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Abstract

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Keywords: Entrepreneurship, E-Commerce, Social Networking Sites, Entrepreneurial Perception, Punjab, Pakistan, Social Media Integration

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Abstract

This research explores the interdependent relationship between e-commerce businesses and social networking sites, focusing on entrepreneurial perception in Punjab, Pakistan. Entrepreneurship involves making and managing new businesses to generate revenue, often spurred by market needs. E-commerce, including online trade, has become an integral component of modern business. This study investigates the role of social networking sites on e-commerce entrepreneurship, identifying the occurrence of social media and its potential to drive economic growth. The combination of these platforms forms a dynamic social market, offering ease to both buyers and sellers. A quantitative research design is adopted, involving a questionnaire-based survey of approximately 400 e-commerce entrepreneurs and customers from South and Central Punjab. Utilizing SPSS for analysis, the study examines correlations and developments within the data. This research uncovers the intricate dynamics of e-commerce entrepreneurship, revealing diverse perceptions and behaviours.

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Introduction

Entrepreneurship is the method of designing, launching, and managing a new industry or business project with the goal of creating revenue. An entrepreneur is somebody who categorizes a need or gap in the marketplace and precedes the initiative to

start a business to address that prerequisite. Entrepreneurship is characterized by innovation, risk-taking, and the ability to create value by combining resources in new ways.

E-commerce, short for electronic commerce, refers to the buying and selling of goods or services over the



Internet. An e-commerce business is a company that conducts its sales transactions online, through a website, mobile application, or other digital channels. E-commerce businesses allow clients to browse and purchase goods or amenities from anywhere and at any time, making it convenient for both the buyer and the seller. E-commerce companies can collect from small businesses selling niche products to large retailers like Amazon, offering a wide range of products and services (Haider & Ahmed, 2012).

The antiquity of e-commerce was ongoing over 40 years ago when the overview of initial expertise like Electronic Data Interchange (EDI) and teleshopping in the 1970s cemented the method for the contemporary e-commerce stock as we know it nowadays. The history of e-commerce is thoroughly entangled with the history of the internet. Virtual shopping became likely when the internet was released to the public in 1991. Amazon was one of the major e-commerce sites in the United States to start selling products online and thousands of businesses have followed since (Rana & Ali, 2014).

Social networking sites can play a significant role in promoting e-commerce businesses. In an effort to increase customer contact and participation, e-commerce businesses are beginning to offer social networking services to customers. The expansion of online sales is the ultimate objective of these initiatives. While using interpersonal organizations, clients normally cooperate with each other using exchange. Before making a purchase decision, consumers who conduct their online shopping make use of social media to learn more about a product. Utilizing the various social media platforms available to build relationships with one's customers is a cutting-edge method of doing business (Cooley, 1909).

As per Wikipedia, the expression "online entertainment" alludes to an assortment of electronic applications that empower clients to impart content to others and take part in conversations about that substance with others. Websites designed to encourage social networking in a community typically focus not only on traditional forms of social networking but also on novel forms of social networking that are based on the idea that members share similar values and beliefs. A site is respected to be a web-based entertainment stage on the off chance that it empowers its clients to speak with each other on different subjects, including their thoughts, considerations, and suppositions. According to Chiu (2006), YouTube, Facebook, and Twitter are the three most popular social media websites in terms of traffic.

This study analyses the role of social networking sites in promoting e-commerce business, which has become increasingly important in recent years. In Punjab, Pakistan, entrepreneurs are recognizing the potential benefits of using social networking sites to promote their e-commerce businesses. Social networking sites provide entrepreneurs with an effective platform to reach a large audience of potential customers. By creating business profiles on platforms such as Facebook, Instagram, and Twitter, entrepreneurs can connect with potential customers and showcase their products or services. These sites also allow entrepreneurs to communicate directly with customers, address their concerns and queries, and receive feedback, which can be used to improve their products and services (Mahmood & Hussain, 2013).

Moreover, social networking sites provide entrepreneurs with the opportunity to increase brand awareness and visibility. By regularly posting updates and engaging with followers, entrepreneurs can create a strong online presence and increase their brand recognition. This, in turn, can lead to increased traffic to their e-commerce websites and ultimately increase sales (Tiwari & Tiwari, 2021).

E-commerce has become a major source of income in Punjab specifically in the areas of South like Sahiwal, Okara, Multan Mia Chunnu. Pakistan is the top third country on the list of the maximum number of new sellers, with the cities of Sahiwal and Mian Channu leading the way.

Problem Statement

This study investigates the role of social networking sites on the entrepreneurial endeavors of the e-commerce community. In light of the increased adoption of social media in the most recent years, this study will investigate the role of social networking sites on e-commerce business. Thus this study is an advancement that will be helpful to a significant number of other nations' economies.

As social networking sites enable e-commerce businesses to access a wide audience, target advertising effectively, engage with customers, build brand awareness, leverage influencers, and create viral marketing opportunities. Utilizing these platforms effectively can enhance online presence, drive website traffic, and boost sales and revenue. Therefore, this study will help to analyze the role of Social networking sites in promoting e-commerce business specifically in Punjab.

Significance of the study

The study on the role of social networking sites in promoting e-commerce business in Punjab holds significance in terms of providing localized insights, understanding the economic impact, contributing to digital transformation, facilitating market expansion, and exploring the social and cultural dimensions of e-commerce in the region. The findings can inform stakeholders, policymakers, and businesses in their efforts to harness the potential of social networking sites and promote e-commerce growth in Punjab specifically in the South and Central Punjab.

Objectives

The objectives of this study are:

- To analyze the relationship between e-commerce businesses and social networking sites in Punjab, Pakistan.
- To analyze the role of social networking sites in promoting e-commerce businesses in Punjab, Pakistan.
- To acquire valuable insights into expanding e-commerce businesses through the utilization of social networking sites.

Research Questions

1. What types of interactions occur between e-commerce businesses and customers on social networking sites in Punjab?
2. What specific strategies do e-commerce businesses employ on social networking sites to enhance their promotional efforts in Punjab?
3. What best practices and strategies can be recommended for leveraging social networking sites to increase e-commerce processes effectively in Punjab?

Literature Review

According to this study, social media's prevalence has surged significantly in Pakistan, furnishing essential social media marketing insights for individuals engaged in business activities within the country. Notably, it has engendered a social marketplace by seamlessly amalgamating social networks with online local businesses. This convergence empowers customers to explore purchases through their social media connections, extending to friends and friends of friends in the online realm (Bakers, 2018).

According to the study, the expansion of the e-commerce industry is advantageous to the economy because it not only generates income for the government but also significantly expands the geographical reach of trading activities on the one

hand, the coronavirus (COVID-19) has had a limited impact on global economies through trade, but on the other, it has also created opportunities for certain industries.

COVID-19 has seen a shift toward e-commerce, which has led to the development of new online purchasing patterns and behaviors. Individuals in nations like Brazil, China, Germany, Italy, The Republic of Korea, the Russian League, South Africa, Switzerland, and Turkey are presently more leaning towards online commerce and computerized solutions⁴. More and more experience-driven mobile apps and websites are emerging around the world to fulfill the growing demand because consumers now prefer to purchase online from the comfort of their homes. E-commerce is also viewed as an alternative approach for business chains worldwide to minimize sales decrease.

As consumer spending on food soared by 58% following the crackdown, e-commerce enterprises in Pakistan are taking advantage of the lockdown and decreased market movement. The highest increase was noted in industries including food and grocery, phone and subscriptions, and online shopping. 'Daraz.pk' which is the biggest web-based commercial center in Pakistan has multiple times flooded in its online-based orders since Spring (Javed, 2020).

With respect to this review, the word, web-based entertainment, is consumed as a reference to the "extensive variety of web-based administrations and portable administrations that permit clients to take part in internet-based trades, add to user-created items, or join online networks" comprising sites e.g., Tumbler, Wikipedia, Digg, Facebook, Twitter, LinkedIn, YouTube and Instagram (Smith & Johnson, 2020).

Because of the inventive upset that is happening all over the planet, web-based entertainment has prospered in each circle of communication and thus, there have been creative approaches to imparting among individuals. The facilities accessible by social media are not only advanced but also quick, efficient, and appropriate, and the emergence of social media has had an impact on how businesses connect with their clients (Brown & Davis, 2019). As long as there is Internet access, they can be broadcast virtually anywhere because they are spontaneous and visual (Florence & Ebrary, 2012).

Strategic marketers use social network marketing as a marketing tool because these social networks are so popular among individuals that they become visible sites for advertising. (Khan & Ahmed, 2018) The environments can be customized to accommodate the customer profiles in addition to their convenient

accessibility. As a result, marketers are the ones who determine the usefulness of the social network. They have the option of using the space for advertising to its fullest extent and optimizing it, or they can tailor the space for advertising to the requirements and preferences of customers (Sharma, 2017). On SM, clients are categorized as either providers who are enthusiastically posting comments or spectators/followers who only witness and watch what others post (Lloyd, 2006)

According to Yusufzai (2016), Pakistani internet consumers are more likely to use social media platforms like Facebook, Twitter, and Instagram to communicate with businesses, the entertainment industry, and the government's outreach programs. This suggests that Pakistan's use of social media is comparable to that of other nations. However, few studies have examined its impact on consumer purchases despite its growing reliance on social media for various outreach (Chaudhry & Malik, 2016). Of the few studies conducted, Nasir, Vel, and Mateen (2012) examine how Pakistani women's purchasing habits were affected by social media. According to their research, when it comes to purchasing apparel, Pakistani women believe that word-of-mouth advertising is more authentic than social media advertising. Although this study provides some insights into Pakistani social media usage, it focuses solely on women and the apparel industry. In such a manner, it confines the generalisability of the outcomes.

In another review, Nawaz et al. (2015) looked into how 126 defendants working in Pakistan's HEIs used social media to make decisions. According to their research, social media users' decisions are influenced by the feedback and data provided by other users. Looking at the reception of social media among distance students of higher public organizations, Arif and Kanwal (2016) note that a larger part of the respondents know about online entertainment innovations and Facebook seemed, by all accounts, to be the one most oftentimes utilized. The study also demonstrates that users may be influenced to use social media by perceived usefulness, perceived behavior control, and attitude. Since these investigations center around preparing and the instruction area, the discoveries will most likely be unable to show to what degree online entertainment can influence the buying conduct of web-based entertainment clients in Pakistan. Accordingly, the ongoing review means to fill in this writing hole (Rana & Ali, 2014).

The study emphasized the main problem, which prevents people from making online purchases.

Sixteen exceptionally renowned web-based business sites are taken for the examination from Pakistan. From Pakistan, they recruited participants ranging in age from 14 to 60 years (Malik & Khan, 2011). They applied Nielson's ease of use heuristics and some proposals and ideas were given based on the consequences of the overview. They demonstrated that the current websites do not adhere to the appropriate usability ethics established by Nielson and that Pakistanis only use these websites to view the latest styles, charges, and product descriptions; they do not actually make any purchases through these websites (Rahman, 2011).

Theoretical Framework

Media Ecology Theory is related to this research as it is the study of media, technology, and communication and how they affect human environments and this study focuses on the effect on e-commerce business by social networking sites. In 1964, the theoretical concepts of this theory were proposed by Marshall McLuhan while in 1968 the term media ecology was introduced by Neil Postman for the first time. This theory examines the study of media, technology, and communication and what are their effects and causes on the audience that's why this theory is relevant to the study.

Relevancy of Theory with Research

Within the context of Punjab's e-commerce landscape, this theory can illuminate how the integration of social networking sites with e-commerce practices extends and shapes the perceptual realm of entrepreneurs. By examining how these entrepreneurs perceive and adapt to the evolving digital ecosystem, influenced by the medium of social networking, the study can unveil how this interaction constructs new avenues for business promotion and communication. The Media Ecology Theory, in this context, enables a nuanced exploration of how social networking sites not only act as communication tools but also extend their influence on entrepreneurial perception, altering strategies, decision-making, and overall business trajectories within the e-commerce paradigm of Punjab.

Research Methodology

In this research project, the researcher used quantitative research design as its foundation. A questionnaire was designed in order to carry out the survey. The on-field survey method was used for the purpose of rotating the questionnaire among participants. For this purpose, the related information was gathered from different cities of Punjab by E-

Commerce customers as well as entrepreneurs using social networking sites to promote their business. For the survey, the sampling technique was purposive sampling.

Research Design

The relevant data was surveyed and collected through online questionnaires using social networking sites from the people of Punjab.

Population and Sample Size

Data is gathered from almost 400 respondents of South Punjab and Central Punjab, who are currently users of e-commerce or running their own businesses on e-commerce platforms after their consent.

Sampling Technique

The purposive sampling Technique was used by the researcher in this study.

Statistical Tool

SPSS is the statistical tool, which was used in this Research to determine the values and formation of tables. The correlation was also checked by using SPSS 23.

Data Interpretation

In this study, the survey method was used and by using SPSS, we found these tables and their interpretation,

Table 1

Gender

		Frequency	Percent	Valid Percent
Valid	Male	304	76.0	76.0
	Female	96	24.0	24.0
	Total	400	100.0	100.0

In this research, a comprehensive cohort of 400 E-Commerce Entrepreneurs was selected from diverse regions within the province of Punjab. This cohort was carefully structured, with 96 individuals (24.0%) identified as female entrepreneurs and 304 individuals

(76.0%) identified as male entrepreneurs, as illustrated in Table 5.1. The findings underscore a notable disparity, with male participants surpassing female participants by a margin of 52%.

Table 2

Age

		Frequency	Percent	Valid Percent
Valid	13-22	80	20.0	20.0
	23-30	84	21.0	21.0
	31-40	116	29.0	29.0
	Above 40	120	30.0	30.0
	Total	400	100.0	100.0

In the context of this investigation, the age spectrum spanned from 13 years to over 40 years, encompassing a diverse range of individuals. Among the total cohort, a segmented analysis revealed that 80 participants (20.0%) fell within the 13-22 years age bracket, 84 participants (21.0%) belonged to the 23-

30 years range, 116 participants (29.0%) fell between 31-40 years, and a cohort of 120 participants (30.0%) exceeded the age of 40, as meticulously depicted in Table 5.2. These discernible trends underscore that a predominant proportion of users (59%) fall within the age range of 30 to 60 years.

Table 3

Status

		Frequency	Percent	Valid Percent
Valid	Upper Class	72	18.0	18.0
	Middle Class	164	41.0	41.0
	Lower Middle Class	104	26.0	26.0
	Lower Class	60	15.0	15.0

	Frequency	Percent	Valid Percent
Total	400	100.0	100.0

The analysis of participants' socioeconomic standing reveals a nuanced distribution: 72 Entrepreneurs (18.0%) are classified within the Upper-Class category, 164 Entrepreneurs (41.0%) are situated in the Middle-Class bracket, 104 Entrepreneurs (26.0%)

are aligned with the lower Middle-Class stratum, and 60 Entrepreneurs (15.0%) are ascribed to the Lower Class segment, meticulously depicted in Table 5.3. Evidently, a substantial majority of participants align themselves with the Middle-Class classification.

Table 4
Education

	Frequency	Percent	Valid Percent
Valid	Matriculation	24	6.0
	Intermediate	12	3.0
	Bachelors	152	38.0
	Masters	116	29.0
	M. Phil/PhD	96	24.0
	Total	400	100.0

Among the unit of 400 Entrepreneurs hailing from diverse urban centers, an educational stratification emerges. Specifically, 24 Entrepreneurs (6.0%) hold a Matriculation qualification, 12 Entrepreneurs (3.0%) have achieved Intermediate education, 152 Entrepreneurs (38.0%) have attained Bachelor's degrees, 116 Entrepreneurs (29.0%) possess Master's

degrees, and 96 Entrepreneurs (24.0%) have achieved the pinnacle of academic accomplishment with M.Phil and PhD degrees, as succinctly displayed in Table 5.4. These findings distinctly underscore that a significant majority of Entrepreneurs boast educational attainments beyond the Bachelor's level.

Table 5
Do you have an active social media account?

	Frequency	Percent	Valid Percent
Valid	Yes	400	100.0

The data depicts in Table 5.5 that the entirety of the sampled individuals, constituting 100%, are actively involved in social media platforms.

Table 6
Do you have any active seller central account on any E-Commerce Site?

	Frequency	Percent	Valid Percent
Valid	Yes	224	56.0
	No	176	44.0
	Total	400	100.0

The tabulated information in Table 5.6 reveals that 56.0% of respondents affirm the presence of an active seller central account, whereas 44.0% do not possess

such an account, thus encompassing the entire sample of 400 participants.

Table 7
How frequently do you use social media daily?

	Frequency	Percent	Valid Percent
Valid	Less than 2 hours	24	6.0
	3-6 hours	128	32.0
	7-8 hours	236	59.0

	Frequency	Percent	Valid Percent
More than 8 hours	12	3.0	3.0
Total	400	100.0	100.0

The data representation in Table 5.7 showcases the distribution of participants based on their daily social media usage, wherein 6.0% report less than 2 hours of engagement, 32.0% engage for 3-6 hours, 59.0% for 7-8 hours, and 3.0% for more than 8 hours, summing up the entire sample of 400 individuals.

Table 8
Which Social Media site you used most

	Frequency	Percent	Valid Percent
Valid Facebook	168	42.0	42.0
Instagram	148	37.0	37.0
Twitter	60	15.0	15.0
Other	24	6.0	6.0
Total	400	100.0	100.0

The presented data in Table 5.8 showcases the distribution of participants based on their primary social media platform of choice. Among them, 42.0% favor Facebook, 37.0% prefer Instagram, 15.0% opt for Twitter, and 6.0% express usage of other platforms, encapsulating the entirety of the 400-person sample.

Table 9
Have you ever created E-Commerce brand pages on social media?

	Frequency	Percent	Valid Percent
Valid Yes	284	71.0	71.0
No	116	29.0	29.0
Total	400	100.0	100.0

The data representation of Table 5.9 illustrates participants' responses regarding the creation of E-Commerce brand pages on social media. Notably, 71.0% have undertaken this endeavor, while 29.0% have not, encompassing the full spectrum of the 400 individuals surveyed.

Table 10
Do you possess an account with e-commerce sites (Amazon, Flipkart, etc.)

	Frequency	Percent	Valid Percent
Valid Yes	280	70.0	70.0
No	120	30.0	30.0
Total	400	100.0	100.0

The provided data representation of Table 5.10 elucidates respondents' possession of accounts on e-commerce platforms like Amazon, Flipkart, and others. Remarkably, 70.0% confirm such accounts, while 30.0% do not, constituting the entirety of the surveyed sample comprising 400 individuals.

Table 11
Do you sell goods on E-Commerce sites?

	Frequency	Percent	Valid Percent
Valid Yes	224	56.0	56.0
No	176	44.0	44.0
Total	400	100.0	100.0

The tabulated data of Table 5.11 presents respondents' involvement in the commercial transaction of goods through E-Commerce platforms. Notably, 56.0% confirm their participation, while

44.0% do not, encompassing the entire sample of 400 individuals

Table 12

Do you share product links on social media pages related to it?

		Frequency	Percent	Valid Percent
Valid	Yes	284	71.0	71.0
	No	116	29.0	29.0
	Total	400	100.0	100.0

The presented data in Table 5.12 encapsulates respondents' tendencies to share product links on social media platforms pertinent to their areas of

interest. Notably, 71.0% confirm such engagement, while 29.0% abstain, encompassing the full range of the 400 individuals surveyed.

Table 13

Which e-commerce site you used most

		Frequency	Percent	Valid Percent
Valid	Amazon	156	39.0	39.0
	Daraz	196	49.0	49.0
	Flipkart	24	6.0	6.0
	Other	24	6.0	6.0
	Total	400	100.0	100.0

The provided data in Table 5.13 offers insights into the primary e-commerce platforms chosen by participants. Notably, 39.0% prefer Amazon, 49.0% lean towards Daraz, 6.0% opt for Flipkart, and an

additional 6.0% express usage of other platforms. These findings encompass the entire surveyed sample of 400 individuals.

Table 14

How long have you been selling goods on e-commerce sites?

		Frequency	Percent	Valid Percent
Valid	One year	140	35.0	35.0
	Two years	120	30.0	30.0
	Three years	68	17.0	17.0
	Above Three years	72	18.0	18.0
	Total	400	100.0	100.0

The tabulated data of table 5.14 presents the length of time participants have been involved in the commercial activity of selling goods on e-commerce platforms. Specifically, 35.0% have engaged for one

year, 30.0% for two years, 17.0% for three years, and 18.0% for more than three years, encompassing the entire sample of 400 individuals.

Table 15

Using e-commerce's social media pages is really trendy

		Frequency	Percent	Valid Percent
Valid	Strongly Agree	132	33.0	33.0
	Agree	244	61.0	61.0
	Neutral	24	6.0	6.0
	Total	400	100.0	100.0

The presented data in Table 5.15 unveils respondents' perceptions of the current trendiness associated with

using social media pages of e-commerce platforms. Of the participants, 33.0% strongly agree, 61.0% agree,

and 6.0% remain neutral on this matter, constituting the entirety of the 400-person sample.

Table 16

Do you think your brand interacts regularly with your followers and fans?

		Frequency	Percent	Valid Percent
Valid	Strongly Agree	12	3.0	3.0
	Agree	188	47.0	47.0
	Neutral	72	18.0	18.0
	Disagree	60	15.0	15.0
	Strongly Disagree	68	17.0	17.0
	Total	400	100.0	100.0

The provided data in Table 5.16 portrays participants' viewpoints on their brand's regular interaction with its followers and fans. Specifically, 3.0% strongly agree, 47.0% agree, 18.0% remain neutral, 15.0% disagree, and 17.0% strongly disagree, constituting the entirety of the 400 individuals surveyed.

Table 17

Do you think E-commerce's social media pages facilitate two-way interaction between seller and buyer?

		Frequency	Percent	Valid Percent
Valid	Strongly Agree	48	12.0	12.0
	Agree	256	64.0	64.0
	Neutral	24	6.0	6.0
	Disagree	72	18.0	18.0
	Total	400	100.0	100.0

The data representation of Table 5.17 conveys participants' perceptions regarding the capacity of e-commerce social media pages to facilitate meaningful interaction between sellers and buyers. Among the respondents, 12.0% strongly agree, 64.0% agree, 6.0% remain neutral, and 18.0% disagree, encompassing the entire sample of 400 individuals.

Table 18

Do you think E-commerce's social media pages offer useful information regarding products to consumers?

		Frequency	Percent	Valid Percent
Valid	Strongly Agree	12	3.0	3.0
	Agree	260	65.0	65.0
	Neutral	80	20.0	20.0
	Strongly Disagree	48	12.0	12.0
	Total	400	100.0	100.0

The accessible data in Table 5.18 reflects participants' viewpoints on the efficacy of e-commerce social media pages in delivering beneficial information about products to consumers. Of the respondents, 3.0% strongly agree, 65.0% agree, 20.0% maintain a neutral stance, and 12.0% strongly disagree, encompassing the entirety of the 400-person sample.

Table 19

E-commerce's social media pages make purchase recommendations as per consumer's requirements

		Frequency	Percent	Valid Percent
Valid	Strongly Agree	108	27.0	27.0
	Agree	196	49.0	49.0
	Neutral	24	6.0	6.0
	Strongly Disagree	72	18.0	18.0

	Frequency	Percent	Valid Percent
Total	400	100.0	100.0

The data presented in Table 5.19 captures participants' perceptions regarding e-commerce social media pages' ability to provide purchase suggestions in alignment with consumers' preferences. Among the respondents, 27.0% strongly agree, 49.0% agree, 6.0% remain neutral, and 18.0% strongly disagree, constituting the entirety of the 400-person sample.

Table 20

I feel my E-Commerce social media pages fulfill the needs of consumers.

	Frequency	Percent	Valid Percent
Valid	Agree	224	56.0
	Neutral	152	38.0
	Disagree	12	3.0
	Strongly Disagree	12	3.0
	Total	400	100.0

The provided data in Table 5.20 underscores participants' perceptions of their E-commerce social media pages in fulfilling consumer needs. Among the respondents, 56.0% agree, 38.0% remain neutral, while 3.0% each disagree or strongly disagree. This encompasses the entire sample of 400 individuals.

Table 21

Reviews of E-Commerce social media pages in promoting the E-Commerce business.

	Frequency	Percent	Valid Percent
Valid	Strongly Agree	164	41.0
	Agree	132	33.0
	Neutral	12	3.0
	Disagree	68	17.0
	Strongly Disagree	24	6.0
	Total	400	100.0

The data representation in Table 5.21 showcases respondents' evaluations of how effectively E-commerce social media pages contribute to the promotion of E-commerce businesses. Among the participants, 41.0% strongly agree, 33.0% agree, 3.0% remain neutral, 17.0% disagree, and 6.0% strongly disagree. This encompasses the entirety of the 400-person sample.

Table 22

I would recommend my fellow entrepreneurs visit e-commerce's social media pages

	Frequency	Percent	Valid Percent
Valid	Strongly Agree	12	3.0
	Agree	248	62.0
	Neutral	12	3.0
	Disagree	128	32.0
	Total	400	100.0

The provided data in table 5.22 indicates participants' likelihood to recommend fellow entrepreneurs to visit e-commerce's social media pages. Among the respondents, 3.0% strongly agree, 62.0% agree, 3.0% remain neutral, and 32.0% disagree, encompassing the entire sample of 400 individuals.

Table 23

Sharing online purchasing experiences with friends and acquaintances is helpful in promoting online business.

		Frequency	Percent	Valid Percent
Valid	Strongly Agree	12	3.0	3.0
	Agree	376	94.0	94.0
	Disagree	12	3.0	3.0
	Total	400	100.0	100.0

The presented data in Table 5.23 reflects participants' perspectives on the efficacy of sharing online purchasing experiences with friends and acquaintances in promoting online businesses.

Among the respondents, 3.0% strongly agree, 94.0% agree, and 3.0% disagree, encompassing the entirety of the 400-person sample.

Table 24

The frequency of product ads on social media pages related to E-Commerce is a point of concern for an entrepreneur.

		Frequency	Percent	Valid Percent
Valid	Agree	352	88.0	88.0
	Neutral	48	12.0	12.0
	Total	400	100.0	100.0

The data presentation of Table 5.24 conveys participants' viewpoints regarding the importance of product advertisement frequency on E-commerce-associated social media platforms for entrepreneurs. Notably, 88.0% agree, while 12.0% maintain a neutral stance, encompassing the entire sample of 400 individuals.

Research Questions Interpretation

1. Interaction between E-Commerce Business and Usage of Social Networking Sites

Table 25

Correlations

		Usage of Social Networking Sites	E-Commerce Business Management
Usage of Social Networking Sites	Pearson Correlation	1	.347**
	Sig. (2-tailed)		.000
	N	400	400
E-Commerce Business Management	Pearson Correlation	.347**	1
	Sig. (2-tailed)	.000	
	N	400	400

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

The relation between Usage of Social Networking Sites and E-Commerce Business is significant which means they have positive relations with each other. The N value is 400, the r value is 0.347 and the P value is 0.000, which is significant.

2. Usage of Social Networking Sites and Promotion of E-commerce Business.

Table 26

Correlations

		Usage of Social Networking Sites	Promotion of E-Commerce
Pearson Correlation		1	.192**

		Usage of Social Networking Sites	Promotion of E-Commerce
Usage of Social Networking Sites	Sig. (2-tailed)		.000
	N	400	400
	Pearson Correlation	.192**	1
Promotion of E-Commerce	Sig. (2-tailed)	.000	
	N	400	400

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

The relation between Usage of Social Networking Sites and Promotion of E-Commerce Business is significant which means they have positive relations with each other. The N value is 400, the r value is 0.192 and the P value is 0.000, which is significant.

3. E-Commerce Business Management and Promotion of E-Commerce Business on Social Media

Table 27

Correlations

		E-Commerce Business Management	Promotion of E-Commerce
E-Commerce Business Management	Pearson Correlation	1	.126*
	Sig. (2-tailed)		.011
	N	400	400
Promotion of E-Commerce	Pearson Correlation	.126*	1
	Sig. (2-tailed)	.011	
	N	400	400

**. Correlation is significant at the 0.05 level (2-tailed).*

The relationship between E-Commerce Business management and Promotion of E-Commerce Business is significant which means they have positive relations with each other. The N value is 400, the r value is 0.126 and the P value is 0.011, which is significant.

Discussion

The discussion not only provides a coherent narrative but also facilitates a bridge towards a more enriched understanding of the subject matter. Here we discuss a comprehensive understanding of the collected data, which encapsulates the dynamics and characteristics of a cohort consisting of 400 E-Commerce Entrepreneurs drawn from diverse regions within Punjab. This eclectic group was meticulously structured, comprising 24.0% female entrepreneurs and 76.0% male entrepreneurs, revealing a noticeable gender disparity in favor of the latter. The age distribution spans a wide spectrum, with 59% of participants falling within the age range of 30 to 60 years. Socioeconomic stratification unveils a substantial alignment with the Middle-Class category, where 41.0% of participants are situated. A majority of the entrepreneurs exhibit educational achievements beyond the Bachelor's level, with 29.0% holding Master's degrees and 24.0% achieving M.Phil

and PhD degrees. Notably, 100% of the sampled individuals actively engage with social media platforms, reflecting their significant online presence. Further examination of the data portrays a vibrant landscape of E-Commerce engagement and digital behavior. Noteworthy proportions of participants possess active seller central accounts (56.0%) and engage in daily social media usage, with 59.0% dedicating 7-8 hours to online interaction. The preference for primarily social media platforms reveals a leaning towards Facebook (42.0%) and Instagram (37.0%). A substantial 71.0% of participants have created E-Commerce brand pages on social media platforms, reflecting their proactive approach to digital branding. Moreover, 70.0% confirm their accounts on E-Commerce platforms like Amazon and Flipkart, signaling their integration into the digital marketplaces.

Participants' involvement in commercial transactions through E-Commerce platforms is acknowledged by 56.0% of respondents, showcasing the significance of this avenue. Sharing of product links aligned with personal interests is a prevalent behavior, with 71.0% of participants confirming their engagement. The choice of E-Commerce platforms for conducting business is dominantly in favor of Daraz (49.0%) and

Amazon (39.0%). Evidently, participants possess varying degrees of experience in the E-Commerce realm, with 35.0% engaged for one year and 30.0% for two years.

Perceptions regarding the trendiness of E-Commerce social media pages are positive, with 94.0% of respondents agreeing that sharing online purchasing experiences promotes online businesses. The importance of product advertisement frequency on E-Commerce-associated social media platforms is underscored by 88.0% agreement among participants. Collectively, these interpretations weave a comprehensive narrative of the digital behaviors, preferences, and engagement patterns of E-Commerce Entrepreneurs within the researched cohort.

Conclusion

In conclusion, this research project has investigated the complicated world of E-Commerce entrepreneurship, extrication a wealth of understandings and distinctions that splatter a bright portrait of the digital scene. Through the careful investigation of a varied group including 400 entrepreneurs and users from Punjab, a multi-layered wall-hanging of actions, preferences, and insights has been exposed, shedding light on the modern dynamics of E-Commerce management. The research highlighted a clear gender difference within the entrepreneurial landscape, with male entrepreneurs surpassing their female counterparts by a significant margin. This finding encourages a deeper examination into the underlying factors underwriting this deviation and underscores the need for targeted strategies to encourage and empower female entrepreneurs within the digital territory.

This demographic insight underscores the importance of custom-made marketing and communication strategies to effectively reach and engage this group. Education arose as a vigorous driver of E-Commerce participation, with a majority of entrepreneurs owning educational achievements beyond the Bachelor's level. This observation highlights the role of knowledge and skills in navigating the complexities of the digital business landscape and highlights the potential for progressive education to contribute to entrepreneurial success.

In essence, this research project has meticulously peeled back the layers of E-Commerce

entrepreneurship, revealing a rich tapestry of behaviors, perceptions, and strategies that form the digital business landscape. The findings reverberate with the rapid evolution of technology and customer preferences, highlighting the need for unceasing adaptation and innovation within the demesne of E-Commerce entrepreneurship. As the digital ecosystem continues to transform, the insights collected from this research provide a basis for informed decision-making and strategic preparation in the ever-evolving scenery of E-Commerce.

Recommendations

Based on the insights gleaned from this research project, several recommendations emerge that could guide future researchers in further exploring and advancing our understanding of E-Commerce entrepreneurship:

- The research recommends that E-Commerce Business management would be beneficial for those entrepreneurs who use social networking sites for selling their services or products over social media.
- Those who don't sell their services on social media should start using social networking sites for the promotion and growth of their brands.
- Exploring the adoption of emerging technologies, such as AI, virtual reality, or blockchain, within E-Commerce entrepreneurship could uncover new avenues for innovation. Investigating how these technologies impact business operations, customer experiences, and market dynamics could offer insights into future trends.
- Considering the significance of education in E-Commerce entrepreneurship, future studies could focus on assessing the impact of digital literacy interventions. Investigating how targeted training programs or workshops enhance entrepreneurs' digital skills and subsequently influence their business success could be valuable.

By addressing these recommendations, future researchers can contribute to the ongoing discourse on E-Commerce entrepreneurship, uncovering new dimensions and advancing our knowledge of this dynamic and rapidly evolving field.

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