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The Influence of Social Media Marketing on Small Business Growth - A Study of Delhi University Undergraduate Startups

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Abstract

The way businesses work is changing because of platforms. This change is making media marketing crucial for small businesses to expand. Since small businesses usually do not have a lot of money social media is a way for them to advertise their products and connect with customers. It also helps them build a reputation.

Some students at Delhi University are starting their businesses while still studying.

They use media to sell products meet potential customers and make their business known. Social media marketing helps these students and their small businesses. Delhi University students are really getting into starting their businesses and social media is a part of that. Social media marketing helps small businesses run by Delhi University undergraduate students grow. This study explores how social media marketing helps these small businesses expand. It tries to find out which social media platforms these students use the most what kind of marketing they do and what problems they face when using marketing tools. The study is based on information collected from students who own startups in some Delhi University colleges.

These students had to answer a set of questions. The study also uses information from books, academic journals and other research studies that have been done before on social media marketing and small businesses run by Delhi University undergraduate students. This study aims to help us understand student entrepreneurship better.

It will highlight how important social media marketing is for university-based startups. Student entrepreneurship is a part of this study. The study focuses on how social media marketing can help university startups. Social media marketing plays a role in student entrepreneurship. Social media marketing is also vital, for business growth.

Keywords: Social Media Marketing, Small Business Growth, Undergraduate Entrepreneurship, Delhi University

1. Introduction

The way businesses talk to people and promote things has changed a lot because of technology. With smartphones and cheap internet social media has become a tool for businesses to reach

customers. Platforms like Instagram, WhatsApp, Facebook and YouTube help businesses connect with people and promote products, which helps build brand awareness.

For businesses social media marketing is really valuable because it does not cost a lot of money compared to ads like TV, newspapers and billboards. Small businesses do not have a lot of money. Do not know a lot about marketing so social media is a practical solution for them. Over the years more and more students have started their businesses while they are studying. These businesses usually operate online. Rely heavily on social media for promotion and customer engagement. Delhi University, one of India's universities has seen a rise in student-led startups in areas like clothing, digital services, food delivery, tutoring and reselling. These startups often use social media marketing to promote products reach customers and establish their brand. This study looks at how social media marketing affects the growth of startups at Delhi University.

It explores the platforms used by student entrepreneurs, their marketing strategies and the challenges they face while managing businesses and studying. The study focuses on media marketing and its impact on undergraduate startups. Social media marketing plays a role in the growth of these startups. Delhi University undergraduate startups rely heavily on media marketing to reach customers. Social media marketing is important for these startups to grow and reach people.

The growth of media has helped these startups at Delhi University to promote their products and services. Social media marketing is a part of the success of these student-led startups, at Delhi University.

2. Literature Review

Social media marketing is when companies use media to tell people about their products or services. They also use social media marketing to talk to their customers and build relationships with them. This is different from the way of advertising. With media marketing companies can talk to their customers directly and get feedback right away. Researchers say that social media marketing helps companies get their name there make their customers happy and keep them coming back. When companies talk to their customers on media by liking and commenting on posts they make a stronger connection with their customers.

- Social media marketing is good for companies
- It helps them get to know their customers

One of the things about social media marketing is getting customers involved. When customers like and comment on posts share things review products and talk about things it means they are really interested in media marketing. When customers are involved they are more likely to trust the company and want to buy from them.

Another thing that is important for media marketing is making good content. Companies use pictures, videos and stories to get people's attention and make them want to talk to them. Telling stories. Using content that customers make themselves also helps companies and customers get along. Social media marketing is not all easy. Making content that people want to look at takes creativity and time. The rules of media change a lot so sometimes companies' posts do not get seen as much as they want them to. Sometimes customers say things about companies. That can hurt their reputation if they do not handle it correctly. Students are usually good at using the internet and social media. When they start their businesses they have trouble with things like planning and money. Because social media marketing is easy to use and does not cost a lot many students use social media marketing to promote their businesses.

Even though a lot of people have studied media marketing not many people have looked at how students who start businesses, in college use social media marketing. This study looks at how

students at Delhi University use social media marketing to help their businesses grow.

3. Research Methodology

This study checks how social media marketing helps startups run by students grow.

It uses a research plan to find this out.

=>Data Sources

The study uses two types of data.

Primary data comes from a questionnaire given to undergraduate students at Delhi University who run their startups.

These students told us about their experiences with media marketing.

Secondary data comes from journals, books and past research studies, on marketing and entrepreneurship.

We looked at what other researchers have found out about these topics.

=> Sample Design

Population: We focused on students who own startups at Delhi University.

These are the people we wanted to learn from.

Sample Size: We got 100 respondents to answer our questionnaire.

This number helps us understand their views better.

Sampling Method: We used convenience sampling to get these 100 respondents.

This method helped us quickly find people who fit our criteria.

Data Collection Tool

We made a list of questions that people could choose answers from and statements that people could say how much they agree with. We did this to get some information, about student entrepreneurs and how they do marketing. We also wanted to know how well the businesses of student entrepreneurs are doing and what kind of challenges student entrepreneurs have to deal with.

Data Analysis Techniques

	Column 1	Column 2	Column 3	Column 4	Column 5	Column 6	Column 7	Column 8	Column 9	Column 10	Column 11	Column 12	Column 13	Column 14	Column 15	Column 16	Column 17	Column 18	Column 19	Column 20
Column 1	1																			
Column 2	-0.02141	1																		
Column 3	0.052812	-0.06376	1																	
Column 4	-0.08613	0.152977	0.176345	1																
Column 5	-0.01828	-0.09625	0.246433	0.220545	1															
Column 6	-0.02601	0.044491	-0.10006	-0.10067	-0.15986	1														
Column 7	-0.05255	0.200393	0.045949	0.238853	0.078276	0.294564706	1													
Column 8	0.019934	0.076716	-0.00371	-0.01929	-0.14293	0.26019859	0.013821	1												
Column 9	-0.01051	0.024028	-0.023	-4.4E-18	-0.02181	0.14296542	0.013955	0.224746	1											
Column 10	0.063207	0.063844	0.030386	0.077049	0.060409	0.03723255	0.162696	0.338216	0.167162	1										
Column 11	0.311394	0.077943	0.119694	-0.07839	-0.15386	-0.01972851	0.101805	0.172357	0.204486	0.284462	1									
Column 12	0.113835	0.081832	-0.0172	-0.06811	-0.01925	-0.119991488	-0.07721	0.228577	-0.03146	0.11079	0.226228	1								
Column 13	0.131557	0.127983	0.080837	0	0.162721	-0.22865444	-0.14021	-0.32594	-0.03917	0.005075	0.087241	0.120857	1							
Column 14	0.053155	0.037827	0.024844	-0.10812	0.103659	-0.099171386	-0.10478	-0.20715	-0.08226	-0.0093	-0.07062	0.13861	0.56305	1						
Column 15	0.170601	-0.02557	0.043387	-0.03561	0.079388	-0.152960639	-0.13224	-0.19232	-0.07509	-0.0498	-0.03768	0.111718	0.409677	0.424263	1					
Column 16	0.053303	-0.09268	-0.00439	-0.24551	0.156498	-0.008238852	-0.30649	-0.21941	-0.01868	-0.18901	-0.18283	-0.04093	0.339837	0.313986	0.404475	1				
Column 17	0.074658	-0.06	0.003339	-0.1114	0.19732	-0.18050447	-0.13065	-0.25623	-0.05752	-0.03579	-0.23378	0.070064	0.176703	0.391197	0.324058	0.260684	1			
Column 18	0.102628	0.130236	0.254157	0.079725	0.078055	-0.055036391	-0.00676	-0.06063	-0.02501	0.008819	-0.02009	-0.056	0.313662	0.289888	0.335917	0.271813	0.321873	1		
Column 19	0.049066	-0.00427	0.109597	0	0.104065	-0.17885753	-0.04469	-0.17283	-0.11811	-0.05089	-0.17106	0.160794	0.492156	0.466545	0.563687	0.357968	0.474916	0.392606	1	
Column 20	0.127649	-0.03286	0.132231	-0.18506	0.146856	-0.17299628	-0.16194	-0.23864	-0.12528	-0.02582	-0.06061	-0.03731	0.470321	0.435057	0.478831	0.529115	0.333809	0.456497	0.454639	1
CORRELATION																				
Activate Window																				

CORRELATION

Activate Windows

We went through the information we collected and did some math to figure out what it all meant. We were really curious about how student startups use media marketing. Student startups are very interesting. We wanted to learn more, about how they use media marketing to get the word out.

Limitations :

Our study has some problems, including:

Limited sample size

We did not have a lot of time

The students who answered our questions might not have told the truth about social media marketing usage, among student startups.

4. Data Analysis and Interpretation

The analysis of survey responses provides insights into how student entrepreneurs utilize social media marketing.

	Column7	Column8	Column9	Column10	Column11	Column12	Column13							
3	Mean	1.432692	Mean	1.230769	Mean	1.509615	Mean	1.923077	Mean	2.085538	Mean	4.221154		
6	Standard Error	0.073284	Standard Error	0.056719	Standard Error	0.075486	Standard Error	0.070994	Standard Error	0.055826	Standard Error	0.072248		
1	Median	1	Median	1	Median	1	Median	2	Median	2	Median	4		
1	Mode	1	Mode	1	Mode	1	Mode	2	Mode	2	Mode	4		
1	Standard Deviation	0.74739	Standard Deviation	0.578427	Standard Deviation	0.724002	Standard Deviation	0.569918	Standard Deviation	0.655234	Standard Deviation	0.736783		
1	Sample Variance	0.558532	Sample Variance	0.334578	Sample Variance	0.524178	Sample Variance	0.324122	Sample Variance	0.429392	Sample Variance	0.542849		
1	Kurtosis	0.226706	Kurtosis	4.397099	Kurtosis	0.41892	Kurtosis	-0.28386	Kurtosis	0.117261	Kurtosis	-0.63901	Kurtosis	3.394118
4	Skewness	1.373054	Skewness	2.397112	Skewness	1.501588	Skewness	1.06143	Skewness	-0.013393	Skewness	-0.08966	Skewness	-1.26773
2	Range	2	Range	2	Range	2	Range	2	Range	2	Range	2	Range	4
1	Minimum	1	Minimum	1	Minimum	1	Minimum	1	Minimum	1	Minimum	1	Minimum	1
3	Maximum	3	Maximum	3	Maximum	3	Maximum	3	Maximum	3	Maximum	3	Maximum	5
2	Sum	149	Sum	128	Sum	146	Sum	157	Sum	200	Sum	217	Sum	439
4	Count	104	Count	104	Count	104	Count	104	Count	104	Count	104	Count	104
5	Confidence Level(95.0%)	0.145341	Confidence Level(95.0%)	0.11249	Confidence Level(95.0%)	0.149709	Confidence Level(95.0%)	0.1408	Confidence Level(95.0%)	0.110718	Confidence Level(95.0%)	0.127427	Confidence Level(95.0%)	0.143286
				</										

	Column14	Column15	Column16	Column17	Column18	Column19	Column20							
4	Mean	4.144231	Mean	3.990385	Mean	4.028846	Mean	4.134615	Mean	3.855769	Mean	4.288462	Mean	4.125
8	Standard Error	0.091067	Standard Error	0.092164	Standard Error	0.080208	Standard Error	0.078563	Standard Error	0.096056	Standard Error	0.084974	Standard Error	0.082763
4	Median	4	Median	4	Median	4	Median	4	Median	4	Median	4	Median	4
4	Mode	4	Mode	4	Mode	4	Mode	4	Mode	3	Mode	5	Mode	4
3	Standard Deviation	0.928704	Standard Deviation	0.939895	Standard Deviation	0.817963	Standard Deviation	0.801185	Standard Deviation	0.979581	Standard Deviation	0.866564	Standard Deviation	0.844025
9	Sample Variance	0.862491	Sample Variance	0.883402	Sample Variance	0.669063	Sample Variance	0.641897	Sample Variance	0.959578	Sample Variance	0.750934	Sample Variance	0.712379
8	Kurtosis	2.409602	Kurtosis	1.388266	Kurtosis	2.226445	Kurtosis	-0.25593	Kurtosis	-0.23629	Kurtosis	1.79328	Kurtosis	0.265829
3	Skewness	-1.40579	Skewness	-1.05363	Skewness	-1.03042	Skewness	-0.59582	Skewness	-0.46255	Skewness	-1.33001	Skewness	-0.83502
4	Range	4	Range	4	Range	4	Range	4	Range	4	Range	4	Range	3
1	Minimum	1	Minimum	1	Minimum	1	Minimum	2	Minimum	1	Minimum	1	Minimum	2
5	Maximum	5	Maximum	5	Maximum	5	Maximum	5	Maximum	5	Maximum	5	Maximum	5
9	Sum	431	Sum	415	Sum	419	Sum	430	Sum	401	Sum	446	Sum	429
4	Count	104	Count	104	Count	104	Count	104	Count	104	Count	104	Count	104
6	Confidence Level(95.0%)	0.18061	Confidence Level(95.0%)	0.182786	Confidence Level(95.0%)	0.159073	Confidence Level(95.0%)	0.15581	Confidence Level(95.0%)	0.190504	Confidence Level(95.0%)	0.168525	Confidence Level(95.0%)	0.16425

Profile of Respondents

Most of the people who answered were in their fourth year of college which means that students usually start their own businesses when they are almost done with school. They tend to do this when they're in the later part of their time at college like, in their third or fourth year.

Types of Startups

Column1		Column2		Column3	
Mean	1.557692	Mean	3.375	Mean	2.846154
Standard Error	0.050809	Standard Error	0.064363	Standard Error	0.136483
Median	2	Median	3	Median	3
Mode	2	Mode	3	Mode	3
Standard Deviation	0.518154	Standard Deviation	0.656373	Standard Deviation	1.391857
Sample Variance	0.268484	Sample Variance	0.430825	Sample Variance	1.937267
Kurtosis	-1.5165	Kurtosis	1.685034	Kurtosis	-0.66692
Skewness	-0.02179	Skewness	-0.99439	Skewness	0.368861
Range	2	Range	3	Range	5
Minimum	1	Minimum	1	Minimum	1
Maximum	3	Maximum	4	Maximum	6
Sum	162	Sum	351	Sum	296
Count	104	Count	104	Count	104
Confidence Level(95.0%)	0.100768	Confidence Level(95.0%)	0.127648	Confidence Level(95.0%)	0.270682

The most common types of student-run businesses include:

- Digital services
- Clothing and fashion businesses

- Food and beverage ventures
- Tutoring services
- Reselling businesses

People really, like services and fashion startups. These are popular because they do not need a lot of money to get started. Digital services and fashion startups can also be easily promoted on the internet.

Duration of Business Operations

Most undergraduate startups are than one year old. This shows that student entrepreneurship is still growing. Many of these startups are brand new. They are just getting started. Student entrepreneurship still has a lot of room to grow. Many students are starting their businesses. These startups are usually very new. Student entrepreneurship is still, in its stages.

Social Media Platforms Used

The study shows that WhatsApp and Instagram are used platforms for marketing student businesses. Most students use WhatsApp and Instagram to talk to their customers. They also use these platforms to manage orders and promote their products through images and videos. This helps entrepreneurs to show customers what they have to offer. WhatsApp and Instagram are very helpful, for marketing student businesses. They make it easy for students to reach their customers. WhatsApp and Instagram are tools.

Use of Social Media for Promotion

People say they use media to tell others about their businesses. Digital marketing is very important for student entrepreneurs because they do not have a lot of money. Student entrepreneurs need marketing because they cannot afford to pay for advertising like big companies do.

Student entrepreneurs use media platforms, like Facebook and Twitter to promote their businesses. This is a way for student entrepreneurs to get the word out about their businesses without spending a lot of money. Student entrepreneurs really need marketing to help their businesses grow.

Customer Feedback and Engagement

Social media platforms are a way for businesses to hear from customers. Customers can leave comments send messages and write reviews on these platforms. This is really useful for people who own businesses. They can use this information to make their products and services better. Business owners can also talk to their customers on media. They can find out what customers like and what they do not like. This information helps businesses get better over time. Social media platforms help businesses get feedback from customers, which's very important, for them.

Sales Growth through Social Media

People say that social media marketing helps them sell products. When you can easily see a product and a company talks to its customers. Interacts with them a lot it is good for the company. Social media marketing makes a difference because it gives people a chance to see what a company like this is selling. It helps companies like this talk to their customers. Interact with them frequently which is good for the business and the sales of the company and social media marketing is a part of this. People like to see products on media and it helps companies like this sell things and talk to their customers and social media marketing is important, for this.

Content Posting Frequency

Several student entrepreneurs said they regularly post content. They post a few times a week. This helps keep their audience interested, in what they do. It also makes their brand more well-known to people. They believe that by posting they can build a loyal following. Their audience stays engaged with their content. It helps them to grow their brand.

Paid Advertising

Most student entrepreneurs use free marketing methods like word of mouth of paying for ads. This is because student startups do not have money to spend on ads. They have to be careful with their money so they use marketing strategies like talking to people and using stuff.

Student startups often struggle with funds that's why they prefer free marketing methods, over paid ads. They rely on methods to reach their audience. Free marketing helps them save money and still get their message across.

Challenges Faced by Students

One of the problems students face is balancing school work with running a business. Students usually struggle to manage their time. They have to make content and keep up with marketing. This is really tough for them.

Especially when it comes to balancing responsibilities with business operations. Students deal with this every day. It is hard to balance responsibilities with business operations. Students have to handle school work and business operations. It can be really tough.

They have to do it every day. Is not needed here is the rewritten response: Students face a problem. It is balancing school work with running a business. The thing is students usually have a time managing their time. They have to make content and keep up with marketing. This is something that students really struggle with. Especially when it comes to balancing responsibilities with business operations. Students have to deal with balancing school work and business operations every day. It can be really tough, for them.

They have to find a way to balance school work and business operations.

5. Key Findings

The major findings of the study include:

1. Student entrepreneurship is really common among students in their fourth year.
2. Most of these students start businesses in services and fashion.
3. These businesses are usually new. Just starting out.
4. Many students use Instagram and WhatsApp to market their businesses.
5. They mainly use media to promote their businesses.
6. Getting feedback from customers, on media helps them make their products and services better.
7. Using media to market their businesses helps increase sales and makes their brand more visible.
8. Posting updates regularly on media helps keep customers engaged and makes them more aware of the brand.
9. Student entrepreneurs mostly use free marketing methods because they don't have a lot of money.
10. They focus on services and fashion businesses.
11. Social media marketing helps student entrepreneurs.
12. They use Instagram and WhatsApp.
13. Customer feedback is important.
14. Regular content posting is key.
15. Student entrepreneurs have constraints.

6. Conclusion and Recommendations

The study says that social media marketing is really important for undergraduate startups at Delhi University to grow. Social media platforms are a way for student entrepreneurs at Delhi University to tell people about their products talk to customers and make their brand known. It does not cost a lot of money. Social media marketing helps student entrepreneurs at Delhi University promote their products and talk to customers, which's very helpful when they are just starting out and do not have a lot of money. Student entrepreneurs at Delhi University can use media to get around the usual problems that come with advertising being too expensive and not being able to reach a lot of people.

Student entrepreneurs at Delhi University have to deal with a lot of problems like not having time not knowing much about marketing and not having money. To help undergraduate startups at Delhi University do well there are a things that can be done.

Delhi University should have workshops on marketing. Teach students how to be entrepreneurs so they can learn how to market their products. Student entrepreneurs at Delhi University should make things like videos and stories to get more people to look at their products. If they post things on media at the same time every day and use tools to see how well their marketing is working they can be even better at marketing. Working with people and brand ambassadors can also make their brand well known and help them reach more people.

Also Delhi University and the people who help entrepreneurs should give student-run startups advice and guidance.

Overall social media marketing is a part of starting a business and it gives undergraduate startups at Delhi University a lot of chances to grow and do well in a business world where there is a lot of competition and social media marketing is very important for undergraduate startups, at Delhi University.

7. Recommendations / Suggestions

1. The study gave us some insights. Now we have ideas on what to do next.
2. Universities should offer workshops and training programs that teach students about marketing and social media practices.
3. Student entrepreneurs should create content, such as videos and stories to attract more customers.
4. Startups should post updates, on media at the same time every day or week to reach a wider audience and encourage conversations.
5. Entrepreneurs should use tools to track their marketing performance and adjust their strategy if its not working.
6. Working with influencers or brand ambassadors can help entrepreneurs build trust with their target audience and increase their visibility.
7. Student entrepreneurs need to learn how to manage their time to balance school work and running their business.
8. Universities and startup support teams should provide guidance and support to help student entrepreneurs succeed.
9. The government and educational institutions should support student startups by providing funding and training to help them achieve success.

References / Bibliography

- ♦ I did some research. I used a few sources to help me.
- ♦ These sources include a book written by Philip Kotler and Kevin Keller called Marketing Management. This book was published by Pearson Education in the year 2016.
- ♦ Another book I used was written by Dave Chaffey and Fiona Ellis-Chadwick. This book is called Digital Marketing: Strategy, Implementation and Practice. It was published by Pearson in 2019.
- ♦ I also found an article written by Andreas Kaplan and Michael Haenlein in the year 2010. The article is titled Users of the world unite! The opportunities of media. It was published in Business Horizons.
- ♦ I looked at lots of reports and research articles on Google Scholar that're, about social media marketing and entrepreneurship. I used these media marketing and entrepreneurship sources to get a better understanding of social media marketing and entrepreneurship.