind-the-scenes content to showcase their creative process. This not only provides value to followers but also establishes authority and expertise in their craft.

Social media has revolutionized how art and craft entrepreneurs promote their work, engage with customers, and grow their businesses in a highly competitive and visually driven market. By harnessing the power of social media, these entrepreneurs can build a strong online presence, increase brand visibility, and achieve significant business success.

STRATEGIES FOR MARKETING ART WORKS

Social media has become an indispensable platform for art works marketing, offering artists and art businesses numerous opportunities to promote their creations, engage with their audience, and boost sales. Some effective strategies for marketing art works on social media:

- 1. Visual Storytelling:** Use visually compelling content to tell the story behind your art works. Share the inspiration, creative process, and the emotions that went into creating each piece. Authentic storytelling can captivate your audience and make your art more relatable.

2. **High-Quality Visuals:** Ensure your art works are presented in high-resolution images or videos that showcase the details and intricacies of your creations. High-quality visuals will attract attention and create a positive impression of your work.
3. **Consistent Branding:** Establish a consistent visual identity and branding across your social media profiles. This includes using the same profile picture, bio, color scheme, and fonts. Consistent branding helps build recognition and credibility.
4. **Engaging Captions:** Craft compelling and engaging captions for your art posts. Use storytelling, interesting facts, or thought-provoking questions to encourage interaction with your audience.
5. **Hashtags and Keywords:** Use relevant and popular hashtags related to your art style, medium, and themes. This will increase the visibility of your posts and help potential customers discover your work.
6. **Cross-Promotion:** Collaborate with other artists, art communities, or art-related businesses for cross-promotion. This can expose your art works to a broader audience and generate mutual benefits.
7. **Live Demonstrations and Q&A Sessions:** Consider hosting live sessions where you demonstrate your artistic process or answer questions from your followers in real-time. Live content can drive higher engagement and create a sense of connection.
8. **User-Generated Content (UGC):** Encourage your followers to share photos of your art in their living spaces or when they visit your exhibitions. Repost UGC on your profile to showcase customer appreciation and create social proof.
9. **Art Contests and Giveaways:** Organize art contests or giveaways to boost engagement and attract new followers. Offer one of your art pieces as a prize to incentivize participation.
10. **Behind-the-Scenes Content:** Give your audience a sneak peek into your studio, workspace, or art process through behind-the-scenes content. This can humanize your brand and build a deeper connection with your followers.
11. **Influencer Collaborations:** Partner with influencers or art enthusiasts who have a substantial following in your niche. Influencers can promote your art works to their audience, helping to expand your reach.
12. **Social Media Advertising:** Consider using paid advertising on social media platforms to reach a broader audience beyond your existing followers. Platforms like Facebook and Instagram offer targeted advertising options to reach your ideal customers.

13. Promote Art Events and Exhibitions: Use social media to promote upcoming art events, exhibitions, or art fairs where your works will be displayed. This can attract potential buyers and art enthusiasts to visit your showcase.

Analyse the performance of social media marketing efforts regularly. Pay attention to engagement metrics, post reach, follower growth, and website traffic to gauge the effectiveness of your strategies. By consistently leveraging social media for art works marketing, you can build a strong online presence, connect with your target audience, and achieve greater success as an artist or art business.

Art and craft entrepreneurs face various challenges in their journey to establish and grow their businesses. Some of the key challenges include:

- 1. Market Saturation:** The art and craft market can be highly competitive, making it challenging for entrepreneurs to stand out amidst numerous other artists and crafters offering similar products.
- 2. Online Visibility:** Gaining visibility and reaching the target audience in a crowded online space can be difficult. Building a strong online presence and attracting potential customers require strategic marketing efforts.
- 3. Pricing and Valuation:** Determining the right pricing for their art works can be tricky for entrepreneurs. Setting prices that reflect the value of their creations while remaining competitive can be a balancing act.
- 4. Intellectual Property Protection:** Protecting intellectual property rights, such as copyright and trademarks, can be complex and costly, especially in the digital age where copying and infringement are prevalent.
- 5. Seasonal Demand:** Art and craft businesses may experience fluctuations in demand based on seasonal trends and occasions, which can impact cash flow and planning.
- 6. Inventory Management:** Managing inventory levels can be challenging, especially for artists who create one-of-a-kind pieces. Balancing supply with demand and avoiding overstocking or stock outs can be critical.
- 7. Online Payment and Shipping:** Dealing with online payment processing, shipping logistics, and international shipping can be challenging, particularly for entrepreneurs who sell globally.

- 8. Customer Acquisition:** Attracting and acquiring new customers in a competitive market requires effective marketing strategies, which may be challenging for entrepreneurs with limited resources
- 9. Dealing with Rejection and Criticism:** Art is subjective, and not everyone may appreciate an artist's work. Handling rejection or negative feedback can be emotionally taxing for entrepreneurs.
- 10. Time Management:** Artists often juggle both creative work and business responsibilities, leading to challenges in time management and prioritization.
- 11. Finding the Right Sales Channels:** Identifying the most suitable sales channels, whether through online marketplaces, galleries, or physical stores, requires careful consideration and research.
- 12. Balancing Creativity and Commercial Viability:** Striking a balance between creating art that aligns with one's passion and artistic vision, while also considering the commercial viability and market demand, can be challenging.
- 13. Financial Stability:** Art and craft entrepreneurs may experience fluctuations in income, making financial planning and stability more challenging compared to traditional salaried jobs.
- 14. Continuous Skill Development:** Keeping up with changing trends, evolving techniques, and technologies in the art and craft industry requires ongoing skill development and adaptation.

Art and craft e-businesses can benefit from using various social media platforms to reach a wider audience, showcase their products, and engage with potential customers. Here are some of the most effective social media platforms for art and craft e-businesses:

- 1. Instagram:** Instagram is a visual-centric platform that allows art and craft entrepreneurs to showcase their creations through high-quality images and videos. It's an ideal platform for visually appealing content, art demonstrations, and behind-the-scenes glimpses of the creative process. Instagram's emphasis on hashtags and discoverability can help artists reach a broader audience interested in their niche.
- 2. Pinterest:** Pinterest is another highly visual platform that works well for art and craft businesses. Entrepreneurs can create boards to organize their artwork by category or theme, making it easy for users to discover and save their favourite pieces. Pinterest's user base is particularly receptive to DIY, art, and crafting ideas.

3. **Facebook:** Facebook is a versatile platform that offers a wide range of content formats, including text, images, videos, and live streaming. Art and craft e-businesses can use Facebook to share their artwork, engage with followers, and run promotions or contests. Facebook also allows entrepreneurs to create a business page for their e-business and utilize targeted advertising to reach specific demographics.
4. **YouTube:** For art and craft entrepreneurs who want to showcase their creative process or offer tutorials, YouTube is an excellent platform. Video content can be a powerful way to engage with the audience and build a loyal following.
5. **Etsy:** While not a traditional social media platform, Etsy is an online marketplace specifically designed for artisans and crafters. Creating an Etsy shop allows art and craft e-businesses to access a community of buyers interested in handmade and unique products.
6. **Twitter:** Twitter is ideal for short, concise updates, announcements, and engaging in conversations with followers. Art and craft entrepreneurs can use Twitter to share their latest creations, participate in relevant discussions, and connect with other artists and influencers.
7. **LinkedIn:** While LinkedIn is primarily a professional networking platform, it can be useful for art and craft entrepreneurs seeking collaborations, partnerships, or opportunities to showcase their work in a more professional context.
8. **TikTok:** TikTok's short-form video format has become increasingly popular for sharing creative content. Art and craft e-businesses can leverage TikTok to showcase their art process, create engaging content, and potentially reach a younger audience.
9. **Snapchat:** Similar to TikTok, Snapchat's focus on visual content can be utilized by art and craft entrepreneurs to provide sneak peeks, behind-the-scenes, and limited-time offers.

The choice of social media platforms will depend on the target audience, type of art or craft, and the entrepreneur's marketing objectives. It's essential to maintain a consistent brand presence across chosen platforms and engage regularly with followers to build a loyal community and drive success for the art and craft e-business.

FACTORS AFFECTING CUSTOMERS

Several factors can influence customers in the art and craft e-business industry. Understanding these factors is essential for art and craft entrepreneurs to attract and retain

customers effectively. Here are some key factors affecting customers in art and craft e-business:

1. **Quality and Uniqueness of Products:** Customers are drawn to art and craft e-businesses that offer high-quality and unique products. Artistic craftsmanship, attention to detail, and originality play a significant role in attracting customers who seek one-of-a-kind pieces.
2. **Visual Appeal:** The visual presentation of art and craft products is crucial. Eye-catching and well-curated images that showcase the products' aesthetics can captivate customers and encourage them to explore further.
3. **Brand Reputation and Trust:** Customers are more likely to make purchases from reputable and trusted art and craft e-businesses. Positive reviews, testimonials, and a strong online presence can enhance the brand's credibility and reliability.
4. **Customer Reviews and Social Proof:** Positive customer reviews and social proof can significantly influence purchasing decisions. Potential customers often rely on the experiences and feedback of others to gauge the quality and reliability of products and services.
5. **Pricing and Value for Money:** Customers seek a balance between the price of the art and craft products and the perceived value they receive. Transparent pricing and offering value for money can influence purchasing decisions.
6. **Customer Service and Communication:** Providing excellent customer service and responsive communication can build trust and loyalty. Addressing inquiries, concerns, and issues promptly can leave a positive impression on customers.
7. **Convenience and User Experience:** A seamless and user-friendly online shopping experience is crucial in the e-business industry. Easy navigation, clear product descriptions, and a smooth checkout process can enhance customer satisfaction.
8. **Social Media Presence:** Active and engaging social media presence allows customers to connect with the brand, view product updates, and engage in conversations, fostering a sense of community and loyalty.
9. **Shipping and Delivery:** Timely and reliable shipping and delivery services are critical in ensuring customer satisfaction. Customers appreciate prompt delivery and secure packaging to protect their purchases.

10. **Return and Refund Policies:** Clear and fair return and refund policies provide customers with confidence and reassurance when making purchases. A hassle-free return process can help build trust and reduce purchase anxiety.
11. **Environmental and Ethical Considerations:** Increasingly, customers are mindful of the environmental and ethical impact of their purchases. Art and craft e-businesses that promote sustainability and responsible practices may attract environmentally-conscious customers.
12. **Personalization and Customization:** Offering personalized and customizable art and craft products can appeal to customers seeking unique and tailor-made items that reflect their individual preferences.

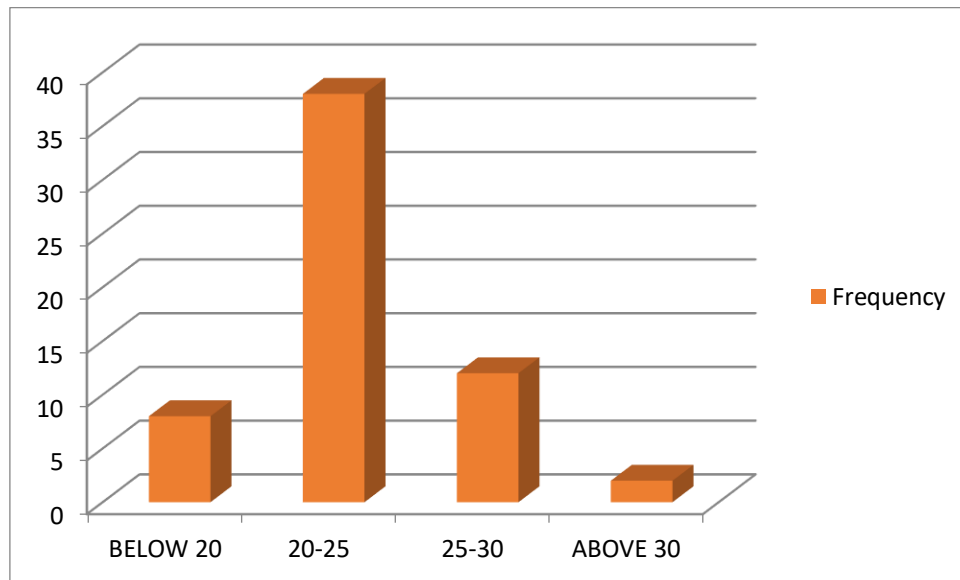
By recognizing and addressing these factors, art and craft e-businesses can better meet customer expectations, enhance customer satisfaction, and build long-lasting relationships with their clientele.

Table 4.1
Age wise classification of respondents

Age group	Frequency	Percent	Valid Percent	Cumulative Percent
BELOW 20	8	13.3	13.3	13.3
20-25	38	63.3	63.3	76.7
25-30	12	20.0	20.0	96.7
ABOVE 30	2	3.3	3.3	100.0
Total	60	100.0	100.0	

Source: primary data

Chart 4.1
Age wise classification of respondents



Interpretation

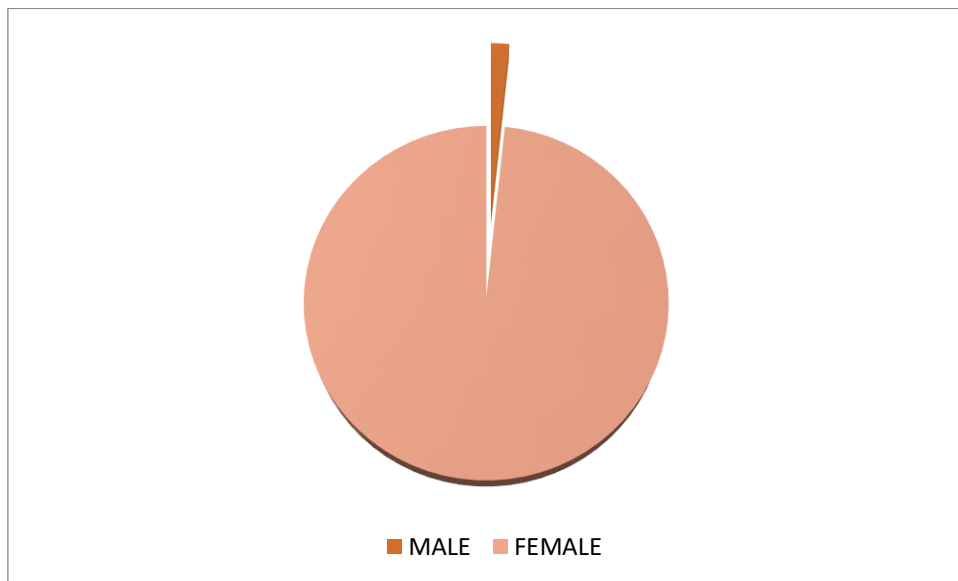
From the table 4.1, it is clear that among 60 respondents, 63.3% respondents are 20-25 age group. 20% of respondents were between 25-30 age group. Followed by 13.3% respondents are below the age 20 and 3.3% are above 30 years of age group.

Table 4.2
Gender wise classification of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	1	1.7	1.7	1.7
	FEMALE	59	98.3	98.3	100.0
	Total	60	100.0	100.0	

Source: primary data

Chart 4.2
Gender wise classification of respondent



Interpretation

The table 4.2, presents the gender distribution of respondents in a research study or survey. In this case, there was one male respondent and 59 female respondents. Overall, the data indicates that the vast majority of respondents in the study are female, accounting for 98.3% of the total respondents, while male respondents make up a smaller proportion, representing only 1.7% of the total. The total number of valid respondents in the table is 60, comprising all male and female respondents.

Table 4.3

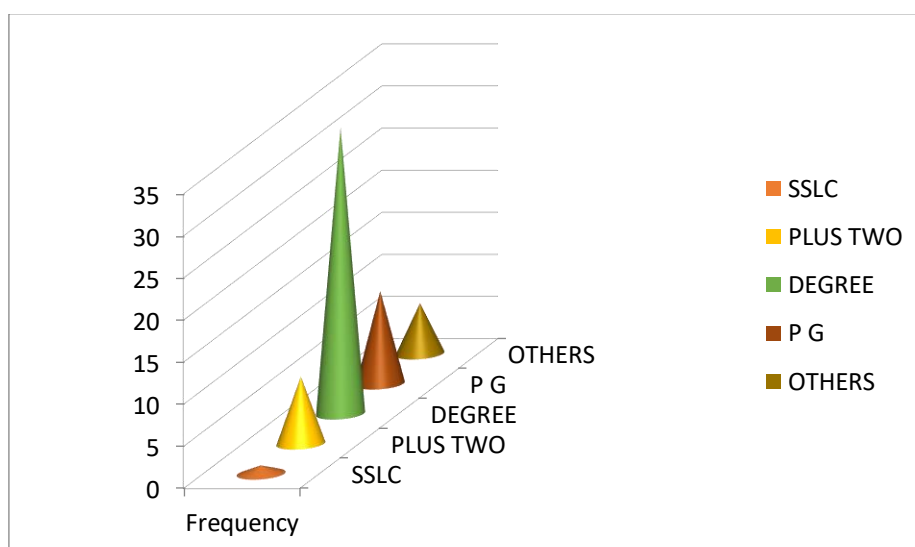
Educational qualification of respondents

Educational qualification	Frequency	Percent	Valid Percent	Cumulative Percent
SSLC	1	1.7	1.7	1.7
PLUS TWO	8	13.3	13.3	15.0
DEGREE	34	56.7	56.7	71.7
P G	11	18.3	18.3	90.0
OTHERS	6	10.0	10.0	100.0
Total	60	100.0	100.0	

Source: primary data

chart 4.3

Educational qualification of respondents



Interpretation

The data indicates that a significant proportion of respondents hold a degree qualification with a frequency of 34, followed by those with post-graduate and plus two qualifications. While respondents with SSLC and other qualifications are comparatively lower in number, they still contribute to the diversity of the sample.

Table 4.4

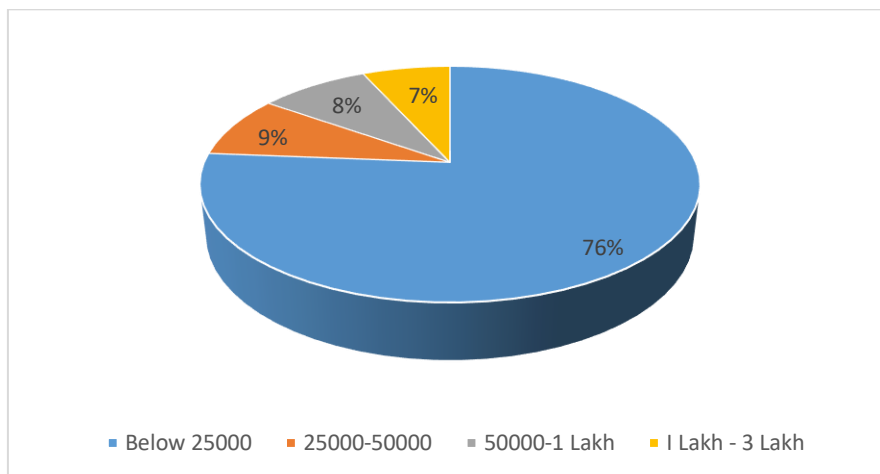
Annual income of respondents

Income	Frequency	Percent	Valid Percent	Cumulative Percent
Below 25000	45	75.0	75.0	75.0
25000-50000	5	8.3	8.3	83.3
50000-1 Lakh	5	8.3	8.3	91.7
I Lakh - 3 Lakh	4	6.7	6.7	98.3
Above 3 Lakh	1	1.7	1.7	100.0
Total	60	100.0	100.0	

Source: primary data

Chart 4.4

Annual income of respondents



Interpretation

The data reveals the distribution of respondents based on their annual income ranges. The data suggests that the majority of respondents have relatively low annual incomes, with 75.0% reporting an income below 25000 units. The number of respondents with higher incomes gradually decreases as we move up the income brackets. The presence of respondents in various income ranges highlights the diversity in economic backgrounds among the participants in the study.

Table 4.5

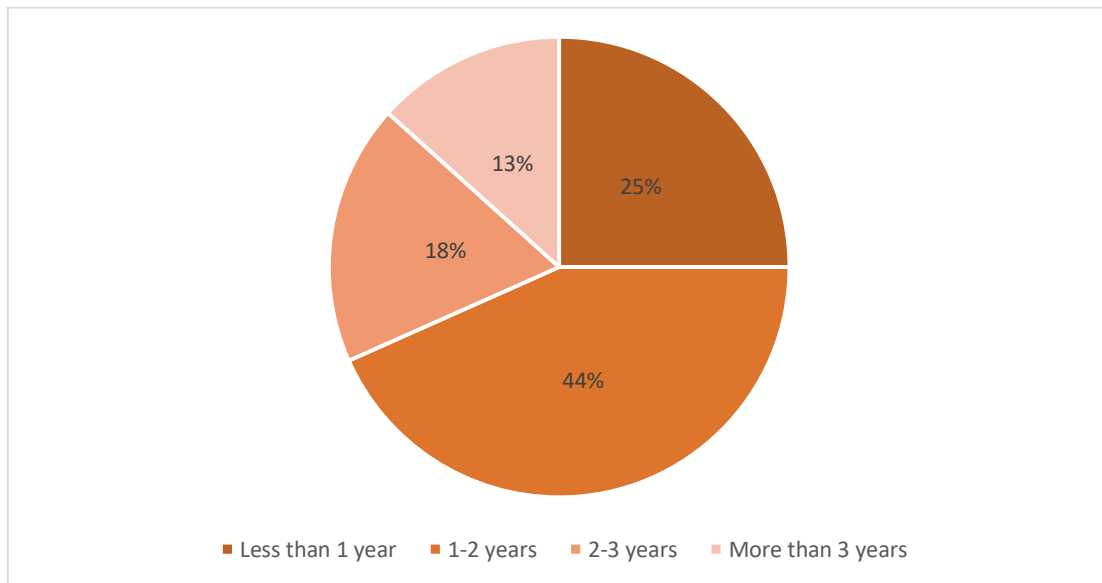
Year of social media usage of respondents

Year	Frequency	Percent	Valid percent	Cumulative percent
Less than 1 year	15	25	25	25
1-2 years	26	43.3	43.3	68.3
2-3 years	11	18.3	18.3	86.6
More than 3 years	8	13.4	13.4	100
Total	60	100	100	

Source: primary data

Chart 4.5

Year of social media usage of respondents



Interpretation

The table 4.5, provides the year of usage of the respondents. 43.3% of respondents are using social media for 1-2 years and 25% respondents using for less than 1 year. 18.3% respondents are using for 2-3%. Only 13.4% respondents using social media above 3 years.

Table 4.6

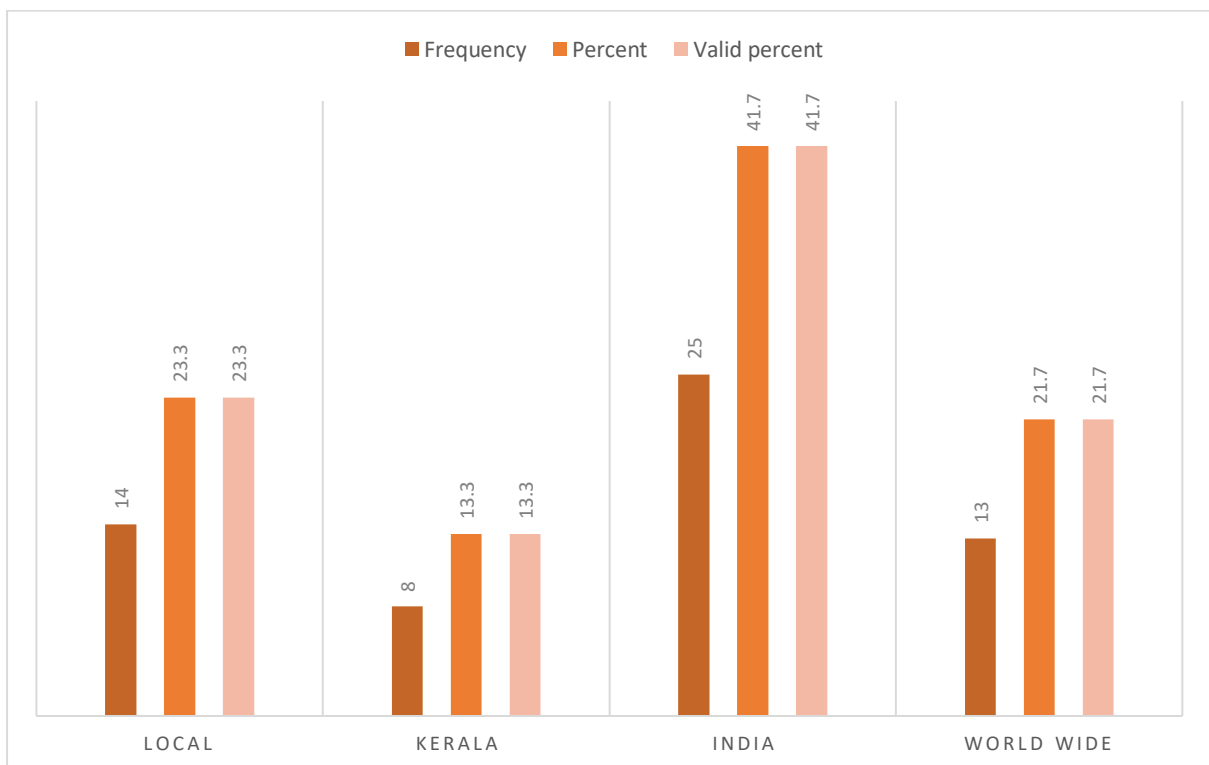
Reachability of respondents

reachability	Frequency	Percent	Valid percent	Cumulative percent
Local	14	23.3	23.3	23.3
Kerala	8	13.3	13.3	36.6
India	25	41.7	41.7	78.3
World wide	13	21.7	21.7	100
Total	60	100	100	

Source: primary data

Chart 4.6

Reachability of respondents



Interpretation

In the table 4.6, the reachability of entrepreneurs in India is 41.7%. In local 23.3% and worldwide 21.7% reachability. Only 13.3% reachability in Kerala.

Table 4.7

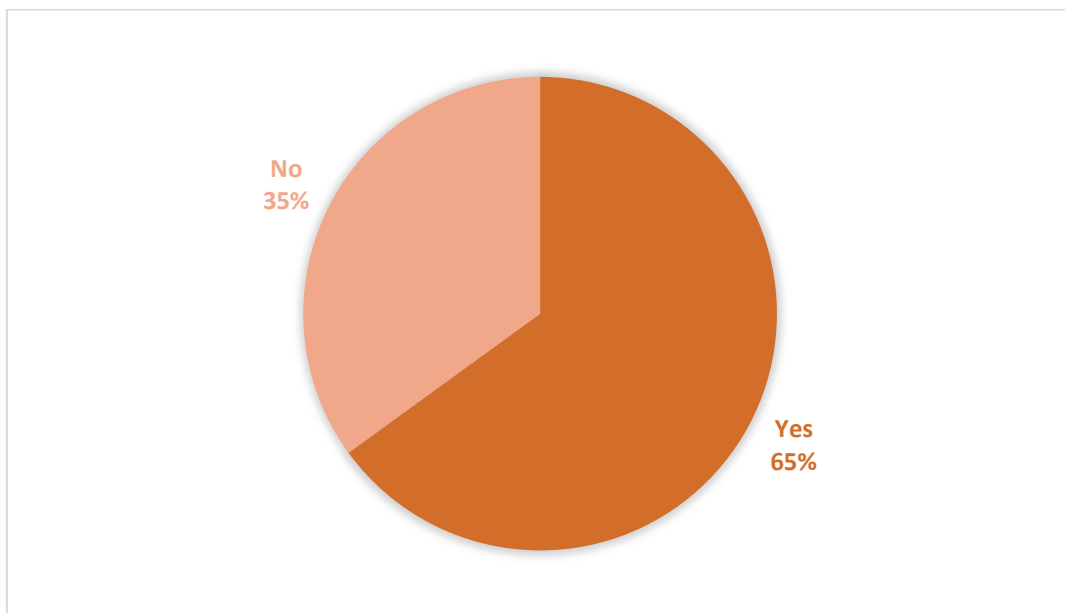
Brand name of business

particulars	Frequency	Percent	Valid percent	Cumulative percent
Yes	39	65	65	65
No	21	35	35	100
Total	60	100	100	

Source: primary data

Chart 4.7

Brand name of the business



Interpretation

Table 4.7 shows 65% of respondents have brand name for their business. 35% have no brand name.

Table 4.8

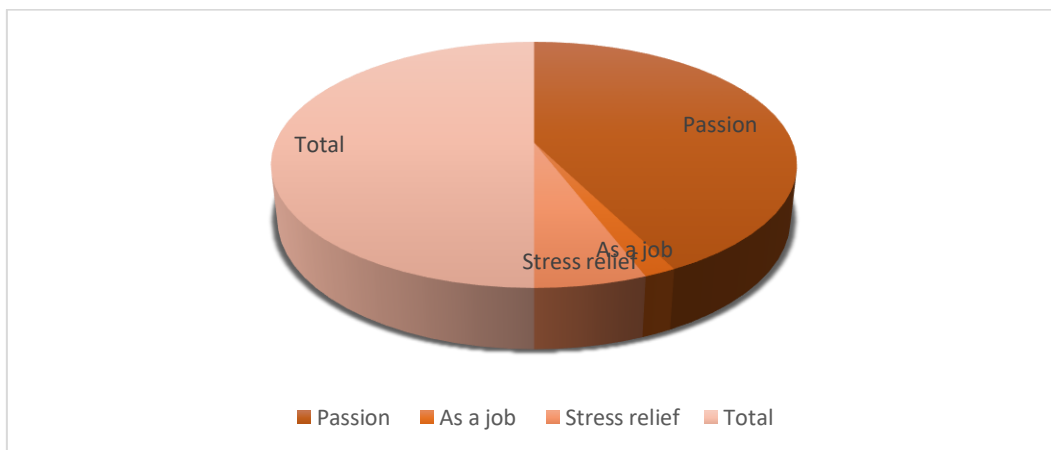
Reason for choose this field

particulars	Frequency	Percent	Valid percent	Cumulative percent
Passion	51	85	85	85
As a job	2	3.3	3.3	88.3
Stress relief	7	11.7	11.7	100
Total	60	100	100	

Source: primary data

Chart 4.8

Reason for choose this field



Interpretation

Table 4.8 shows that, why did the entrepreneurs choose this field. 51% of the respondents choose this field because of passion. 7% respondents choose because of stress relief and 2% respondents choose as a job. Here, most of the entrepreneurs choose because of their passion.

Table 4.9

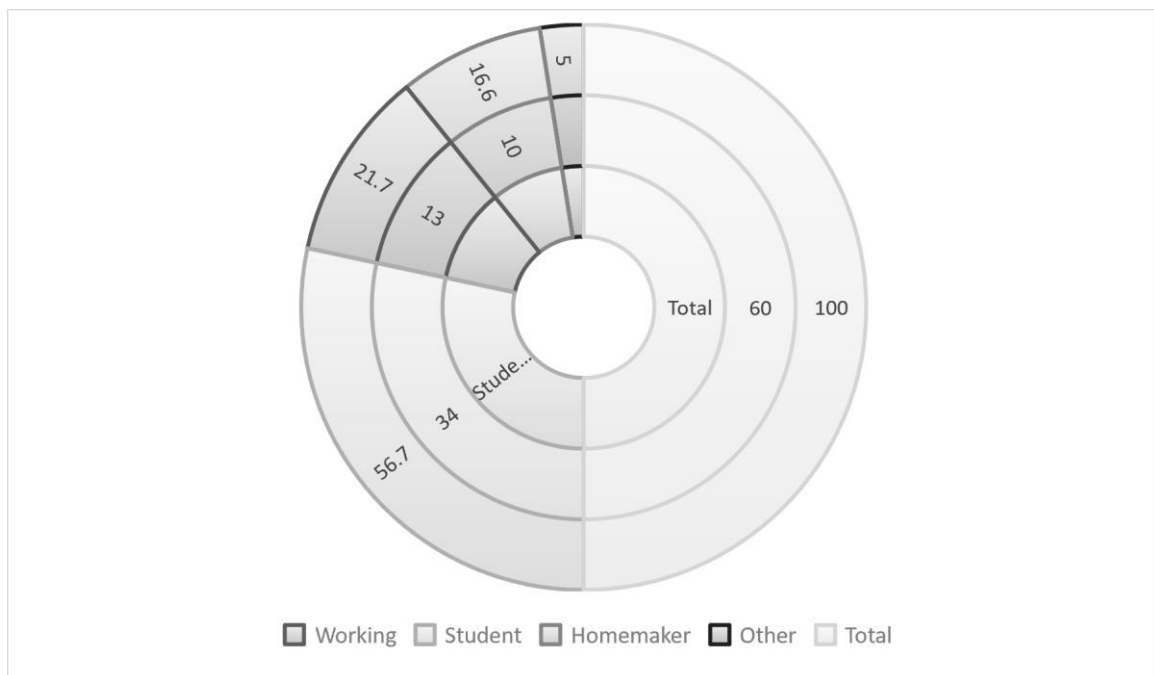
Engaged activities of respondents

particulars	Frequency	Percent	Valid percent	Cumulative percent
Working	13	21.7	21.7	21.7
Student	34	56.7	56.7	78.4
Homemaker	10	16.6	16.6	95
Other	3	5	5	100
Total	60	100	100	

Source: primary data.

Chart 4.9

Engaged activities of respondents



Interpretation

The table 4.9 shows that, 56.7% respondents are students and 21.7% workers. Majority of the entrepreneurs are the students and workers. 16.6% respondents are homemakers and 5% respondents engaged in other activities

Table 4.10

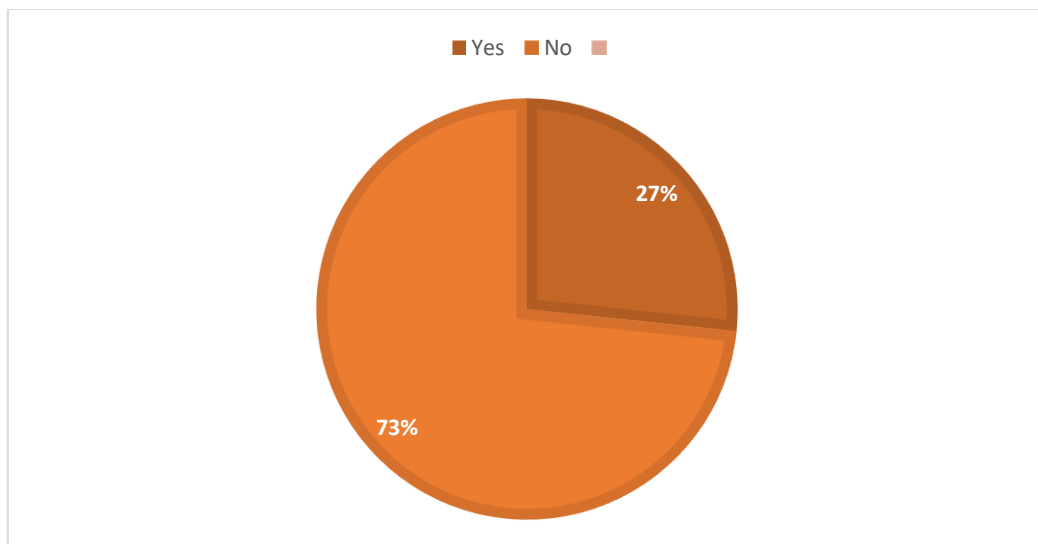
Workshop conducted by respondents

particulars	Frequency	Percent	Valid percent	Cumulative percent
Yes	16	26.7	26.7	26.7
No	44	73.3	73.3	100
Total	60	100	100	

Source: primary data.

Chart 4.10

Workshop conducted by respondents



Interpretation

The table 4.10 shows that only 26.7% respondents conducted the workshop. 73.3% respondents are not conducted the workshop

Table 4.11

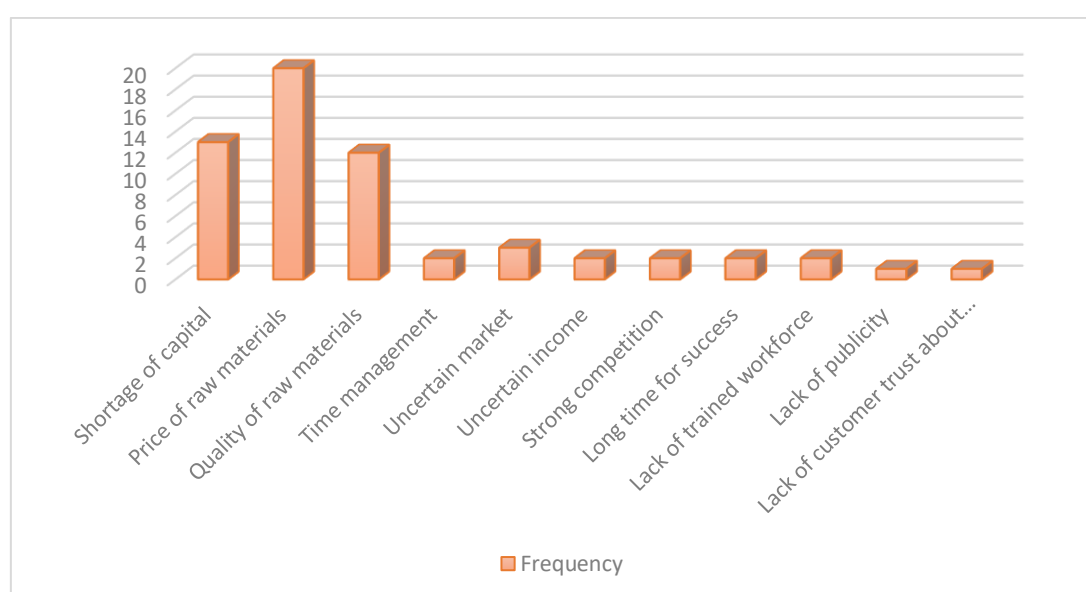
Major challenges faced by the entrepreneurs

Challenges	Frequency	Percent	Valid Percent	Cumulative Percent
Shortage of capital	13	21.7	21.7	21.7
Price of raw materials	20	33.3	33.3	55.0
Quality of raw materials	12	20.0	20.0	75.0
Time management	2	3.3	3.3	78.3
Uncertain market	3	5.0	5.0	83.3
Uncertain income	2	3.3	3.3	86.7
Strong competition	2	3.3	3.3	90.0
Long time for success	2	3.3	3.3	93.3
Lack of trained workforce	2	3.3	3.3	96.7
Lack of publicity	1	1.7	1.7	98.3
Lack of customer trust about material quality	1	1.7	1.7	100.0
Total	60	100.0	100.0	

Source: primary data

Chart 4.11

Major challenges faced by the entrepreneurs



Interpretation

The data highlights the diverse range of challenges that entrepreneurs encounter in their businesses, including financial constraints, material-related issues, market uncertainties, and competition. The most commonly cited challenge, 13 entrepreneurs (21.7% of the total), expressed facing a shortage of capital, which refers to a lack of funds or financial resources to support their business operations and growth. 20 entrepreneurs (33.3% of the total) identified the price of raw materials as a significant challenge. Fluctuating or high prices of raw materials can impact production costs and profit margins. 12 entrepreneurs (20.0% of the total) mentioned that they encounter issues related to the quality of raw materials they use in their businesses. Ensuring consistent and reliable raw material quality is vital for delivering high-quality products to customers. The other major challenges are Time management, Uncertain market, Uncertain income, Strong competition, Long time for success, Lack of trained workforce, Lack of publicity, and Lack of customer trust about material quality.

Table 4.12

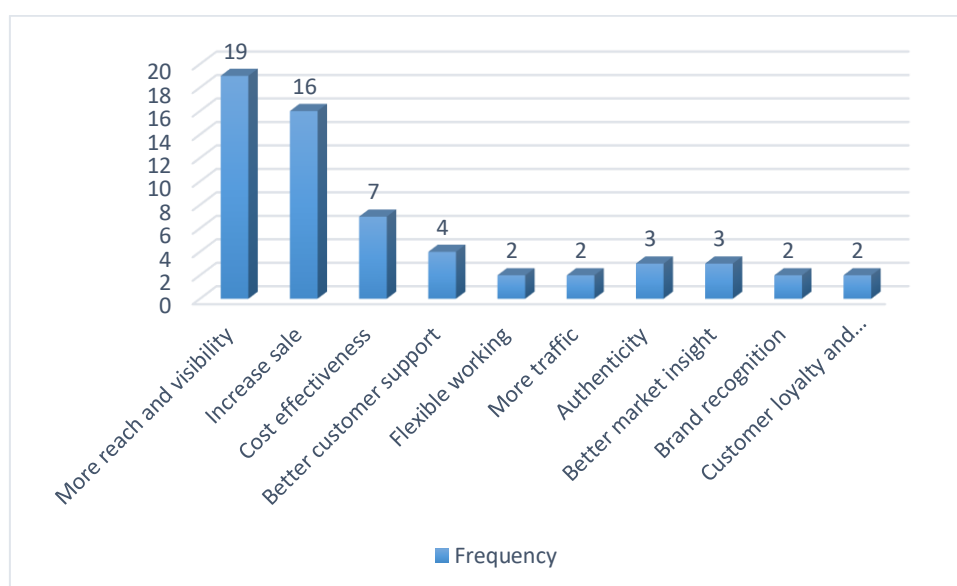
Major benefits of social media platforms

Major benefits	Frequency	Percent	Valid percent	Cumulative percent
More reach and visibility	19	31.7	31.7	31.7
Increase sale	16	26.7	26.7	58.3
Cost effectiveness	7	11.7	11.7	70.0
Better customer support	4	6.7	6.7	76.7
Flexible working	2	3.3	3.3	80.0
More traffic	2	3.3	3.3	83.3
Authenticity	3	5.0	5.0	88.3
Better market insight	3	5.0	5.0	93.3
Brand recognition	2	3.3	3.3	96.7
Customer loyalty and satisfaction	2	3.3	3.3	100.0
Total	60	100.0	100.0	

Source: primary data

Chart 4.12

Major benefits of social media platforms



Interpretation

The data reveals the distribution of responses regarding the major benefits perceived by respondents. The most commonly cited major benefit, 19 respondents (31.7% of the total), acknowledged that the subject provided them with increased reach and visibility. This indicates that the subject, likely a business or marketing strategy, helped the respondents reach a wider audience and gain more exposure. 16 respondents (26.7% of the total) reported experiencing an increase in sales as a major benefit of the subject. This suggests that the subject's implementation had a positive impact on their sales figures, leading to higher revenue generation. Seven respondents (11.7% of the total) identified cost-effectiveness as a significant benefit. This implies that the subject allowed the respondents to achieve their goals or objectives in a financially efficient manner, optimizing their resources and expenses. Four respondents (6.7% of the total) recognized improved customer support as a major benefit. This suggests that the subject contributed to enhancing the quality of customer service, leading to increased customer satisfaction and loyalty. Two respondents (3.3% of the total) mentioned flexible working as a major benefit, indicating that the subject provided them with the freedom to work in a more flexible and adaptable manner. Two respondents (3.3% of the total) reported experiencing an increase in website or foot traffic as a major benefit. This implies that the subject positively impacted the number of visitors or potential customers engaging with their business.

ANALYSIS OF DATA

H0: The social media strategies do not have a significant relationship and impact on the e-business success factors

H1: The social media strategies have a significant relationship and impact on the e-business success factors

Descriptive Statistics

	Mean	Std. Deviation	N
SOCIAL MEDIA STRATEGIES	1.38	.958	60
SALES	1.82	.833	60
CUSTOMER REACH	1.77	.851	60
BRAND IMAGE	1.78	.846	60
ACCOUNT INSIGHT	1.92	.926	60
VIEWS	1.85	.899	60

The table presents summary statistics for six different variables related to a research study or survey. The mean value for "SOCIAL MEDIA STRATEGIES" is 1.38. The mean represents the average value of the responses for this variable. The standard deviation for "SOCIAL MEDIA STRATEGIES" is 0.958. The standard deviation measures the dispersion or variability of the responses around the mean. The number of data points for "SOCIAL MEDIA STRATEGIES" is 60. This means that there were 60 respondents or data entries for this variable. The mean value for "SALES" is 1.82. This suggests that, on average, respondents reported a score of 1.82 for sales-related aspects. The standard deviation for "SALES" is 0.833. The mean value for "CUSTOMER REACH" is 1.77. This indicates that, on average, respondents scored 1.77 for customer reach-related aspects. The number of data points for "SALES" is also 60, meaning there were 60 responses for this variable. The standard deviation for "CUSTOMER REACH" is 0.851. Similar to "SALES," the responses for customer reach are relatively close to the mean, resulting in a small standard deviation. There were 60 data points for "CUSTOMER REACH," indicating 60 respondents or data entries. The mean value for "BRAND IMAGE" is 1.78. On average, respondents gave a score of 1.78 for brand image-related aspects. The standard deviation for "BRAND IMAGE" is 0.846. As with the previous variables, the standard deviation suggests that the responses for brand image are relatively clustered around the mean. The mean value for "ACCOUNT INSIGHT" is 1.92. This indicates

that, on average, respondents reported a score of 1.92 for aspects related to account insights. The standard deviation for "ACCOUNT INSIGHT" is 0.926. The number of data points for "ACCOUNT INSIGHT" is 60, meaning there were 60 responses for this variable. The number of data points for "BRAND IMAGE" is 60, representing 60 respondents or data entries. The mean value for "VIEWS" is 1.85. On average, respondents scored 1.85 for views-related aspects. The standard deviation for "VIEWS" is 0.899. Similar to "ACCOUNT INSIGHT," this variable also shows a slightly larger variability in responses. The number of data points for "VIEWS" is 60, representing 60 respondents or data entries. The consistent number of data points (N = 60) for each variable indicates that there were 60 respondents or data entries for this research study or survey.

Correlations

		SOCIAL MEDIA STRATEGI ES	SALES	CUSTOME R REACH	BRAND IMAGE	ACCOUNT INSIGHT	VIEWS
SOCIAL MEDIA STRATEGIES	Pearson Correlation	1	.238	.174	.167	.056	.088
	Sig. (2-tailed)		.067	.184	.202	.672	.506
	N	60	60	60	60	60	60
SALES	Pearson Correlation	.238	1	.823**	.857**	.024	-.037
	Sig. (2-tailed)	.067		.000	.000	.857	.777
	N	60	60	60	60	60	60
CUSTOMER REACH	Pearson Correlation	.174	.823**	1	.988**	.018	-.047
	Sig. (2-tailed)	.184	.000		.000	.892	.724
	N	60	60	60	60	60	60
BRAND IMAGE	Pearson Correlation	.167	.857**	.988**	1	.041	-.021
	Sig. (2-tailed)	.202	.000	.000		.753	.872
	N	60	60	60	60	60	60
ACCOUNT INSIGHT	Pearson Correlation	.056	.024	.018	.041	1	.901**
	Sig. (2-tailed)	.672	.857	.892	.753		.000
	N	60	60	60	60	60	60
VIEWS	Pearson Correlation	.088	-.037	-.047	-.021	.901**	1
	Sig. (2-tailed)	.506	.777	.724	.872	.000	
	N	60	60	60	60	60	60

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient between "SOCIAL MEDIA STRATEGIES" and "SALES" is 0.238. The p-value associated with this correlation is 0.067, which is greater than the conventional significance level of 0.05. This suggests that the correlation between social media strategies and sales is not statistically significant at the 5% level. Similarly, the correlation coefficients between "SOCIAL MEDIA STRATEGIES" and "CUSTOMER REACH," "BRAND IMAGE," "ACCOUNT INSIGHT," and "VIEWS" are 0.174, 0.167, 0.056, and 0.088, respectively. The p-values for these correlations are all greater than 0.05, indicating that the correlations are not statistically significant. The correlation coefficient between "SALES" and "CUSTOMER REACH" is 0.823. The associated p-value is 0.000, which is less than 0.05. This indicates a strong positive correlation between sales and customer reach, and the correlation is statistically significant at the 5% level. "SALES" shows a strong positive correlation with "BRAND IMAGE" (0.857) and "ACCOUNT INSIGHT" (0.857).

Both correlations have p-values of 0.000, signifying statistical significance. There is no significant correlation between "SALES" and "VIEWS" (correlation coefficient: -0.037, p-value: 0.777). "CUSTOMER REACH" is highly correlated with "BRAND IMAGE" (0.988) and "ACCOUNT INSIGHT" (0.988). Both correlations have p-values of 0.000, indicating statistical significance. There is no significant correlation between "CUSTOMER REACH" and "VIEWS" (correlation coefficient: -0.047, p-value: 0.724). "BRAND IMAGE" is highly correlated with "ACCOUNT INSIGHT" (0.901). The p-value for this correlation is 0.000, indicating statistical significance. There is no significant correlation between "BRAND IMAGE" and "VIEWS" (correlation coefficient: -0.021, p-value: 0.872). "ACCOUNT INSIGHT" is highly correlated with "VIEWS" (0.901). The p-value for this correlation is 0.000, indicating statistical significance. There are no significant correlations between "VIEWS" and any of the other variables ("SOCIAL MEDIA STRATEGIES," "SALES," "CUSTOMER REACH," "BRAND IMAGE," and "ACCOUNT INSIGHT").

ANOVA

		Sum of Squares	Degree of freedom	Mean Square	F	Sig.
SALES	Between Groups	9.366	4	2.341	4.073	.006
	Within Groups	31.617	55	.575		
	Total	40.983	59			
BRAND IMAGE	Between Groups	7.349	4	1.837	2.901	.030
	Within Groups	34.835	55	.633		
	Total	42.183	59			
VIEWS	Between Groups	7.598	4	1.899	2.608	.045
	Within Groups	40.052	55	.728		
	Total	47.650	59			
ACCOUNT INSIGHT	Between Groups	8.183	4	2.046	2.654	.043
	Within Groups	42.400	55	.771		
	Total	50.583	59			
CUSTOMER REACH	Between Groups	7.616	4	1.904	2.982	.027
	Within Groups	35.117	55	.638		
	Total	42.733	59			

ANOVA is used to determine if there are significant differences between the means of multiple groups or categories. The sum of squares between groups (variation between different sales categories) is 9.366, with 4 degrees of freedom (df). The mean square between groups is 2.341. The sum of squares within groups (variation within each sales category) is 31.617, with 55 degrees of freedom. The F-ratio, which is the ratio of the mean square between groups to the mean square within groups, is 4.073. The significance level (p-value) associated with the F-ratio is .006. This p-value is less than the conventional significance level of .05, indicating that there is a statistically significant difference in sales across the groups. Similar to "SALES," the ANOVA results for "BRAND IMAGE" indicate that there is a significant difference between the groups based on brand image scores. The F-ratio is 2.901, and the associated p-value is .030, which is less than .05. The ANOVA results for "VIEWS" show a significant difference between the groups based on views scores. The F-ratio is 2.608, and the associated p-value is .045, which is less than .05. The ANOVA results for "ACCOUNT INSIGHT" also reveal a

significant difference between the groups based on account insight scores. The F-ratio is 2.654, and the associated p-value is .043, which is less than .05. the ANOVA results for "CUSTOMER REACH" indicate a significant difference between the groups based on customer reach scores. The F-ratio is 2.982, and the associated p-value is .027, which is less than .05.

FINDINGS OF THE STUDY

1. The most prevalent challenge reported by entrepreneurs is a shortage of capital, accounting for 21.7% of responses. Insufficient funding can hinder business growth and limit opportunities for expansion.
2. About one-third of the entrepreneurs (33.3%) identified the high price of raw materials as a significant challenge. This cost factor can impact profit margins and affect the overall competitiveness of the business.
3. The quality of raw materials was cited as a challenge by 20.0% of the entrepreneurs. Ensuring consistent and high-quality inputs is vital for producing superior products or services.
4. Another 3.3% cited the long time required for business success as a challenge. Entrepreneurial ventures often require patience and perseverance to achieve sustainable growth.
5. Building and maintaining customer trust is vital for long-term success.
6. The most significant benefit reported by entrepreneurs is gaining more reach and visibility (31.7%). E-business allows them to reach a broader audience beyond physical limitations.
7. 26.7% of entrepreneurs experienced increased sales due to e-business. The online presence can attract more customers and boost sales.
8. The correlation coefficients show the relationships between different variables.
9. Sales, Customer Reach, Brand Image, and Account Insight have significant positive correlations with each other, indicating that these aspects are closely related.
10. Social media strategies have a positive but non-significant correlation with "Sales, Customer Reach, and Brand Image."
11. Views has a significant positive correlation with "account insight," suggesting that higher views are associated with better insights.
12. Account insight and views appear to be the most important aspects among the surveyed items, as they have the highest mean ratings and are significantly correlated with other aspects like Sales, Customer Reach, and Brand Image.

13. The ANOVA results indicate that there are significant differences between groups for Sales, Brand Image, Views, Account Insight, and Customer Reach, suggesting that these aspects are influenced by various factors.
14. 63.3% of respondents were the age group between 20-25.
15. Most of the respondents are female (98.3%).
16. Every respondent has social media accounts for their art works. 43.3% of them are using social media for 1-2 years.
17. 75% of artists get annual income below 25000.
18. Instagram is the social media platform that 98.3% of the artists using most.
19. Majority of the artist focusing on Scrap book and hampers (58.3%).
20. 85% of the respondents choose the business because of passion.
21. Students are the 56.7% of respondents.
22. The major benefit of the social media is more reach and visibility (31.7%), increase of sale (26.7%).
23. Account insight is most impacted factor and its mean value is 1.92.

SUGGESTIONS

1. Focus on creating engaging content, using relevant hashtags, and exploring features like Stories and Reels to reach a wider audience.
2. Explore diversifying their product offerings to cater to a broader range of customer preferences.
3. Design products and marketing strategies that cater to this specific demographic, considering their preferences and budget.
4. Entrepreneurs should regularly analyse their social media analytics to gain valuable insights into their audience's behaviour and preferences, helping them refine their strategies.
5. Conduct comprehensive market research to understand the target audience's preferences, needs, and purchasing behaviour within the art and craft niche. Identify trends, popular products, and potential competitors to tailor the e-business strategy accordingly.
6. Explore and leverage various social media platforms, such as Instagram, Pinterest, Facebook, and YouTube, to reach a wider audience and engage with potential customers. Each platform has its unique characteristics and user base, so a diversified approach will help maximize visibility and engagement.
7. Develop a well-thought-out content strategy that focuses on visually appealing and engaging content. High-quality images, videos, and creative posts related to art and craft products can attract and retain the audience's attention on social media.
8. Collaborate with influencers and bloggers in the art and craft niche to promote the e-business. Influencers can significantly extend the reach of the brand and enhance credibility among their followers.
9. Encourage customers to share their experiences, creations, and reviews on social media. User-generated content serves as social proof, demonstrating the authenticity and value of the products offered.
10. Invest in targeted social media advertising campaigns to reach specific demographics or regions that align with the e-business's target market.

11. Utilize features like custom audience targeting and lookalike audiences to optimize ad performance.
12. Monitor social media channels for customer feedback, queries, and concerns.
13. Respond promptly and address any issues to build a positive brand image and foster customer loyalty.
14. Organize contests or giveaways that encourage user participation and sharing. This can rapidly increase brand exposure and attract new potential customers to the e-business.
15. Implement robust data analytics tools to track the performance of social media marketing efforts. Analyse metrics such as engagement rates, click-through rates, conversion rates, and customer acquisition cost to optimize marketing strategies.
16. Engage with online art communities and forums to build relationships and promote the e-business. Actively participating in discussions and providing valuable insights can help establish the e-business as an authority in the art and craft field.
17. Ensure the e-business website is user-friendly, visually appealing, and optimized for mobile devices. A smooth and enjoyable shopping experience will encourage customers to make repeat purchases.
18. Implement an email marketing strategy to nurture customer relationships, share exclusive offers, and keep customers informed about new products or promotions.

CONCLUSION

The findings provide valuable insights into the characteristics and preferences of art and craft entrepreneurs using social media for their businesses. The majority of respondents are young, with 63.3% falling within the age group of 20-25, and predominantly female, comprising 98.3% of the respondents. Every respondent has a social media account for their art works, with 43.3% using social media for 1-2 years.

It is evident that social media, particularly Instagram, plays a crucial role in their marketing efforts, as 98.3% of the artists use it most. This highlights the significance of leveraging visual platforms to showcase their creations and reach a wider audience.

The survey indicates that 75% of artists earn an annual income below 25000, revealing potential challenges in sustaining a profitable art and craft e-business. The respondents are driven by passion, with 85% choosing the business because of their love for art and craft. This emphasizes the importance of nurturing creativity and staying true to one's artistic vision.

The major challenges faced by the entrepreneurs include the price and quality of raw materials and shortage of capital. These obstacles may hinder growth and require careful financial planning and sourcing strategies. However, social media also presents significant benefits, with 31.7% identifying "more reach and visibility" and 26.7% acknowledging "an increase in sales" as the major advantages. This highlights the potential of social media as a powerful marketing tool for art and craft e-businesses.

Art and craft entrepreneurs should prioritize creating engaging content on Instagram, utilizing features like Stories and Reels to maximize their reach and visibility.

Diversifying product offerings beyond Scrapbooks and hampers can attract a wider audience with diverse interests and preferences. Targeting the student market can be a lucrative opportunity, considering that 56.7% of respondents are students. Regularly analysing account insights can provide valuable data to optimize social media strategies and improve engagement with the target audience.

The study results emphasize the significance of social media for art and craft e-businesses, particularly Instagram, as a key platform for reaching their audience. By aligning their strategies with the preferences of their target demographic, nurturing their passion for art, and effectively managing challenges, art and craft entrepreneurs can unlock the potential of social media to achieve success and growth in their ventures.

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QUESTIONNAIRE

THE EFFECT OF SOCIAL MEDIA MARKETING AS A CATALYST FOR THE SUCCESS OF ART AND CRAFT E-BUSINESS

Dear respondents

I am M. Com student of MES Asmabi College P Vemballur and I conducted a study on " The effect of social media marketing as a catalyst for the success of art and craft E-business ". Please take few minutes to complete this questionnaire to help me to identifying key social media strategies, benefits and challenges, impact of social media marketing on the success of art & craft e-business. I hereby declare that the information provided will be highly confidential and will be used only for the purpose of research.

1. Age?

- Below 20
- 20-25
- 25-30
- Above 30

2. Gender?

- Male
- Female
- Transgender

3. Education qualification?

- SSLC
- Plus two
- Degree
- PG
- Other

4. Instagram page (account name)?

5. Annual income?

- Below 25000
- 25000-50000
- 50000-100000
- 100000-300000
- 300000 and above

6. How long you are using social media as a marketing strategy for business purpose?

- Less than 1 year
- 1-2 years
- 2-3 years
- More than 3 years

7. Which social media platform is using most?

- Instagram
- Facebook
- Pinterest
- Twitter
- LinkedIn
- YouTube

8. Which kind of art you are focusing?

- Frame works
- Resin art
- Scrap book/ album making
- Pencil drawing
- Calligraphy/painting
- Invitation videos/ customised video
- Hampers
- Henna art
- Embroidery and hoop art
- Bouquet making
- other

9. In initial stage, how you increase the reach of your social media platform?

- Increase number of post
- Increase number of reels
- Frequently adding stories
- Adding mentions
- Share with family and friends
- Using many hashtags

10. Reachability of your E-business?

- Local
- Kerala
- India
- Worldwide

11. Do you have brand name for your business?

- Yes
- No

12. Why did you choose this field?

- Passion
- As a job
- Unemployment
- Stress relief

13. Are you engaged in any other activities than art business?

- Working
- Student
- Agriculture
- Homemaker
- Other

14. Are you conducted any workshop?

- Yes
- No

15. If yes, which way the workshop conducting?

- Online
- Offline
- Both

16. Which are the social media factors that influence your E-business?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Sales					
Customer reach					
Brand image					
views					
Account insight					

17. What are the social media marketing strategies used?

- Advertisement
- WhatsApp/ Instagram contact
- Sharing details about the product
- Directing through website through links
- Coupons and vouchers
- Giveaway contest
- Chat bot
- Influencer marketing
- Conduct workshops

Collabs and paid promotions

18. Do you have offline stores to display your products?

Yes

No

19. What are the major benefits of using social media as a strategy?

More reach and visibility

Increase sale

Cost effectiveness

Better customer support

Flexible working

More traffic

Authenticity

Better market insight

Brand recognition

Customer loyalty and satisfaction

20. What are the major challenges you faced in your business?

Shortage of capital

Price of raw materials

Quality of raw materials

Time management

Uncertain market

Uncertain income

Strong competition

Long time for success

Lack of trained workforce

Lack of publicity

Lack of customer trust about material quality

21. How likely you will recommend social media as a marketing strategy to other entrepreneurs?

- Poor
- Fair
- Good
- Very good
- Excellent