

BECOME ENTREPRENEUR AT ZERO CAPITAL WITH HELP OF SOCIAL MEDIA (WITH SPECIAL REFERENCE OF FACEBOOK AND INSTAGRAM)

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ABSTRACT

India has world's largest number of Facebook Users with over 195 million users, overtaking US by over 4 million subscribers. There are 155 Million Monthly Active Users (MAUs) in India, of which 147 Millions MAUs access Facebook via Mobile Phones and 73 Million users are active daily on Mobiles. Globally, there are 400 Million active Instagram users. There are 16 Million Instagram users in India. in this era of technology and consumerism it has become necessary to arrive first at consumer instead of consumer buy the goods from somewhere else. This can be done by making post and recommending product at Facebook and instagram at attractive price to your followers and friends. For doing this a person will not have to design any website and not have to involve capital for stocking the product at shop and not even have to pay any heavy amount rent, he may start business at zero capital. A Person will have to use his smart phone of good camera quality in this business and Use his own Facebook page and instagram page as his business page or may create a new business page and than choose some products which you can sale with passion. Find whole sellers and manufacturer of that product and make them consent to let you take some pictures of that product which that can be posted at that page. For getting good response entrepreneur will have to post that product with finest photograph. It should be availed at reasonable price with some attractive offers. This paper aims to find what will be the procedure of starting it what should be strategy of this business and how a person can run this business successfully.*

KEYWORDS: *Instagram, Regram, Polyvore, Return on Investment (ROI), Pinterest, Capital.*

Introduction

Now the growing youth has another option to become entrepreneur at zero capital with help of social media (Facebook, instagram). Today online shopping is becoming the habit of young smart phone users. People want more and more options to them to make their choice free from limited variety at physical shops and people want to buy the most latest fashionable and artistic products in the market. Here how you can start your own shop without involving enough capital. So this will be the time to turn your own Facebook and Instagram page into a business page. What you will have to do is:

- Just choose your favorite product which you can easily market in your peer group.
- Find out the more and more whole sale shop and manufacturer of that product and try to associate them with you.
- Just ask them to let you take pictures of that product available with them. Try to take some finest photo which will depict the product and post them in to your page at a reasonable price.
- Offer your followers and friends to buy that product at a reasonable and concessional price at free home delivery.
- Try to increase your friend and followers as much as possible and an honest business deal will automatically increase your friend and follower.

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- Let people comment there feedback after buying the product which may increase your sale.

Research Methodology

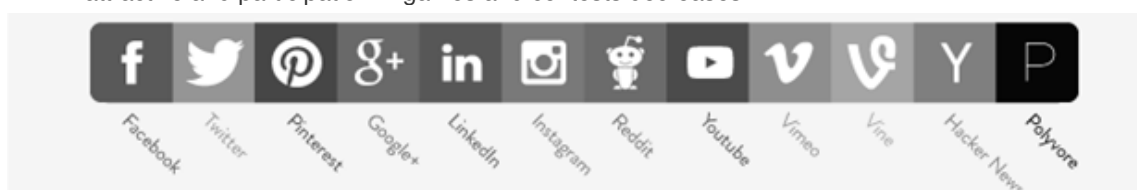
The present study is based on secondary data published by various agencies and Organizations. The present study makes use of data provided by various websites, Shopify, Internet World Stats, Etsy, Pew internet, Wikipedia, ASSOCHAM, and Reportwww.nielsen.com.

Important feature to Market Your Business with Instagram and Facebook

- **Post Material:** "Experiment with a bunch of things at the beginning. Some of your posts will get more likes than others. Take time to analyze what received the most likes and why: Was it your image quality? The colors? Your funny caption? Did you tag the image effectively? Was it the time of day you posted?" *Martha of Buried Diamond #*. If you're stumped, Martha suggests exploring the accounts of other brands you respect and admire. "Find like-minded people, follow their accounts and interact with them," she says.
- **Post the finest one:** If your images are undeniable, aesthetically pleasing and not too heavily edited, they will more likely resound with your followers and encourage them to shop your Instagram. Essentially, you're using Instagram to attract viewers and make their buying desire, transforming them into shoppers are plenty of easy-to-use photo editing apps, including VSCO CAM and Afterlight, that allow you to lighten, crop and filter images right on your mobile device.
- **Be Communication Conscious:** allow your customers to plan ahead and be ready to purchase right when new items go live. Let your customer buy quickly when you list popular items.
- **Lead with Peace:** Though it's a good idea to post at least one new image a day to keep followers engaged, you can go at your own pace.
- **Give the Right Caption:** The words of your caption need to appeal to the customer's buying wish, inspiring them to click through. Make sure you post a useful, which can include basic information about the product, however creative, description with each item, but should also call to the buyer's imagination.
- **Sale Offers:** Instagram can be a great way to offer a coupon code or promote a sale. The key to a successful promotion is making your photo captions as clear as possible, Martha says. You should also be ready for an flood of questions and comments.
- **Create Feedback System:** Reciprocity is a driving force behind Instagram, so be sure to like, share and comment on other people's photos as well. "I enjoy promoting friends and other small businesses on my account," Martha says. "If I regram a customer or friend, I always credit the original poster." To keep customers engaged, she encourages them to post and tag images of themselves wearing the items, remembering to credit their accounts if she "regrams" the photos. Essentially, you're using Instagram to attract viewers and make their buying desire, transforming them into shoppers.

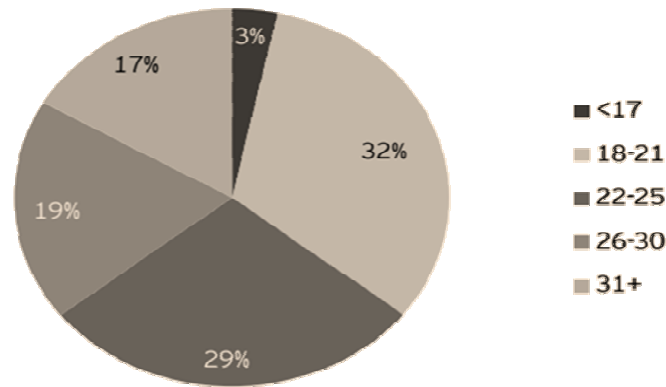
Social Media Website gives the Most Sales

- Facebook is the absolute leader for consumers as well as marketers; surprisingly, a very small percentage of consumers are active on Twitter or other social Websites.
- There are age differences in usage rates among and gender ratio using various social media platforms such as Instagram and Pinterest.
- Pinterest and Vine both have minimal usage among Indian consumers.
- Generally, all age groups spend 1–2 hours on social media per day. However, the amount of time spent on social media seems to decrease as the age of the respondent groups increases.
- A significant majority of users prefer apps to access social media from their mobile phone, and that percentage tends to gradually increase for users with high-priced devices as well as for consumers aged 25 and below.
- As the age of the customer increases, information about products and services becomes more attractive and participation in games and contests decreases.



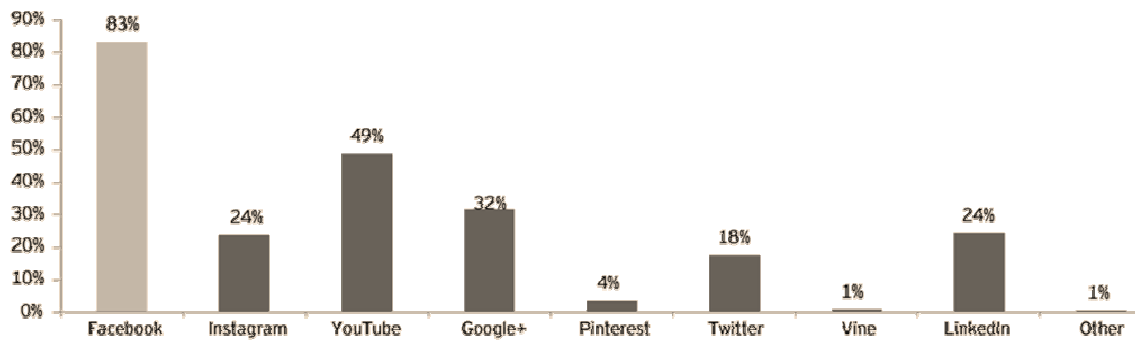
Consumer Trends

Age



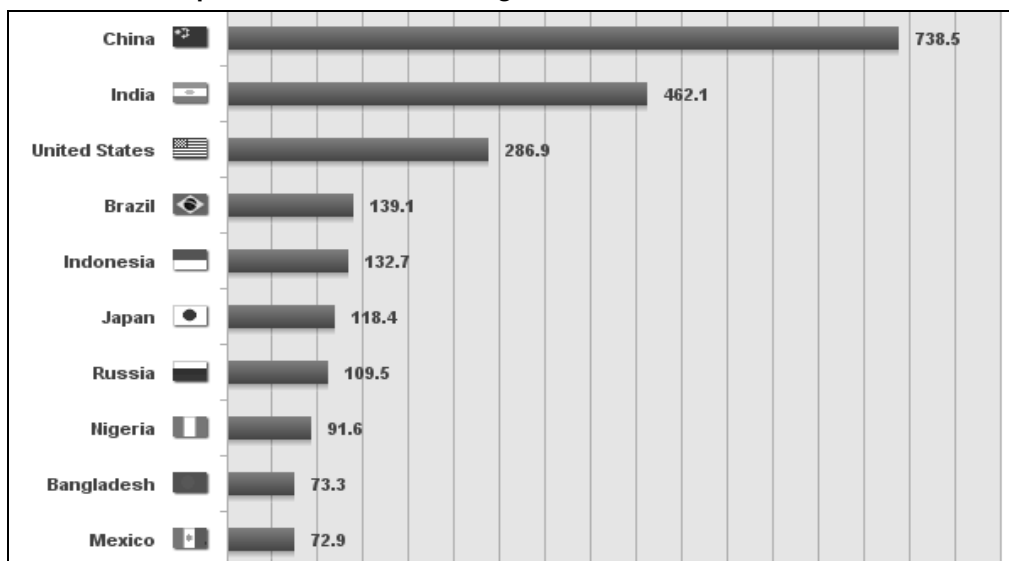
55% of our respondents are males and 45% are females across India.

Which Platform of Social Media People Prefers



Source <http://www.ey.com/Publication,EY-social-media-marketing-india-trends-study-2016>

Top 10 Countries with the Highest Number of Internet Users



Top 10 Countries with Highest Number of Internet Users-June 30, 2017

S. No.	Country or Region	Population, 2017 Est.	Internet Users 30 June, 2017	Internet Penetration	Growth (*) 2000 - 2017	Facebook 30 June, 2016
1	China	1,388,232,693	738,539,792	53.2 %	3,182.4 %	1,800,000
2	India	1,342,512,706	462,124,989	34.4 %	9,142.5 %	157,000,000
3	United States	326,474,013	286,942,362	87.9 %	200.9 %	201,000,000
4	Brazil	211,243,220	139,111,185	65.9 %	2,682.2 %	111,000,000
5	Indonesia	263,510,146	132,700,000	50.4 %	6,535.0 %	88,000,000
6	Japan	126,045,211	118,453,595	94.0 %	151.6 %	26,000,000
7	Russia	143,375,006	109,552,842	76.4 %	3,434.0 %	12,000,000
8	Nigeria	191,835,936	91,598,757	47.7 %	45,699.4 %	16,000,000
9	Bangladesh	164,827,718	73,347,000	44.5 %	73,247.0 %	21,000,000
10	Mexico	130,222,815	72,945,992	56.0 %	2,589.4 %	69,000,000

Notes: (1) Top 20 Internet User Statistics were updated in June 30, 2017. (2) Growth percentage represents the increase in the number of Internet users between the years 2000 and 2017. (3) The most recent user information comes from data published by Facebook, International Telecommunications Union, official country telecom reports, and other trustworthy research sources.

Source: Internet World Stats - www.internetworldstats.com/top20.htm
2,768,479,939 Internet users in the Top 20 countries as of June 30, 2017

In 1998, India had only 1.4 million internet users, which in 1999 got double to 2.8 million internet users. India's internet user 1998 to 2009 increased at percentage of 100 by each year, which means it got almost double by each year and at 2009 it reached to 81 million, where only 1% of population was using internet which increased to 7.0% of total population in 2009. Now in year 2016-17 currently India has 462 millions of internet users which is somewhere 36% of total population. Dependency on internet use of Indians is ever increasing and it will be increasing in coming future. In this era every business is also needed to convert their salve good in social relation by using social media platform. If entrepreneur creates loyal brand service today so he can become a great entrepreneur in future. Today in USA and Japan's almost 90% of total Population is using internet, which also shows in coming few year India's internet using population will definitely boom which will give great response in social media user.

Conclusion

Conclusion comes from above research that social media is a very easiest form to reach to maximum number of consumer where India is becoming the second highest Facebook and internet using country with 462 million users*. This business does not involve any amount as capital except a multimedia phone which a person does have today. New generation is so much interested to remain in touch with social media 24x7, where it has become necessary to engage your customers at your page so this will be the best idea to convert their hobby in to business even photography sense in new generation has also increase which may definitely help in doing this business. The most important between all these knowledge of doing business tricks will be required to develop in there salve. A loyal brand value generated by them will help them lifelong in business.

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