

## THE ROLE OF WOMEN ENTREPRENEURS IN SOCIAL MEDIA CENTERED E-COMMERCE: DEVELOPMENTS IN GASTRONOMY

Assist. Prof. Dr. Abdullah TARINC <sup>1</sup>Assist. Prof. Dr. Gulsun YILDIRIM <sup>2</sup>Assoc. Prof. Dr. Ceyhun C. KILINC <sup>3</sup>

**Reference:** Tarinc, A.; Yildirim, G. & Kilinc, C.C. (2020). "The Role Of Women Entrepreneurs In Social Media Centered E-Commerce: Developments In Gastronomy", International Journal of Disciplines Economics & Administrative Sciences Studies, Vol:6, Issue:24; pp:806-819.

### ABSTRACT

Entrepreneurs are an important factor that play a driving role in the growth of society. Entrepreneurs are needed to establish and conduct businesses, create employment and capital and to ensure economic security. Economic and social development depends on the participation of both genders. Women can find more opportunities for economic participation through entrepreneurship, and women entrepreneurs are needed to reduce mass unemployment and poverty. Female entrepreneurs face many problems before and after entrepreneurship activities, although there are many reasons for establishing a business with an entrepreneurial spirit. The main purpose of the study is to give information about the women entrepreneurs who make a name for themselves by producing various foods and drinks and meals through Instagram which is one of the social media tools, and then interested in product sales through e-commerce. In this context, entrepreneurship stories, disadvantages and difficulties experienced and success secrets of women entrepreneurs who are able to grow by opening a food-beverage or food business after promoting gastronomy related products through Instagram are tried to be examined.

**Key words:** Women entrepreneurs, Social Media, Gastronomy, Tourism


### 1. INTRODUCTION

Technology has made significant contributions to individuals and communities since its existence. The need for technology has been increasing day by day in terms of human development and progress. However, while all the social and economic systems that it has created with the development of humanity must develop in harmony with the natural environment, it has threatened it. (Song, Y., 2011: 146). Rapid developments in internet technology today have not only changed the structure of societies but also improved their methods of doing business. Many known business methods, such as developing new business models, customer relations, e-commerce, have shifted to social media to a competitive area.


Due to its nature, social media has also provided an opportunity for businesses and brands to communicate directly with their target audience without intermediaries. Besides, direct interactions between businesses and their target audiences have changed the vertical dimension of brand management from the business to the target audience; from the target audience to the business, it has also begun to take place between the target audience and the masses. Brand management performance is now evaluated in social media by creating brand interaction and creating positive, sustainable conversations.

Erdogan and Korkmaz (2002: 455) state that the propagation of the innovation approach model developed by Everett M. Rogers (1995) based on G. Tarde's (1969) view of "low people and classes copying those above them". It will be useful to address the issue, both from social media and entrepreneurship scope. Social media is online tools that create an environment of mutual interaction, appeal to users' interests, and share their thoughts and information. The important thing


<sup>1</sup> Akdeniz University, Manavgat Tourism Faculty, Antalya/Turkey

 0000-0001-5824-4882

<sup>2</sup> Recep Tayyip Erdogan University, Ardesen Faculty of Tourism, Rize/Turkey

 0000-0001-5299-5722

<sup>3</sup> Akdeniz University, Manavgat Tourism Faculty, Antalya/Turkey

 0000-0002-2149-7007

in social media is to increase participation and attract the attention of the people named as users. The area that is aimed by the service providers uses this attractive and visual area as a tool for connecting the community and network.

Chakravarty and Dubinsky (2005) state that the individual will experience less uncertainty about innovation as a result of evaluating innovation based on its current state. In this case, the study stated that individual learning and behavior change after the reduction of uncertainty about the status of the individual would facilitate the adaptation to innovation. (Demir, 2006: 370). Social media has been becoming a pervasive and widespread way of using technology among users with the development of mobile communication technology. The institutions that realize the importance of social media innovations effectuate their social media strategies to their target audiences in the sense of turning this situation into an opportunity. Regular updating of today's conditions as technology-based makes enterprise obligatory to keep living and living environments up to date. This change in mobility technology forces businesses and households to bring together subsequent and existing communication facilities. Individual users also experience high expectations due to this rising power of social media. Entrepreneurship potentials of individuals are encouraged as mutual communication and interaction are shared thanks to social environment platforms.

Kuşay (2017: 24) states that for innovation to be adopted by individuals, it is necessary to be convinced in subjects such as the creation and implementation of a certain idea or knowledge. (Tekinalp and Uzun, 2006: 96; Kuşay, 2017: 2). Being aware of this change, professionals are building their current and future status plans on the inevitable development of social media. Social media, where the opportunities for mutual interaction and communication experience can be seen, contributes to revealing the entrepreneurial potential of individuals.

Undoubtedly, media consumption has been continuing to shift from traditional media to social media with an enormous velocity. This change of direction necessarily direct enterprises and brands in the same direction. Today's enterprises and brands are communicating instantly, more effectively with consumers with the help of social media. Due to the nature of social media, today's consumers receive an incredible transfer of information about the product and other related services. While the information is not only transmitted, but also shared virtually through mutual interaction, the transfer of experiences becomes instantaneous.

Due to its nature, social media offers many opportunities to today's users mutually. Social media can be seen as a useful value in terms of providing equal opportunities to entrepreneurs and entrepreneurs waiting for possible opportunities. Social networks in business are used to perform mutual communication and contact with partners, customers, potential customers. Businesses that experience the chance and quickly renew their business connections and the marketing activities of the company's products and services are gaining a more competitive position. (Ukpere et. al., 2014: 553). The success of social media communication depends on the creation of a positive image through communication preparations made in social media. Therefore, managing new technologies and communication channels in social media requires trust management and new skills. (Kuvykaite and Piligrimiene, 2013: 305-306).

Entrepreneurship refers to the act of setting up a new business or reviving an existing business to take advantages from new opportunities. Social media tools are crucially used, especially in entrepreneurship activities to achieve successful promotional activities. Thus, entrepreneurs shape the economy by creating new wealth and new jobs by inventing new products and services (Sinha, 2012: 30).

When the global entrepreneurship index is evaluated by scoring for the countries included in the year of 2019 survey, the ranking is specified as follows. Denmark (79.3), the Netherlands (72.3), Puerto Rico (48.7) are the countries with the highest gains, while Brazil (16.1), Macedonia (23.1), Belize (26.2) are the countries with the lowest points. When the situation is considered for Turkey, its score is (44.5) in 2018 while (39.8) in 2019. (Ács, et al., 2019; 12).

The global entrepreneurship index (GEI) report that includes 137 countries gives many detailed information about the perspective of entrepreneurship. The high-quality entrepreneurship ecosystem for the effectiveness of the country's economy in terms of innovation and new technologies positively affects the entrepreneurial spirit in connection with commercialization. Turkey (39.8) ranks forty fourth. Accordingly, in Turkey high-quality entrepreneurship ecosystem has not come to the desired point in the creation yet. The score and rank information of some of the other countries are listed as follows; The USA (86.8) ranks first, Greece (35.4) fiftieth, and Ivory Coast (19.1) ranked a hundredth, while Chad (8.8) is at the bottom of the list. (Ács, et al., 2019; 19).

In terms of individual and social perspective approaches, activities on employment, economic growth and similar issues contribute to the development of entrepreneurship. The entrepreneurs who transfer the values they received from past generations to future generations are seen as a natural representative or ambassador.

Therefore, it would be beneficial to look at entrepreneurship in terms of Bronfenbrenner's (1979) theory of ecological systems. The authors state that the basis of ecological urbanization is the economic society (eco-society) structure, which develops with the understanding of volunteering, gender equality, and tolerance. (Mengi and Meydan Yıldız, 2017).

The Global Entrepreneurship 2019 Index (GEI) map displays a similar view to the previous year. The rank information of top ten countries given as follows; the United States of America, Switzerland, Canada, Denmark, England, Australia, Iceland, Netherlands, Ireland, and Sweden. constitute the European Union countries with high income level.

Accordingly, the countries that rank first in the regional sense are as follows: Switzerland in the European region, Botswana in Sub-Saharan Africa, Israel, in MENA countries, the USA in the North American region, Australia is ranked first in the Asia-Pacific region and the Chili in South and Central America / Caribbean region. (Ács, et al., 2019; 10-11).

## 2. INSTAGRAM AND WOMAN ENTREPRENEURS

Women and entrepreneurship have been increasingly popular in the past few decades. Women face problems in social issues such as family and friend relationships, childcare responsibilities and etc. Many training and support programs increase the number of women entrepreneurs rapidly and make women entrepreneurs progress healthier in business life. Mobilizing women entrepreneurs through social media ensures that their ventures reach large audiences. Looking at the reasons why people start entrepreneurship activities, many reasons push women to become entrepreneurs.

In Global Entrepreneurship Monitor (GEM) 2016/2017 report, in which 65 countries are listed, some of the information compiled about entrepreneurship in Turkey is given below;

- ✓ 19th in terms of perceived opportunities (49.6),
- ✓ 22 in terms of perceived skills (54.2),
- ✓ 46th in terms of fear of failure (30.9),
- ✓ In 17th place in terms of interventional intent (30.3).

In terms of gender equality, the report stated that the level of early total entrepreneurial activity ranks 61st with the proportion of women/men (0.45). (GEM Global Report 2016/2017: 99).

In the Digital 2020 report prepared by Kemp (2020a), there are approximately 7.95 billion mobile phone connections and 4.54 billion internet users worldwide. There are also approximately 3.8 billion active social media users. Data from some countries in the report; There are 1.61 billion mobile phone connections, 854.5 million internet users and 1.04 billion active social media users in China; 353.2 million mobile phone connections, 288.1 million internet users and 230 million active social media users in the USA; 77.39 million mobile phone connections, 62.07 million internet users and 54 million active users of social media in Turkey. According to the Digital 2020 Global

Overview report, while the world population increased by 1.1% compared to the previous year, the number of unique mobile phone users increased by 2.4%, the number of internet users increased by 7%, and the number of active social media users increased by 9.2%. According to the same report, internet users between the ages of 16-64 use an average of 6h 43m internet and an average of 2h 24m social media daily (Kemp, 2020b).

In light of the data presented above, individuals have to adapt to the technological changes and developments of their communities. On the basis of domestic entrepreneur women, which is one of Goffe and Scase's (1985) entrepreneurial female definitions, Kuşay (2017) conducted interviews with 30 women entrepreneurs using Instagram. In the study, issues such as the adoption, spread, and frequency use of Instagram were evaluated by the author.

Instagram has been one of the most popular social media applications recently, and there are not many studies on the development, use, and marketing communication of Instagram in business life. Social media tools with the most users in the world are Facebook, YouTube, and Instagram, respectively. Instagram is a medium designed especially for visuals, its capability to easily share photos on social platforms contribute to its tremendous growth (Wally and Koshy, 2014: 5). According to the Digital 2020 Global Overview report, Facebook has 2,449 billion users, YouTube 2 billion users, and Instagram 1 billion users worldwide. The countries with the highest number of Instagram users are; USA (120 million), India (80 million), Brazil (77 million), Indonesia (63 million), Russia (44 million), and Turkey (38 million). The data in the report show that 35% of Instagram users are between the ages of 25-34, 30% between the ages of 18-24 and 50.9% of Instagram users are women. (Kemp, 2020b).

Smith (2017) informed that over the years, Instagram has proven to be a powerful visual channel to build brand awareness and a loyal and responsive audience. With over 500 million users logging into Instagram every day, the social media platform has continued to help small businesses of all types increase their objectives. Women Micro entrepreneurs are proactively using social networks to advertise their goods and services and then make use of this mobile technology, which works for them in terms of client payments and banking. This is beneficial because all it requires is for one to have a mobile phone and basic literacy to operate the phone (Ukpere et. al., 2014: 553).

Among the social media tools, Instagram is the platform with the highest percentage of women. Instagram enables women entrepreneurs to market the products they produce at home efficiently. Instagram eliminates many of the challenges women face during the process of starting a business. Instagram has become an important platform that supports entrepreneurship activities of women entrepreneurs. Many women open the store that they cannot open in a physical environment via Instagram and create their own business. Also, many women who have achieved success in Instagram open their physical store and grow their business. From this point of view, Instagram supports women's business life and contributes to the national economy.

Wally and Koshy (2014) and Alkhowalter (2016) reported that women users as entrepreneurs prefer to use Instagram about developing business activities. Studies stated that Instagram paves the way for starting a business and increase women's participation in the workforce. Especially the structure of Instagram, which is more transparent and allows connection between people that do not know each other in person, serves as a portfolio for people preferring to show their work (Genç and Öksüz, 2015: 297).

In their study, Mamodu (2019) and Wally and Koshy (2014) stated that Instagram is a useful application for women who do not have a workplace and produce at home. The products and services provided by Instagram are a costly cause of advertising and so forth.

This study tries to explain entrepreneurship activities on Instagram, as one of the social media tools of women. The obstacles and advantages faced by women during their entrepreneurship activities were tried to be examined through the interview method.

### 3. METHODOLOGICAL ASPECTS OF QUALITATIVE ANALYSIS

The development of social media creates an environment for generating new business opportunities beyond interactive communication. The purpose of this study is to examine how women who realize their skills in gastronomy transform their social media environments into a workforce. The advantages and disadvantages of women with an entrepreneurial spirit about how they achieved such an idea in the process of turning social media into a business area, how they decided to implement their plans, and their initiatives are questioned.

Table 1. Profile of Interviewees.

Code	Year of Birth	Level of Education	Marital Status	Number of Children	Gastronomy Products on Offer	Date of Interview	Duration of Interview (min)
E1	1975	High School	Married	2	stuffed leaves, stuffed meatballs, bread, pastries, cookies	13.11.2019	28
E2	1988	University	Married	2	stuffed leaves, stuffed meatballs, bread, pastries, cookies	13.11.2019	15
E3	1991	University	Married	-	Traditional Hatay Flavors	10.12.2019	22
E4	1996	University	Single	-	noodles, cookies, mantı (Turkish ravioli), stuffed leaves, tomato paste	02.12.2019	31
E5	1992	University	Married	1	noodles, tarhana, pomegranate syrup, tomato paste, pickle	30.11.2019	27

The sample of the research made up of women users who use Instagram as a business and have an entrepreneurial spirit. In the research, a simple random sampling method has been chosen. The research is limited to 5 women entrepreneurs who use Instagram accounts to promote, share, and sell gastronomy products. Information about entrepreneurial women operating on Instagram was obtained through telephone conversations due to the physical distances. The semi-structured interview method was adopted to obtain more detailed information from the sample, to ask questions and sub-questions. During the interviews, the participants expressed their thoughts in a comfortable atmosphere. Before starting the interview with women entrepreneurs, four main themes related to the study were identified: Reasons that push women into entrepreneurship; disadvantaged elements of women entrepreneurship; advantageous elements of women entrepreneurship and secrets of success. Within the themes determined, questions and sub-questions were directed to women entrepreneurs during the interview.

All women participating in the interview are entrepreneurial people who offer their food to the customer and sell it via Instagram. The participants are promoting their local dishes or home meals via Instagram. In the interviews, some information shows that women entrepreneurs generally have small enterprises and have between 1.000-25.000 followers on Instagram. When the usage frequency of the application observed, it demonstrates that women entrepreneurs are selling food by Instagram to contribute to the economy. These women entrepreneurs have not only gained their economic independence by opening their businesses, but also, they have obtained employment for 2-5 people. Female respondents who produce gastronomy products on Instagram are represented by the codes E1-E2-E3-E4-E5 in the sense of Entrepreneur 1-Entrepreneur 5.

There are many reasons for women entrepreneurs to use their products and services for selling on Instagram. Participants use Instagram to improve their current business. Participants face various difficulties while continuing their commercial activities. In addition, according to the information provided about the entrepreneurship activities of these women entrepreneurs, they can obtain a number of advantages.

### 4. REASONS THAT PUSH WOMEN INTO ENTREPRENEURSHIP

Rapid changes and developments in social structure are useful in working life as in all areas of life. Day by day, male domination has been shaken in business life, and women entrepreneurs are

increasingly gaining the opportunity to show themselves in this competitive field. Women want to say that we are also in business life with the idea that not only their traditional roles will be enough in today's conditions. Primarily, entrepreneurship is a survival instinct that motivates women to start a business. Around the world, dismal economic conditions, high unemployment rates, and divorce catapult women into entrepreneurial activities (Jalbert, 2000: 23).

Many factors that direct women's entrepreneurship activities take place in the literature and vary from author to author. For instance, Perez and Hernandez (2016) classified (i) internal reasons, (ii) external reasons, (iii) family reasons, and (iv) reasons related to cultural change and development of women. Frank (2011) found that the reasons that lead women to entrepreneurship are not only poverty and involuntary exclusion from the labor market, but also to earn an income; interest in doing business; increased flexibility and autonomy; possibility to combine with family obligations; and re-negotiating spatial practices. Taylor (1988) noted that negative causes that may push women to entrepreneurship, traumatic events such as dismissal or job loss; trouble in a current job; changes in personal situations such as divorce or pregnancy; an increasing need for financial independence, as a desire for new professional challenges.

Examining the factors that motivate women entrepreneurs who are trying to start their own business is possible under two main headings defined as driving factors and attractive factors.

Sharma (2013) explained the factors that affect women's entrepreneurship under two headings as pull factors; independence, self-fulfillment, entrepreneurial drive and desire for wealth, power and social status, cooperation and support of family members and a strong network of contacts and push factors; insufficient family income, dissatisfaction with salaries job, difficulty in finding work and a need for flexible work schedule because of family responsibilities.

Women may also be choosing self-employment over wage employment for another reason than to escape the effects of discrimination on earnings-to obtain greater flexibility in the allocation of their time to work and family responsibilities (Weiler and Bernasek, 2001: 87). Thus, women can take more time to fulfill their family responsibilities.

When examined to the labor market all over the world, male-dominated sectors and accepted social norms reveal that finding a job has limited opportunities for women. In this context, unemployment constitutes the basis of factors driving women to entrepreneurship. Studies show that severe economic conditions, especially at the employment level, are among the factors that encourage the establishment of a business. In many countries, women face the problem of unemployment due to employment difficulties during times of economic changes such as crisis and contraction. Especially for women, the problem of being seen as excess in their workplaces suffered from the end of unemployment and pushed women to start a business (Sarri and Trihopoulou, 2004; Hughes, 2003).

Welsh (2014) said that entrepreneurship tendencies of women who try to establish a work-life balance might decrease because women have a lot of roles in society. The main reason for this is that entrepreneurship is a job that requires risk, stress, long working hours and great responsibility. However, despite its entrepreneurial structure, it carries flexible working hours despite its busy working styles. This situation can be seen as one of the reasons for women to start entrepreneurship.

With each passing day, the number of successful women entrepreneurs is increasing, and this situation inspires other women. Many women want to be the boss of their favorite job. The opinions of the participants about the reasons leading to entrepreneurship presented below;

*...I started entrepreneurship to contribute financially to my husband and home. When I got a positive response from people who tasted my food, I turned this job into a profession. After opening my workplace, my Instagram account and website, it made me more motivated to see more people reach and please... (E1)*

*...My mother is a housewife, and she always needed my father about money. I started this business to ensure my mother's self-confidence and to relieve her embarrassment. My mother cooks well and makes the dishes taste to people around us. Then we started selling on Instagram... (E2)*

*... Before I started this business, I was working in a large company. Although I was not financially satisfied, I had several problems with working conditions and managers. After a while, I decided to start my own business, thinking that I could not overcome these troubles. The fact that my father was a cook was effective in doing this job... (E3)*

*... While I was studying cooking at the university, I started producing various products to earn pocket money. After graduation, I opened the Instagram account, and I earn my income from here... (E4)*

*... I worked in other jobs for a few years before I had a child. When I had a child, I could not continue. But when my child grew up a bit, I did not want to sit idle at home as someone used to earn his own money. I started this business to make both my baby and other mothers happy and earn my own money in the home environment... (E5)*

## **5. DISADVANTAGED ELEMENTS OF WOMEN ENTREPRENEURSHIP**

According to the results of the studies examining women entrepreneurs, in most developed and developing countries, women generally experience many problems different from men due to being women. In their study, Weiler and Bernasek (2001) explained the two most significant obstacles in the development of women entrepreneurship as follows:

- ✓ Despite the reduced discrimination against women, the long-acting male cooperation is still felt and sustained in hiring,
- ✓ Women-owned businesses are less functioning than their male counterparts. One of the most important reasons for this is that customers, lenders, and funders in established male-dominant systems are men, and this becomes a difficulty in finding resources for women.

Singh (2008) mentioned the obstacles in the growth of women entrepreneurship are mainly lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing network and low priority given by bankers to provide loan to women entrepreneurs. A group of factors that discouraged women to start work in the study of Bulsara and Pandurengan (2007) were defined. 40% of women stated that the main discouraging factor is the sourcing of resources for investment, 25% of women stated a lack of family support as a significant discouraging factor and 35% of women stated both sourcing of finance and lack of family support as a main discouraging factor.

### **5.1. Financial Barriers**

Investment and working capital, which is one of the critical factors in entrepreneurship, is one of the factors that the entrepreneur must have in order to start work. It is known that especially women entrepreneurs face various financial difficulties. In this sense, the biggest obstacle for women entrepreneurs is their lack of financial power. A study by Kaur and Hayden (1993) showed that women faced difficulties in providing initial capital. As a result of this research, women who had no ownership had difficulty in giving mortgages when they could not pay the bank. Besides, women complained about the discriminatory behavior of bank managers who did not believe that they would be successful in business life. Women lack the motivation and greed to start a business, and it is assumed that they only do the job to earn pocket money. The fact that women have high entrepreneurship potential, and even if the project and market of the work they do, are not able to show collateral in bank loan applications, can be expressed as an essential financial barrier for women entrepreneurs. It is seen that women entrepreneurs receive support from various institutions and organizations in solving financial problems.

Information obtained from interviews related to financial problems mentioned above;

... I did not have enough money to start a business, I benefited from KOSGEP (Small and Medium Enterprises Development and Support Administration) support and provided the capital of 50.000 TL... (E1)

... We have the problem that some products have high costs during the production phase and that these products do not meet their expenses... (E2)

... We had financial difficulties that we could not calculate when opening a business. However, we overcame it with the help of my family... (E3)

## 5.2. Family Responsibilities

It is a known phenomenon that, socially, women take on most of the responsibilities related to their families. Therefore, when women enter into entrepreneurship, they should spare enough time for both family members and their jobs. However, women have to devote more time to running entrepreneurship business because entrepreneurship requires careful and hard work.

... One day my son's friend had a birthday, and he invited the mothers. Everyone dressed very well. I got laid off due to workload, and I joined with my white coat. My son was angry with me later. Of course, sometimes it is not possible, although we want to spare time for our family. My mother often complains that I cannot call her... (E1)

...Because we do this work with my mother, we get swamped, and sometimes we do not talk for a long time outside of work... (E2)

...Sometimes, I isolate myself from everything because I love my job. Of course, my time spent with my family is decreasing... (E3)

## 5.3. Social Disadvantages

In addition to the business and family responsibilities of women, spending time for activities that will make them happy will increase the inner motivation. However, commercial activities can be restricted to entrepreneurs' desire to socialize. The lack of support mechanisms to help harmonize the home and work lives of women makes women feel work life as an extra burden.

According to the participants, entrepreneurship activities create various barriers in terms of socialization for women. For example: creating time for yourself, performing your personal hobbies, spending time with friends, etc.

... I am a person who loves traveling, exploring new places, and spending time on myself, but since I have a workplace, I often had to postpone my plans for myself. Although there is a high demand for my products, I do not open my workplace on Sundays for both myself and my employees... (E1)

... My mother is doing the production part of this business more, and I am more interested in the social media part. But since I have never done such a job before, I need to get training about it. I also spend most of the day on social media. I spare less time for myself than before... (E2)

... Normally I started this work so that I could spare time for myself whenever I wanted. But because I love my job, I can't spare time for myself... (E3)

... I have a small child, and I have to do my work at home because I don't have a workplace. I am exhausted because I take care of my child and do my job, and I have little time for myself... (E5)

## 5.4. Community Culture Reasons

The most crucial factor in defining women and men in the concept of social culture is gender. The difference between biological sex and gender occurs as a result of social structuring and is known as an interchangeable structure. In many societies, men and women are seen as different creatures, and each considered to have their opportunities, roles, and responsibilities. In this context, social structures impose some social burdens on both women and men and they are expected to act within them.



Women may generally have to take a break from their careers cause of the pressure of the social structure. Therefore, entrepreneurship offers women the opportunity to continue their career from a different point; also, entrepreneurship allows them to keep their motherhood role in a healthy way (Orhan & Scott, 2001: 233). Elements of entrepreneurship, such as being independent and being the employer of the business, enable women to gain more flexible mobility in maternity and femininity roles.

Women in Business and Management Report of the International Labor Organization (2019), considering women's participation in management, states that the highest average rates of women in total management are 31 percent in high-income countries and 26.7 percent in middle-upper income countries between 1991 and 2018.

The burden of family responsibilities of women and the neglect of their place in the business life in social sense are important negative factors affecting the success of women in business life. Especially, in patriarchal societies, the inadequacy of women for their management positions affects entrepreneurship tendencies negatively. The general notion in societies is that women are opposed to work outside of their homes and the basis of this understanding is that women have work to do at home and these jobs will be interrupted. On the other hand, since women are perceived as threats to the head of the family, women are not allowed to work. Women have always had to balance between their home and work life because of living in a value judgment established to serve men and take on household chores.

In societies in which women are considered to be financially dependent on men, women are not welcomed to make decisions on their own. However, women are more restricted not only in business life but also in many areas than men. It is a fact that women are frequently restricted in areas such as participation in various social activities and education.

*... First of all, men in business life exclude women very much and even think that they can deceive women in shopping. However, when I succeeded when they saw what I could do, they started to be with me.... (E1)*

*... There were some who said that they would fail before starting this business, there are many such pages on the internet, and nobody would trust and buy products. Even when I was managing the Instagram account, some said that I would fail because I was a woman... (E2)*

*... Not only foreigners, but even my relatives thought that I could not succeed. Some said you don't need to work when you have a husband... (E3)*

## **6. ADVANTAGEOUS ELEMENTS OF WOMEN ENTREPRENEURSHIP**

Women entrepreneurs globally have been observed to embrace and incorporate what works for them and improved on other aspects, depending on their diverse social-cultural and economic environments in which their ventures are located (Ukpere et. al., 2014: 553).

It emphasized that material and moral emotions are very useful in the use of women with an entrepreneurial spirit. Entrepreneurial women dominate spiritual satisfaction in this process, which primarily aimed at obtaining hobby or financial gain. Continuing business activities on Instagram provides self-confidence and excellent communication with other users. Success in entrepreneurship makes female entrepreneurs feel useful by participating in the production process.

Comments made about them appear in a publicly accessible area; so respecting everyone and responding to the insult with thanks, provides them with some positive qualities such as anger control. It's stated that, although women entrepreneurs regard their long time at home as a restrictive and harmful condition to grow their products, the appreciation of the products they make, and the praise made to them, make the entrepreneur women get the pride of their users and feel free.

*... I satisfy myself with this job. People's likes and kind comments about my products and me make me happy... I work whenever I want... (E3)*

... I think I support many women. I spend my time on beautiful things and also make money... (E4)

... My mother had no self-esteem, and even after she got into this job, her speech to my father changed. They used to quarrel past, and now they cannot find an opportunity from the intensity of the work. Seeing that we succeeded and proceeded on the excellent track made me more confident... (E2)

Another advantage is the feeling of happiness brought by women entrepreneurs reaching their goals, gaining their economic independence along with the income they earn. Thus, women entrepreneurs both contribute economically to their families, create their budgets, and gain respect in the society. It is thought that the purpose of obtaining income in the enterprises of women entrepreneurs increases the sense of responsibility and makes the work intensity bearable.

... Earning my own money increased my self-confidence. I got to know a lot of people because of my workplace. Being useful to people made me feel happy... (E1)

... I make money without leaving my house and raise my child... (E5)

## 7. SECRETS OF SUCCESS

The unique principles or success secrets of people who are successful in entrepreneurship activities can be mentioned accordingly. In this context, learning about the factors that make them successful in the interviews with entrepreneur women can help potential entrepreneur women.

... I have never given up... I have always used quality food ingredients ..., I have always kept customer satisfaction at the forefront... (E1)

... We have always taken care to ensure that the products we produce are natural and additive-free. In this way, we have enabled those who try our products to request it again... (E2)

... I'm not doing this for money. If the primary purpose were money, I would not do this job. The essential factor in my success is that my customers are satisfied. I start happier next time with nice feedback from them... (E3)

... Loving my profession. I love spending time in the kitchen. I like to smile on the face of people who consume the products I make... (E4)

## 8. CONCLUSIONS

With the technological developments and social media channels observed in recent years, many women entrepreneurs have emerged. Achieving economic independence, contributing to family income, and realizing their ideals are among the main reasons for women's initiatives. Another result of these initiatives was the reopening and interpretation of women's social roles. Social media has not only affected the personal lives of women entrepreneurs but also significantly affected their family, social, and business lives.

The research has been conducted on the social roles of women entrepreneurs running their business on Instagram, which is one of the most popular social networking sites in the world, and the reasons for Instagram choices as a business channel. As a result of the analysis of face to face interviews, some implications divided into two main categories: implications for entrepreneurial activities and implications for gender roles.

Nowadays, it is seen that women have been increasing their effectiveness day by day, and it is quite significant for both themselves and society. What's more, their being more educated, determined, ambitious, enables them to strengthen their economic independence and position in society by saving them from being dependent on men. The most crucial fact that provides this power to women is their entrepreneurship feature. With the entrepreneurship activity, the women get material and moral gains. On the other hand, they have the opportunity to turn judgments about gender

discrimination in favor of women with features such as independence, financial opportunities, social service, job security, family employment, and challenge.

Despite the overall upward trend of women's business life functions, currently in Turkey as well as all over the world, many problems are observed to be arising that prevent them from taking part in business life. According to the Women in Business and Management Report (2019), the low share of women in management mirrors their low share as employers. For example, in Turkey, the proportion of women in both categories remains below 15 percent. Women Economic Empowerment Study (2019) of World Bank reports that among the top managers of business class in Turkey, women are considered at various percentages: at small enterprises 5.1 percent, at medium enterprises 7.1 percent, at large enterprises 2.1 percent.

In the research, the effects of entrepreneurship activities of women entrepreneurs with an entrepreneurial spirit that made Instagram a business area have been examined. According to the research results, the primary purpose of the majority of women engaged in entrepreneurship on Instagram is to earn money and to gain economic freedom. In cases where only one person works in the family, creating financial resources for both family budget and personal expenses is one of the issues that women entrepreneurs care about. Therefore, it can be said that women entrepreneurs started their entrepreneurship activities due to the lack of financial opportunities.

One of the important information obtained as a result of the interviews is that self-realization is one of the important reasons for women entrepreneurs to open a business. We can say that women engage in entrepreneurship activities to have a strong presence in society, to be respected by the people around them and to increase their self-confidence. Women entrepreneurs are expected to comply with social norms within the framework of social culture. Women, including developed and developing countries, should primarily be concerned with their families, homes and children, and this is their primary duty. However, it is one of the conclusions drawn from the interviews where women entrepreneurs took both family responsibilities and business responsibilities together. This has been achieved as a result of interviews, which led to disadvantages such as female entrepreneurs not being able to allocate time for them, not being able to do their private work or even having time to rest.

In the interviews, it is seen that the participants are very satisfied with using Instagram to promote and sell their products. They stated that they reached more people with their Instagram account, and that their sales and income increased. In addition, the participants stated that Instagram contributed to the expansion of the social environment by allowing it to meet new people.

Interviews with women entrepreneurs selling gastronomy products by opening an account on Instagram show that they can achieve their goals with the determination and sacrifices of women in business life. However, societies need to change their negative view of women and, on the contrary, support them. Because the motivation of the woman entrepreneur by her family, friends and close circle will facilitate her success

Of course, as in every study, this study has some limitations. Firstly, there is a sample restriction resulting from the chosen method. The study had to do with a limited number of participants. Also, time and access restrictions are other limitations of the study.

The city where the design made in the space with an understanding of ecological planning named the ecological city (eco-city). The eco-city approach, which is self-sufficient and adaptable to the innovations of the era, is said to be an environmentalist model. According to this understanding, it stated that planning has an important place in ensuring a balance between environmental and cultural values, economy, and technology. It also stated that this urban planning approach protects natural resources without damaging cultural and historical values with a protective perspective. (Meydan Yıldız, 2016; Premalatha et al., 2013; Jong et al., 2013).

The development of a sustainable environmental understanding depends on creating social responsibility and awareness of social sensitivity. Just as human existence and development requires sustainability, the natural environment in which we live and which is the home of humanity requires similar needs and attention. Consequently, the understanding of the ecological city is seen as one of the factors that can contribute to the resolution of conflicts that have become irreconcilable between humanity and nature. In this way, the development of ecological cities can contribute to the rapid recovery and sustainability of the natural environment that we have destroyed. With the construction and cooperation of ecological cities, we may have an ecological world after ecological countries. Humanity must leave the values it has received from previous generations by making them better for the next generations. As a result, it can leave this trust as a beautiful legacy to future generations by revealing that technology and innovations can be carried out in harmony with the natural environment in a habitable environment. The technologies and innovations that today's humanity uses and develops in economic systems must comply with the natural environment. Being aware of this situation and creating awareness about it in every sense depends only on our acting in harmony with nature. Otherwise, everything we do and strive for development will be in danger.

## REFERENCES

- Alkhowalter, W. (2016). The power of Instagram in building small businesses, Lecture notes in computer science (Including subseries lecture notes in artificial intelligence and lecture notes in bioinformatics), 9844, 59-64.
- Bronfenbrenner, U. (1979). The ecology of human development. Harvard University Press, United States of America.
- Bulsara, H. P. & Pandurengan, V. (2007). Developing women entrepreneurship: A challenge. In P. Jyothi (Ed.), *Entrepreneurship: Issues and Challenges* (pp. 387–406). India: Allied Publications Pvt. Ltd.
- Chakravarty, S. & Dubinsky, A. (2005). Individual investors' reactions to decimalization: innovation diffusion in financial markets. *Journal of Economic Psychology*, 26(1), 89-103.
- Demir, K. (2006). Rogers'ın yeniliğin yayılması teorisi ve internetten ders kaydı. *Kuram ve Uygulamada Eğitim Yönetimi*, 47(47), 367-392.
- Franck, A. K. (2012). Factors motivating women's informal micro-entrepreneurship: experiences from Penang, Malaysia. *International Journal of Gender and Entrepreneurship*, 4(1), 65-78.
- Genç, M. & Öksüz, B. (2015). A fact or an illusion: Effective social media usage of female entrepreneurs. *Procedia-Social and Behavioral Sciences*, 195, 293-300.
- Global Entrepreneurship Monitor Global Report 2016/2017, Global Entrepreneurship Research Association (GERA), 99. (<https://www.gemconsortium.org/report/gem-2016-2017-global-report>).
- Goffee, R. & Scase, R. (1985). *Women in charge: The experiences of female entrepreneurs*. Allen & Ulvin. London, United Kingdom.
- Hughes, K. D. (2003). Pushed or pulled? women's entry into self-employment and small business ownership. *Gender, Work & Organization*, 10(4), 433-454.
- Jalbert, S. E. (2000). *Women entrepreneurs in the global economy*, Center for International Private Enterprise, New Jersey.
- De Jong, M., Wang, D., & Yu, C. (2013). Exploring the relevance of the eco-city concept in China: the case of Shenzhen Sino-Dutch low carbon city. *Journal of Urban Technology*, 20(1), 95-113.

- Kaur, D. & Carol H. (1993). Not just for pin money: A case study of the west midlands clothing business start-up project, in Sheila Allen and Carole Truman (eds.), *Women in Business*, (pp. 101-120). New York: Routledge.
- Kemp, S. (2020a), *Digital 2020: Global Digital Yearbook*, Retrieved February 02, 2020 From: <https://datareportal.com/reports/digital-2020-global-digital-yearbook>
- Kemp, S. (2020b), *Digital 2020 Global Overview Report*, Retrieved February 02, 2020, From: <https://datareportal.com/reports/digital-2020-global-digital-overview>
- Kuşay, Y. (2017). İş gücü alanı olarak sosyal medyanın kullanımı ve girişimci kadınlar. *Kadın ve Toplumsal Cinsiyet Araştırmaları Dergisi*, (1)1, 23-33.
- Kuvykaite, R. & Piligrimiene, Z. (2013). Communication in social media for company's image formation. *Economics and Management*, 18(2), 305-317.
- Mamodu, C., Moses, C., Ekeagbara, J., & Peter, D. (2019). Effects of instagram marketing on female entrepreneurial performance in Lagos Nigeria: An exploratory study. *Covenant Journal of Entrepreneurship*, 3(2), 60-75.
- Mengi, A. & Meydan Yıldız, S. G. (2017). Eko-Kent için yeni bir belediyeçilik anlayışı ve Türkiye'de uygulanabilirliği. *Belediyelerin Geleceği ve Yeni Yaklaşımlar*, (Ed. Mahmut Güler ve A. Menaf Turan), (pp. 453-462), İstanbul: Marmara Belediyeler Birliği Kültür Yayınları.
- Meydan Yıldız, S.G. (2016). Çevre bilinci ve eko-kent planlaması: Gölbaşı özel çevre koruma bölgesi örneği. *Yayımlanmamış doktora tezi*, Ankara: Ankara Üniversitesi Sosyal Bilimler Enstitüsü, Ankara.
- Orhan, M. & Scott, D. (2001). Why women enter into entrepreneurship: an explanatory model. *Women in Management Review*, 16(5), 232-247.
- Premalatha, M., Tauseef, S. M., Abbasi, T. & Abbasi, S. A. (2013). The promise and the performance of the world's first two zero carbon cities. *Renewable and Sustainable Energy Reviews*, Editor: Lawrence L. Kazmerski, Volume: 25, 660-669.
- Rogers, E. M. (1995). Diffusion of innovations: modifications of a model for telecommunications. In: Stoetzer MW., Mahler A. (eds) *Die Diffusion von Innovationen in der Telekommunikation*. Schriftenreihe des Wissenschaftlichen Instituts für Kommunikationsdienste, vol 17. Springer, Berlin, Heidelberg.
- Sarri, K., & Trihopoulou, A. (2005). Female entrepreneurs' personal characteristics and motivation: a review of the Greek situation. *Women in Management Review*, 20(1), 24-36.
- Sharma, Y. (2013). Women entrepreneur in India. *IOSR Journal of Business and Management*, 15(3), 9-14.
- Sinha, E. (2012). Women entrepreneurship with special reference to Bardoli, Gujarat. *ANVESHAN, IMR's Management Research Journal*, 3(1), 30-35.
- Smith, K. (2019). Building an Instagram following for your small business, Retrieved January 05, 2020, From: <https://www.lyfemarketing.com/blog/building-an-instagram-following/>
- Song, Y. (2011). Ecological city and urban sustainable development, *Procedia Engineering*, 21(1), 142-146.
- Tarde, G. (1969). *Gabriel Tarde on communication and social influence: Selected papers*, University of Chicago Press, Chicago, United States of America.
- Taylor, R. (1988). *Exceptional entrepreneurial women: strategies for success*. New York: Plenum Press.
- Tekinalp, Ş. & Uzun, R. (2006). *İletişim araştırma ve kuramları*. II. Baskı, İstanbul: Beta Yayınları,

Ukpere, C. L., Slabbert, A. D., & Ukpere, W. I. (2014). Rising trend in social media usage by women entrepreneurs across the globe to unlock their potentials for business success. *Mediterranean Journal of Social Sciences*, 5(10), 551-551.

Wally, E. & Koshy, S. (2014). The use of Instagram as a marketing tool by Emirati female entrepreneurs: an exploratory study, 29th International Business Research Conference, World Business Institute Australia, Australia, 1-19

Weiler, S., & Bernasek, A. (2001). Dodging the glass ceiling? Networks and the new wave of women entrepreneurs. *The Social Science Journal*, 38(1), 85-103.

Welsh, D. H. B. (2014). *Creative cross-disciplinary entrepreneurship: A practical guide for a Campus-wide program*. New York: Palgrave MacMillan.