

PERCEPTION OF WOMEN ENTREPRENEURS ON SOCIAL MEDIA USE FOR MARKETING  
COMMUNICATION IN QATAR



An Independent Study Submitted in Partial Fulfillment of the Requirements  
for the Degree of Master of Arts (Communication Arts) in Strategic Communication Management

FACULTY OF COMMUNICATION ARTS

Chulalongkorn University

Academic Year 2022

Copyright of Chulalongkorn University

การรับรู้ของผู้ประกอบการสตรีต่อการใช้สื่อสังคมออนไลน์เพื่อการสื่อสารการตลาดในประเทศกาตาร์



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาโทศึกษาศาสตร์มหาบัณฑิต  
สาขาวิชาการจัดการการสื่อสารเชิงกลยุทธ์ ไม่สังกัดภาควิชา/เทียบเท่า  
คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย  
ปีการศึกษา 2565  
ลิขสิทธิ์ของจุฬาลงกรณ์มหาวิทยาลัย

Independent Study Title      PERCEPTION OF WOMEN ENTREPRENEURS ON SOCIAL  
MEDIA USE FOR MARKETING COMMUNICATION IN QATAR  
By                                      Mrs. Aisha Ali A.T.Al-khulaifi  
Field of Study                      Strategic Communication Management  
Thesis Advisor                      Associate Professor SMITH BOONCHUTIMA, Ph.D.

---

Accepted by the FACULTY OF COMMUNICATION ARTS, Chulalongkorn  
University in Partial Fulfillment of the Requirement for the Master of Arts  
(Communication Arts)

INDEPENDENT STUDY COMMITTEE

..... Chairman  
(SER SHAW HONG, Ph.D.)

..... Advisor  
(Associate Professor SMITH BOONCHUTIMA, Ph.D.)

..... Examiner  
(Associate Professor Worawan Ongkrutraksa, Ph.D.)

จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY

อาอ์ชา อาลี เอ ที อัล-คุลัยฟี :

การรับรู้ของผู้ประกอบการสตรีต่อการใช้สื่อสังคมออนไลน์เพื่อการสื่อสารการตลาดในประเทศ  
กาตาร์. ( PERCEPTION OF WOMEN ENTREPRENEURS ON SOCIAL MEDIA USE FOR  
MARKETING COMMUNICATION IN QATAR) อ.ที่ปรึกษาหลัก : รศ.ดร.สมิทธิ บุญชูดิมา

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อทำความเข้าใจการใช้สื่อโซเชียลมีเดียของผู้ประกอบการสตรี  
ที่ อ ก า ร สื่ อ ส า ร ต ำ น ก า ร ต ล า ต ใน ป ร ะ เ ท ศ ก า ต ำ ร  
การวิจัยครั้งนี้ใช้ระเบียบวิธีวิจัยในการเก็บข้อมูลเชิงคุณภาพจากการสัมภาษณ์เชิงลึกโดยใช้แบบสัมภาษณ์  
แบบ กึ่ง มี โครงสร้าง กลุ่มตัวอย่างคือ ผู้ประกอบการสตรีจำนวน 10  
รายที่ดำเนินธุรกิจมาแล้วอย่างน้อยเป็นระยะเวลา 6 ปี ที่มีอายุระหว่าง 25 ถึง 45 ปี  
การวิจัยครั้งนี้ใช้แนวคำถามเป็นเครื่องมือที่ใช้ในการวิจัยโดยพิจารณาจากคำถาม 5 ข้อ ได้แก่  
เหตุผลในการใช้สื่อโซเชียลมีเดียเพื่อการตลาด การใช้งานสื่อโซเชียลมีเดียเพื่อการตลาด  
ตลอดจน ประโยชน์ ความท้าทาย และ ประโยชน์ ต่อ วิชาชีพ  
ผลการวิจัยพบว่าเหตุผลในการใช้สื่อโซเชียลมีเดียเน้นไปที่ด้านความสะดวกในการเข้าถึงและความคุ้มค่าของ  
แพลตฟอร์มดังกล่าวอันนำไปสู่โอกาสที่หลากหลายสำหรับผู้ประกอบการ ในด้านการใช้งาน  
กลุ่มตัวอย่างเน้นย้ำถึงความสำคัญของการรับฟังความคิดเห็นของผู้บริโภคอันเนื่องจากการกระทำดังกล่าว  
จะทำให้เกิดการตลาดและผู้ประกอบการสามารถสร้างกลยุทธ์ที่มีประสิทธิภาพมากขึ้น ในด้านประโยชน์  
กลุ่มตัวอย่างกล่าวถึงการตลาดผ่านสื่อโซเชียลมีเดียว่าเป็นแพลตฟอร์มที่ผู้ประกอบการสามารถสร้างแบร  
นด์ของตนเองได้ ในด้านความท้าทาย ผู้ประกอบการกล่าวถึงการเพิ่มจำนวนผู้เข้าชม  
การสื่อสารอย่างมืออาชีพ และการจัดการชื่อเสียงของแบรนด์ ในด้านประโยชน์ต่อวิชาชีพ  
รวมถึง การจัดการ และการขยายตลาด รายได้ และการขาย  
และการจัดการชื่อเสียงซึ่งนับว่าเป็นความสำคัญต่อการพัฒนาธุรกิจบนสื่อโซเชียลมีเดียอย่างแท้จริง

สาขาวิชา      การจัดการการสื่อสารเชิงกลยุทธ์      ลายมือชื่อนิสิต .....

ปีการศึกษา      2565      ลายมือชื่อ อ.ที่ปรึกษาหลัก .....

# # 6488031528 : MAJOR STRATEGIC COMMUNICATION MANAGEMENT

KEYWORD: PERCEPTION, SOCIAL MEDIA, MARKETING COMMUNICATION, WOMEN ENTREPRENEUR,  
IN-DEPTH INTERVIEW

This research aimed to understand the social media use of women entrepreneurs for marketing communication in Qatar. It is based on a qualitative approach, using an in-depth, semistructured interview. Participants were ten women entrepreneurs who have been running their businesses for at least six years, aged between 25 and 45. This research employed a question guideline as the research instrument based on five questions such as reasons for using social media for marketing, usage of social media for marketing, benefits, challenges, and professional benefits. The findings showed that the reasons for social media usage focus on ease of access and cost-effectiveness of the platform, which leads to various opportunities for entrepreneurs.

In terms of use, participants highlighted the importance of listening to the consumers as it will lead marketers and entrepreneurs to create a more effective strategy. Regarding benefits, the participants refer to social media marketing as a platform where entrepreneurs can build their brands. Regarding the challenges, entrepreneurs said that growing the audience, professional communication, and managing brand reputation. Professional benefits include marketing management and expansion, revenue and sales, and managing reputation, which are crucial to improving the business on social media.



Field of Study: Strategic Communication  
Management

Student's Signature .....

Academic Year: 2022

Advisor's Signature .....

## ACKNOWLEDGEMENTS

I would like to express my sincere gratitude to my advisor, Dr. Smith Boonchutima, for the guidance, encouragement, and advice you have provided me. I am lucky to have an advisor who cared so much about my work and promptly responded to my questions. I am eternally grateful for the time and effort you have put forth on my behalf. I am very fortunate.

Furthermore, I would like to thank all the committee members: Dr. Worawan Yim Ongkrutraksa and Dr. ShawHong Ser, for all your input into my research development. I would also like to thank all the members of staff at the Faculty of Communication Arts, international program, who helped me complete this project.

Thanks are due to the government of the State of Qatar, represented by its embassy in the Kingdom of Thailand – Bangkok, led by his excellency / Ahmed bin Ali Al-Tamimi.

I must express my gratitude to my family. My parents Ali and Mariam. Who always supported me and gave me encouragement throughout this journey. Thank you for constantly giving me the helpful advice that I needed. Especially my mom, who has provided me with emotional support as I traveled along the program. I can never forget the hard times that she helped me through. To my brothers and sisters, you have all been amazing and supportive.

Lastly, I would like to thank all the key informants for taking the time to answer the interview questions. This research would have never happened without their contribution.

Above all my son Abdulrahman, beloved and a companion in this life.

Aisha Ali A.T.AL-khulaifi

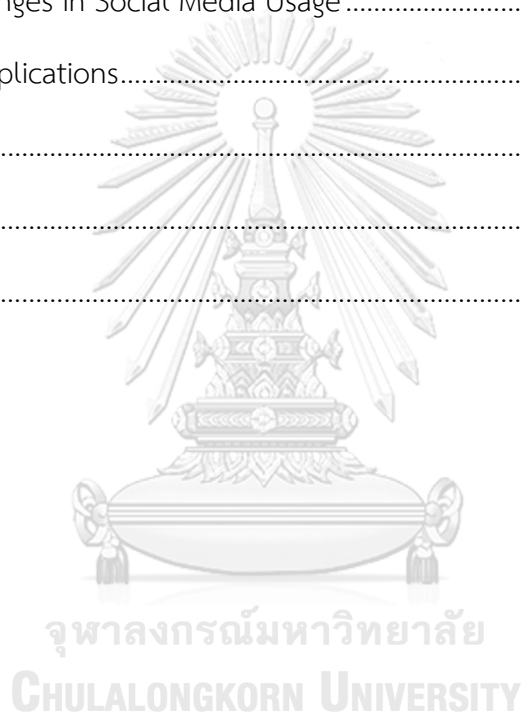
## TABLE OF CONTENTS

	Page
.....	iii
ABSTRACT (THAI).....	iii
.....	iv
ABSTRACT (ENGLISH).....	iv
ACKNOWLEDGEMENTS.....	v
TABLE OF CONTENTS.....	vi
LIST OF TABLES.....	ix
LIST OF FIGURES.....	x
CHAPTER 1.....	1
INTRODUCTION.....	1
1.1 Significance of the Study.....	1
1.2 Research Objectives.....	2
1.3 Research Questions.....	2
1.4 Scope of the Study.....	3
1.5 Operational Definition.....	3
1.6 Benefits of the Study.....	3
CHAPTER 2.....	4
LITERATURE REVIEW.....	4
2.1 Social Media Usage.....	4
2.1.1 Perception of Women Entrepreneurs in Social Media.....	4
2.1.2 Social Media Landscape in Qatar.....	5

2.1.3 Reasons for Social Media Usage .....	7
2.1.4 Benefits of Social Media Usage .....	7
2.1.5 Challenges of Social Media Usage.....	9
2.2 Marketing Communication .....	9
2.2.1 Social Media as a Marketing Tool.....	11
2.3 Women Entrepreneurs.....	11
2.3.1 Women Entrepreneurs in Qatar and other regions.....	14
2.4 Technology Acceptance Model (TAM).....	16
2.5 Conceptual Framework.....	18
Chapter 3.....	19
Research Methodology.....	19
3.1 Research Sample and Sampling Method .....	19
3.2 Research Instruments.....	19
3.3 Data Collection.....	19
3.4 Data Analysis .....	21
3.5 Validity and Reliability.....	21
CHAPTER 4.....	23
Findings.....	23
4.1 Demographic Profile .....	23
4.2 Reasons for using Social Media .....	24
4.3 Social Media Usage in Marketing Communication.....	26
4.4 Benefits of Marketing Communication in Social Media.....	29
4.5 Challenges in Social Media Marketing Communication.....	31
4.6 Professional Benefits of using Social Media in Marketing .....	33



Chapter 5.....	42
Summary and Discussion .....	42
5.1 Summary.....	42
5.2. Discussion.....	43
5.2.1 Social Media Usage.....	43
5.2.2 Benefits of Social Media Usage .....	43
5.2.3 Challenges in Social Media Usage .....	44
5.3. Practical Implications.....	44
5.4. Limitations .....	45
REFERENCES .....	46
VITA.....	50



## LIST OF TABLES

	Page
Table 1 Demographics of the Key Informants.....	23
Table 2 Response of the Key Informants.....	36



## LIST OF FIGURES

	Page
Figure 1 .....	5
Figure 2 Social Media Usage in Qatar by Percentage .....	6
Figure 3 Social Media Advertising Audiences .....	8



## CHAPTER 1

### INTRODUCTION

#### 1.1 Significance of the Study

The emergence of marketing communication through social media has boosted the volume of trade exchanges and economic growth. It has helped many individuals achieve significant profits with the least possible effort Alarabi (2019).

Hence, said that social media ensures the professional perks of raising awareness, increasing sales, and building a reputation. Social media has not only given women entrepreneurs these privileges and easy access to people but also allowed them to do so flexibly and more effectively in their endeavors.

Moreover, the importance of social media in marketing communication lies in these features and the ability to communicate with more than one party simultaneously. As Greenwood et al. (2016) reported, people have various reasons to utilize social media. One common reason is to use it for information purposes and to interact with people worldwide.

This was the opportunity that Qatari women tried to take advantage of, as it was the reason for turning many homemakers into entrepreneurs as they have a strong desire to establish their projects, whether out of a hobby or out passion. (Ahmad, 2016) cited that women entrepreneurs can be defined as women who do not follow the traditional lifestyle that restricts them within the confines of their homes by entering the business world, where they have proven that they are on the same level as their male counterparts.

Sangolagi and Alagawadi (2016) prove the concept and emergence of women's entrepreneurship, and are aware of the development of women's entrepreneurship, in addition, to listing the reasons, for women involving themselves in entrepreneurial activities and listing the challenges faced by women entrepreneurs.

Furthermore, Al-Qathani et al. (2022) reviewed in their research that Qatar's acknowledgment of the need to diversify the economic model, specifically providing women the space in business, has been the uprising of Small and Medium Enterprises (SMEs) in the country. The state also wanted to include a significant percentage of women who possess' talent and education as part of the development process.

Women entrepreneurs are encouraged more in social media because of its features and flexibility. In comparison, implications promote the advancement of knowledge and gender management, focusing on social media usage that can be a tool for having more genderless network activities and pushing for equal treatment (Francesca et al., 2017).

Gulf Times (2022) highlighted the increase of women being encouraged to open their businesses in the country. Most invest in the fashion and food industry to improve their quality of life. However, the country is still looking for the potential of women in the fields of technology and engineering. This movement has also touched on United Nations Sustainable Development Goals harnessing Goals 5 (Gender Equality), 8 (Decent Work and Economic Growth), and 10 (Reduced Inequality).

Women working in social media to harness their marketing communication has been an effective tool to attain the same opportunity as men. Qatar has been seen as a patriarchal society, and including a place for women is needed for development. Moreover, these initiatives and businesses by women can also provide work and opportunities for women to explore their goals and careers. This significantly impacts the country's economy by empowering women to be more involved.

This also reduces the inequality between men and women battling for their place in society. There are jobs and businesses in the country that are still seen for a specific gender only; hence the use of social media promotes a genderless view of talent and skills that is not bounded by society's standards.

Furthermore, the challenges of women in using social media have been an underrepresented issue that needs to be addressed. There needs to be more accessible to the internet that can hamper growth and development.

El Swais (2021) cited MENA Broadband Report that there is a 34% internet gender gap in the Arabic region. These gaps continue to limit the regional inequality reduction and later affect other aspects such as education, technology, business, etc.

Hence, this research tries to stand on the reasons, benefits, and challenges of social media use for marketing communication in Qatar from the perspective of women entrepreneurs, considering the Technology Acceptance Model (TAM) as a framework that will further understand social media usage of the consumer specifically from the view of women entrepreneurs in marketing communication.

## 1.2 Research Objectives

1. To explore the reasons for women entrepreneurs to utilize marketing communication in social media.
2. To study the benefits of social media usage for marketing communication of women entrepreneurs in Qatar.
3. To identify the challenges faced by women entrepreneurs in Qatar using social media for marketing communication.

## 1.3 Research Questions

1. What are the reasons women entrepreneurs utilize marketing communication in social media?
2. What are the benefits of social media usage for marketing communication of women entrepreneurs in Qatar?
3. What are the challenges faced by women entrepreneurs in Qatar using social media for marketing communication?

#### 1.4 Scope of the Study

The research will use a qualitative approach with an In-depth, semi-structured interview questionnaire. The area of research will be conducted in Qatar. Ten participants were selected to answer the question guidelines. They must have had a business for at least six years (Abu-Asbah & Heilbrunn, 2011) and beyond and aged 25 years old to 45 years old, where women rely on social media for their business (Multi-unit Franchisee, 2018). The questionnaire will include five categories exploring the reasons to start marketing communication in social media, usage of social media in marketing communication, benefits of using social media platforms in marketing communication and challenges of using social media for marketing communication, and what are the professional benefits of marketing communication in social media.

#### 1.5 Operational Definition

1. Social Media Usage refers to using any social media channels for women entrepreneurs for their marketing communication.
2. Women Entrepreneurs refers to Qatari who started businesses using marketing communication through social media platforms.
3. Marketing Communication refers to the process through which women entrepreneurs enter into an interactive dialogue with the target audience by introducing the consumer to the product, its characteristics, functions, advantages, and how to use it, and influence the consumer.
4. Reasons for Marketing Communication in Social Media refer to the motivations of women entrepreneurs to use marketing communication in social media.
5. Benefits for Marketing Communication in Social Media refers to the gains and advantages of women entrepreneurs in marketing communication while using social media platforms.
6. Challenges for Marketing Communication in Social Media refer to the disadvantages and the problems women entrepreneurs encounter in marketing communication on social media.

#### 1.6 Benefits of the Study

1. The study's results could help the university provide more up-to-date information about Qatari women entrepreneurs in business and marketing.
2. Practically, this provides importance on using social media as a marketing tool for business and marketing on the global scale as it opens the view in the Arab region.

## CHAPTER 2

### LITERATURE REVIEW

To explore the reasons, benefits, and challenges of social media use in marketing communication from the perspective of women entrepreneurs in Qatar, the second chapter aims to clarify what constitutes social media usage and women entrepreneurs. The literature review comes from past research, journals, and related articles. This chapter is divided into four main sections:

1. Social Media Usage
2. Marketing Communication
3. Women Entrepreneurs in Qatar
4. Technology Acceptance Model (TAM)
5. Conceptual Framework

#### 2.1 Social Media Usage

The definition of social networking sites should be reviewed before defining their use in marketing communication. The emergence of social networking sites, or as they are called social networks, was in the last quarter of the nineties of the previous century, specifically in 1995 when Randy Conrad designed a social site known as classmates.com to communicate with his friends and colleagues in the study. With this unusual step, the first website was registered between people. Social networks are virtual sites through which millions communicate, bringing together similar interests and ideas on specific topics. These sites are social as they provide an opportunity for acquaintance communication and the general exchange of information and experiences between users (Alali et al., 2016).

Greenwood et al. (2016) reported that people have various reasons to utilize social media. One common sense is to use it for information purposes and to interact with people worldwide. Hence, social media also helped in social learning, such as during the height of a social issue. Moreover, people, specifically in the United States, have been using social media in the work context either for entertainment as a source of mental breaks or to seek employment opportunities.

##### 2.1.1 Perception of Women Entrepreneurs in Social Media

Women entrepreneurs identify social media now as a marketing tool that can improve their business. Brand awareness is the most prominent function of social media since more and more businesses are transparent with their information while targeting a mass audience with various needs (Sultan & Sharmin, 2020).

Moreover, according to Genc and Oksuz (2015), women entrepreneurs realized that Facebook has become less relevant in marketing communication since the emergence of Instagram as a visual platform that quickly helps the consumer look at the product with less amount of reading the caption.

Elnahas (2021), social media imposed its presence and impact on various aspects of life, and marketing was one of these aspects that emerged as positive for these platforms. The reasons for using

social media in marketing are summarized in several points: It provides users with advertising services, and the advertiser or the company owner advertises in exchange for specified amounts of money between two parties. The versatility of uses according to interest, inclinations, and desire; an example of this is a learning resource for the student, a source for spreading knowledge, and a common marketing source for companies and consumers. Ease of use, as anyone can use it without needing components, its language is straightforward.

Rugova and Prenaj (2016), in their study entitled "Social media as a marketing tool for SMEs: opportunities and challenges," summarized that there are many benefits of using social media in marketing and commerce for small and medium-sized companies, represented in several points, increasing exposure to the brand, is the main advantage that small and medium-sized companies obtain through marketing through social media. Thus helping to increase the brand's reach and knowledge among a broad segment of customers. Increasing traffic for the target group of customers, as the advantage of social networking sites, is that it is a suitable location for people trying to market products or services.

### 2.1.2 Social Media Landscape in Qatar

According to World Bank (2014), Qatar is a small authoritarian state on the Arabian Peninsula; a hereditary monarchy rules Qatar.



Figure 1

Source: Vidiani

Dennis (2017) social media use in Qatar has also been identified as a media-rich country in the Middle East, and is home to Al Jazeera Qatar, like its neighbors in the Arab Gulf, has high levels of internet penetration (estimated at 93% in 2016) and surveys of nationals indicate corresponding high levels of internet use.



Furthermore, Kemp (2021) confirmed that Qatar has 2.93 million internet users. Providing that a nation is a small number of people, this data shows that most people have a social media connection to gratify their needs.

Kepios's (2022) analysis indicates that internet users in Qatar increased by 49 thousand (+1.7 percent) between 2021 and 2022.

Social Media Site	%age of users who visit social media site through smartphones tablets
Facebook	77%
Whatsapp	78%
Youtube	44%
Instagram	41%
Twitter	28%
Google+	15%
LinkedIn	10%

Figure 2 Social Media Usage in Qatar by Percentage

Source: Go Globe

According to Go Globe, the statistics of Social Media Usage in Qatar for 2022 have revealed that WhatsApp and Facebook are the leading social media applications in the country, with 78% and 77%, respectively.

While the video streaming and visual websites of YouTube and Instagram have garnered 44% and 41%, accordingly, and are significant figures for understanding the emerging platforms in the country.

Moreover, Qatari also utilizes Twitter (28%), Google (15%), and LinkedIn (10%) to identify the least used social media, and can be analyzed to improve the platforms for marketers and users further.

Due to market forces, the high demand for media-related products has increased media consumption and related content. For example, news consumption from social media platforms is expected in Qatar and the other Gulf states. Ninety percent of the population of the UAE reported consuming news through their phones, as compared to 85% in Qatar and 80% in Saudi Arabia. (Dennis et al., 2017).

The country has 97.90 Mbps, as confirmed by Ookla (2022), where the social media landscape continues to flourish. This is a good reason for the increase in social media usage in the country, as it is now more feasible than ever.

As shown, Qataris have a higher level of internet use than the Arab Spring countries of Tunisia, Egypt, and Jordan, with about 90% for males and 87% for females. This shows that Qataris are active on the internet, making them socially aware of global events and trends worldwide.

Noticeably fewer Qataris use Facebook than citizens of other countries, while Twitter and Instagram are more widespread. Instagram and similar applications are vital in the country.

### 2.1.3 Reasons for Social Media Usage

The privilege of social media platforms is Global, where there are no spatial and geographical barriers between countries and accessible communication between individuals from anywhere in the world. Moreover, in Savings and economy, where you save time, effort, and money, it is free to subscribe (Elnahas, 2021).

According to Smith (2018), Most small businesses use social media for marketing because many consumers spend most of their time on the platform to do many things. Also, she cited that according to Statista, worldwide social media users are expected to reach 3.1 billion. This presents an excellent opportunity for businesses to prosper in their marketing communication.

Social media can also help people make a name of their own such as leveraging their brand of lifestyle, business, communication, etc. This provides a lasting chance for people to profit while using the platform. It is easy to connect and be connected in the application since it is interactive. Social media creates an online community where you can share your knowledge and products that will enable you to gain personally or professionally towards your goals. This reason can erase the stigma that social media only negatively impacts humans, as the platform can also help people in many ways possible (Edwards, 2022).

### 2.1.4 Benefits of Social Media Usage

Totala pointed out that the benefits of using social media in marketing communications are that it is an effective technique in tracking consumer behavior and accordingly helps to identify new marketing strategies in line with this behavior, as well as brand awareness, in addition to giving social media more credibility to the brand by enhancing its image the most important feature is to build a communication bridge between the consumer and the brand.

Social media can also be a platform to leverage commerce and businesses. Some businesses are entirely built using Facebook by selling homemade products. Online purchase has been a credible and trusted market source for people recently. As the leading social media site, Facebook has empowered businesses to reach their audience effectively (Miller, 2016).

Moreover, Appel et al. (2020) stated that the use of social media in marketing for commercial projects had become the criterion for judging of many commercial projects are customers because they e-accounts on social media platforms, that is, they are not present on these social platforms. In addition, social media provides multiple ways for marketers to reach and interact with consumers. Indeed, the positive impact left by social networks cannot be hidden, as it has become the most widely used communication tool by traders due to their technical and interactive power. The use of marketing through social networking sites is also one of the most critical administrative skills that must be mastered, as its practice requires planning, making strengths and weaknesses, allocating resources, implementation, supervision, and evaluation.

Xiang (2013) consider social media as the new marketing tool in the financial services industry represented by commercial companies that can communicate with them at present and reach a wider audience. It is worth mentioning that social media has also become known in the events industry, where many companies are promoting the event through social media platforms. An increase of up to 90% of event makers and producers are using one or more social platforms and using social media in marketing campaigns to create an online brand.

Multiple types of research prove that information from social media platforms can be a guideline for marketing and business. Knowing the needs and wants of online consumers is the way to dominate the social media market. Social media also reveals product and service potential and current market trends (Agnihotri et al., 2016).

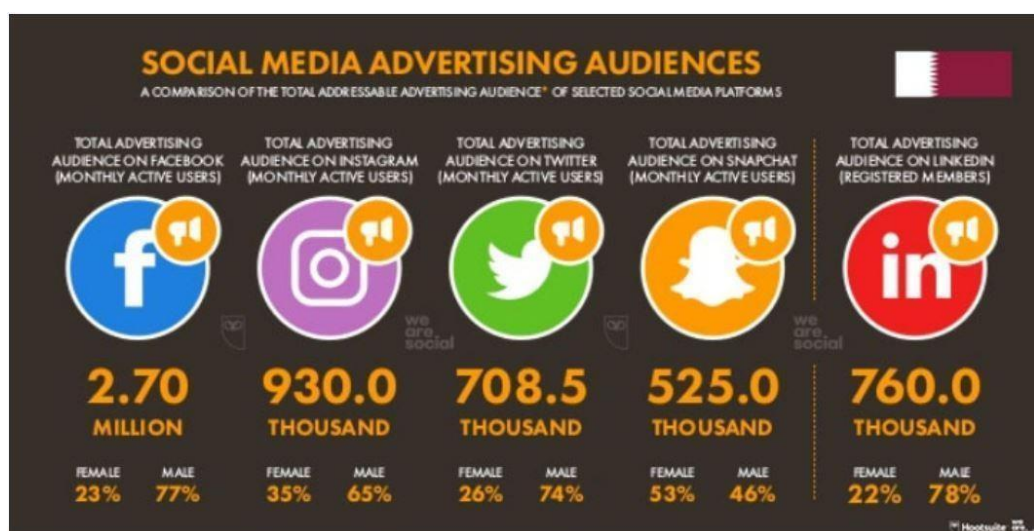


Figure 3 Social Media Advertising Audiences

Source: Digital Marketing Community

Digital Marketing Community 2022 figure suggests that the following social media sites can be utilized for business and marketing as these are the most used platforms for commerce in the country. Consistent with social media usage, Facebook, with 2.70 Million users, is still the best place to do business and marketing, with Males as the majority of the target audience. Then, Instagram, with 930 Thousand users, can be another social media to utilize. LinkedIn also shows significant use in business and marketing, specifically for job postings. Moreover, Twitter and Snapchat can also provide a good audience reach with 708.5 and 525 Thousand users, respectively. Males are the dominant social media users in the country, surpassing all female users on all platforms, which can be beneficial in looking at what products or services to sell.

Al-Khinji et al. (2020) suggested that marketing through social media can be classified as an internet marketing activity that competes with traditional marketing, as it focuses on the web for promotion, such as an online advertising campaign for any commercial or community product, as well as promotion that focuses on sharing videos and images for marketing purposes and thus in a simple and

fast way that companies reach to customers, the study also confirmed that the effects of social media in marketing business to business through word of mouth in the oil and gas sector in Qatar, primarily that the State of Qatar's economy is based on petroleum in the first place.

#### 2.1.5 Challenges of Social Media Usage

The challenges of using social media in marketing are also cited from the same area according to the type of trade, its age in the market, and its management style, as small and medium-sized companies need to effectively use human resources and the time needed to manage their presence on social media.

White (2022) said that deciding what to post holds many people back. Posting the wrong thing can ruin a company and its reputation, and that wrong thing could be wholly innocent and misperceived. Furthermore, A massive challenge in social media marketing for businesses is the need for more resources. These include time, money, and workforce. Being consistent with social media marketing means taking the time to be active. That time will also increase if those running it are inexperienced and have to learn as they go. It also requires money to get started. Most small businesses or new businesses need more time, employees, experience, or money to make their social media marketing strategy successful.

The COVID-19 pandemic and developments in the metaverse have made social media more popular than ever. Not surprisingly, social media management is today's third most in-demand marketing occupation. These added responsibilities mean more dependency on their social media efforts for companies. The challenge is finding talents whose expertise is within the disciplines that contribute to the growth of the brand's social strategy (Geyser, 2020).

## 2.2 Marketing Communication

A study entitled "Marketing Communication in the Light of Information and Communication Technology" by Boza (2018) indicates that the trend towards the application of marketing communications is the most critical marketing development that occurred during the nineties of the last century, as it appeared in the United States of America and this trend continued and grew into the new century, where it adopted This approach is used by both large and small organizations in the United States and has become popular among organizations that market goods and services to the public.

Marketing communication is vital in interacting with the organization and its external and internal environment. It is an interactive element with other elements of the marketing mix. On the other hand, it contributes significantly to the achievement of the marketing objectives of the organization. The rest of the marketing mix elements can only be adequate and able to achieve their goals if they are supported and integrated with the particular marketing communication elements, where competition between institutions in the market has intensified (Boza, 2018).

Also, according to Boza (2018) a related context, websites play an essential role in achieving the goals of marketing communication, as their role is to create awareness among the public due to their high degree of coverage and to generate interest among the public by gaining their interest in music,

games, chatting, as well as creating an image of the institution where Many institutions design their websites in order to convey the image that the institution wants to the minds of the target audience. This process is considered difficult and requires high skills, and not all institutions succeed in achieving it.

Wedad (2019) stated that marketing communication in the Arab world is a modern function in its name, as many Arab countries have established departments in institutions and companies for marketing communication, the primary purpose of which is to sell services and products and to form a strong relationship with the masses outside the institution, specifically customers.

The study aimed to reveal the status of marketing communication in Algeria Telecom and the extent to which Algeria Telecom uses forms of marketing communication. Algeria Telecom Corporation attaches great importance to marketing communication in order to improve its image by selling its services and making a profit, as well as the forms of marketing communication such as advertising, personal selling, public relations, sales activation, where the institution uses these forms for identification services and selling them in light of the competition in the field of communications. (Wedad, 2019).

According to Theeiab (2019), marketing communication is defined as a flexible process. The flow of information from the institution to the public and from the public to the institution through marketing communication means persuasive communication programs for consumers over specific periods. The study concludes that marketing communication is the ideal process of communicating with the target audience to provide it with appropriate information about the institution's products, activities, and services and to enhance its image with the public through the reactions achieved from the communication process, meaning that everything the institution does to introduce itself and its products in good conditions. to buy its products from consumers. On the other hand, the study dealt with the importance of marketing communication from several aspects:

A. For the Marketing: where the marketing communication is used by the marketing man in order to activate sales, and this increases sales while maintaining their price, as well as distributing and increasing the number of individuals with whom the product is related to consumers and commercial intermediaries such as retail trade..etc.

B. For the consumer: Of course, modern marketing is of great importance to the consumer and the primary source of information, the function of marketing communication concerned the consumer through informing the consumer, as this communication introduces the consumer to goods and services and informs him of the advantages, specifications, and whereabouts.

A study by Ala Aldein (2019) states that the characteristics of marketing communication are represented by several advantages: Marketing communication is a two-way communication. In the first direction, information flows from the institution to the public, and in the second direction, information flows from the public to the institution. The organization aims in marketing communication to influence the customer's choice and preference for its products over the products of competing institutions. In contrast, the customer aims at the direction of the organization that satisfies his needs and desires, meaning that the success of marketing communication in any organization depends on the extent of good planning for it, meaning that it is from In order to increase the effectiveness of marketing

communication in achieving the goals of the organization, the organization must prepare its strategy that can be relied upon.

### 2.2.1 Social Media as a Marketing Tool

Mehmood et al. (2021) There are influential factors in adopting social media as a marketing tool, given that adopting any new technology is a crucial decision for organizations. These factors mainly revolve around the internal and external dimensions that have a particular level in the decision to adopt social media as a tool for marketing communication. External factors represent a new idea for organizations as an option to better communicate with a generation more connected to social networks, which means replacing the traditional mode of communication due to the low financial returns of the organization, as well as creating awareness in the mind of the consumer because what organizations see in reality is that getting customers And keeping them has become more important after the purchase decision. The institution or company is to get the customer and keep him/her.

As mentioned in their study by Mehmood et al. (2021), By helping brands do this process that was not possible using traditional marketing communication tools, social media is one of the platforms that greatly helps organizations to grow and profit through marketing communication. Customers can be easily reached on social media platforms, especially the new generation, as the technology generation represented by Generation Z and Y. Social media is also the preferred source of information versus other communication options. Social media is more reliable than traditional communication tools, providing organizations with new opportunities to maximize profits.

On the other hand, the internal factors represent building a solid relationship with the consumer as a marketing communication tool, especially in the case of small companies; this relationship is developed through customer participation as a result of online marketing communication through social media platforms. Social media platforms are a central point of contact between organizations and their customers. Marketing communication affects the behavioral expectations of consumers and knowledge of their behavioral patterns in digital marketing; modern marketing has undergone a radical change that has led to fast-moving marketing trends that depend on the growth and innovation of new technologies, in addition to mobile communication devices that affect the behavior of customers significantly, bringing Internet connection a vast number of young people in social media, which indicates that the marketer must have a high concentration in digital marketing tools in order to target the market effectively and efficiently Mehmood et al. (2021).

## 2.3 Women Entrepreneurs

The concept of entrepreneurs was first introduced by a French economist, Richard Cantillon, in the 18th century. Since then, numerous economists, such as Adam Smith, David Ricardo, John Stuart Mill, etc., have touched upon the area (Burnett, 2000, as cited by Mishal et al., 2019).

According to Algareb (2021), the concept of women entrepreneurs received attention in the late seventies, coinciding with the beginning of women's entry into the labor market, considering that women's entrepreneurship is one of the most critical factors that help in the process of sustainable

development largely. In link to that (Knanka) introduced Women Entrepreneurs in 2002 as the person who innovates or opens a specific related business; in addition to that, she is the woman who uses all her resources and awareness of her knowledge to create several new businesses opportunities and strive and work to develop them to grow, as well as being defined as every woman who participates effectively in managing their business and owns at least about 50% of the commercial activities. She has been in business for not less than a year.

In this regard and their introductory framework, the most important characteristics of women entrepreneurs can be reviewed as follows:

1. *Considered an Economic Actor*: This is because entrepreneurship, in general, is an economic function from the ground up, and it is related to economic activity related to the production process, selling, buying, and distributing goods. Thus, women focus on creating various economic projects in manufacturing, production, or service aspects.
2. *Potential risks*: This is because the risk factor is an essential element in the entrepreneurial process, as the woman studies the feasibility of the appropriate project for her in terms of income and capabilities, knowing that there is a possibility of loss, even if it is simple or small, as trade is profit and loss.
3. *Dynamic*: the possibility of women responding to various variables that may occur in the work environment, whether a company or an emerging project of their own, and taking advantage of all opportunities available to them that may appear to them, mainly since commercial activities do not involve a specific number of rules and principles that are adhered to, and proceed accordingly.
4. *Innovative and creative*: Entrepreneurship, of course, requires creativity, innovation, and work to review the new and the best always in the field of business.

Furthermore, Alagawadi and Sangolag (2016) state that women entrepreneurs in the twenty-first century are considered the catalyst for positive change represented by improving the living conditions of their families, sharing the income of their husbands, providing quality education for their children, contributing and taking the initiative to seize job opportunities, and encouraging other women, to reduce unemployment, poverty and a better standard of living.

On the other hand, women entrepreneurs can be defined as sophisticated women who do not follow the traditional lifestyle that restricts them within the confines of their homes by entering the business world where they have proven that they are in business experience and that they rise as elegant and vibrant entrepreneurs (Pharm & Sritharan, 2013, as cited in Ahmad et al., 2016).

Hassan (2019) pointed out that women entrepreneurs can be defined as Women who have personal qualities characterized by self-confidence, accepting risks and bearing full responsibility for operating or starting a small business, managing and supervising it, and facing problems related to it within the company, whether from employees or outside of competitors, and the ability to solve them, including using the resources available to it and employing them for its benefit, while developing the products it offers, and as a result making a positive difference on the personal and societal level.

Moreover, entrepreneurs are creative women in the field of business who are distinguished by the ability to innovate, renew and continuously develop their businesses through the establishment of projects that seek growth and profit and are based on innovative entrepreneurial businesses (Bhide,1994; Drucker, 1998; Zimmerer and Carbotough, 2004, as cited in Almohameed (2018).

Research by Chaudhuri et al. (2020) indicates that Women entrepreneurs were conceptualized from a different perspective from male entrepreneurs. Maternity and social norms, such as gender roles, were essential factors in shaping the concept of women entrepreneurs. Therefore it is a gendered phenomenon linked to social and shared beliefs about gender.

Furthermore, a study by Welsh et al. (2016) indicates that the characteristics of female entrepreneurs are represented in independence, the strength of personality, and the ability to add essential economic growth through managing small, medium, or large projects, to reduce poverty and raise the general level of family income, which translates into good education and health for children for her family.

Abazi-Alili et al. (2016) confirmed that the definition of female entrepreneurs is that they have a motive and a catalyst for success through their participation in various entrepreneurial activities and their ability and enable them to create new jobs for themselves and others, which significantly helps in economic growth, and results in a positive social impact on her personality and surrounding environment.

Entrepreneurs are women who can face all risks to provide for their needs and financial independence through coordination and leadership. It is worth mentioning that the name of female entrepreneurs has been introduced previously. Before the twentieth century, they owned businesses that protected them from poverty and need and raised the level of their families income. Furthermore, it plays an essential role in the eradication of poverty and acts as a better half for society (Mishal et al., 2019)

After reviewing previous studies related to the definition of women entrepreneurs, it can be concluded that they are closely related to what this research seeks to provide through the procedural definition of women entrepreneurs, which states that Qatari women entrepreneurs who started trade and produced various goods virtually on social media platforms, being active in use, as their moves consist of interactions from a human group and a network of financial flows, in addition to creative thinking and optimal utilization of available resources, which contributes to the development of society in terms of economic, health and educational aspects.

In link to women entrepreneurs in Qatari society, using social media platforms in business and marketing in Qatar provided job opportunities for women. It opened the way for female entrepreneurs to launch locally and globally. Small women's projects found their way to rise through these sites until they became medium and then significant, which in turn changed the traditional commerce pattern to e-commerce, which is characterized by speed.

When women tended to express an idea or activity through social media, these means worked to raise the level of knowledge available to women and helped them create an ideal world full



of ideas and activities in economic and social terms without losing their identity as Arab women. The sites could obtain things that were difficult to obtain in reality. They provided them with autonomy, independence, self-confidence, and motivation. This is considered pioneering and social empowerment of women, especially since women in most Arab societies are mistreated, so these sites were As a smuggler to circumvent the customs, traditions, and the prevailing culture of society. Thus these means have contributed significantly and effectively to the liberation of women from family restrictions and society, especially since social media marketing does not favor one gender over another and a world available to all women and men.

### 2.3.1 Women Entrepreneurs in Qatar and other regions

When we talk about Qatari women entrepreneurs, we must consider the fifth goal of the sustainable development goals for the State of Qatar to have a clearer understanding of the term empowering women.

The ministry of planning and statistics (2019) stated that the fifth goal of the sustainable development goals of the State of Qatar, in order to achieve its national vision 2030 (CEDAW) in 2009, and this goal aims to enable women and girls to realize their fullest potential by ensuring that all opportunities are available to them, due recognition of their unpaid work, full access to productive resources, and the enjoyment of participation represented by equality with men. in public, political and economic life.

From this point of view, the State of Qatar adopted a clear policy to promote and empower women in all fields, including increasing employment opportunities for Qatari women and supporting them professionally.

Despite these achievements by the state, the participation of Qatari women in managerial positions is still low, as it was at most 21%. From this point of view, the research gains importance by looking at empowering women through women's entrepreneurship and using social media in a marketing communication to know the Reasons, benefits, and challenges.

The State of Qatar has promoted women's entry into the labor market and active participation in society, giving them the same opportunities as their male counterparts. It has shown a clear interest in women's entrepreneurship. The Qatari Businesswomen Association was established in the year 2000 to develop and activate women's participation in the development of Economic and social affairs in the State of Qatar; where the Association manages a group of essential businesswomen in Qatar, and under them are women entrepreneurs who own small, medium and large companies. Through the official website of the Association, the new women entrepreneurs join and register so that the name of the company and the field of work is mentioned. It is worth mentioning that they are appreciated and respected in Qatari society for the success stories they present to other women.

On the reality of women's entrepreneurship in the UAE society, the neighboring country of Qatar in the GCC, the study by Rayeh (2018) suggests that several objectives are to identify the role of women's entrepreneurship in achieving women's economic empowerment and the sociocultural

dimensions of women's entrepreneurship. According to Hofstede's model, through a sample of female entrepreneurs in Emirati society.

Regarding the results of this study, it concluded that the UAE's support for women's entrepreneurship led to an increase in the number of female entrepreneurs, and women's entrepreneurship achieved indicators of women's economic empowerment and agreed with the results of Hofstede's research in two indicators: rigor and collectivism.

Alsagoor et al. (2022) identify the quality of support provided to Saudi women entrepreneurs in the city of Abha by determining the level of social support and the level of women's entrepreneurship in the region, as well as determining the type of relationship between social support and entrepreneurship.

The level of social support for female entrepreneurs in the city of Abha came to an average degree and that the economic and social return of entrepreneurship projects is to a large degree, and there is a correlation between social support and entrepreneurship.

Alagawadi and Sangolag (2016) prove the concept and emergence of women's entrepreneurship and are aware of the development of women's entrepreneurship; in addition, they list the reasons for women involving themselves in entrepreneurial activities and listing the challenges faced by women entrepreneurs, moreover to identify the opportunities, available for women entrepreneurs in India.

The study suggested that women should understand a modern way to balance work and life and that women entrepreneurs should make a practical schedule to monitor the nature of the challenges they may face in the sense of preparing for them while suggesting possible solutions before they occur. It is desirable to include women who want to be an entrepreneur in the programs and training, motivational and awareness courses, and conferences, as this may help in reducing the challenges they face at work, keeping in touch and updating information with other female entrepreneurs through social networks, and obtaining sufficient moral support. This can be related to my study that there is one area of the challenges facing women entrepreneurs in using social media in commerce, which means that there are challenges and obstacles on the ground and other hypothetical challenges. The two challenges can be considered to lie in norms, customs, and traditions, which can be addressed, and solutions provided with the same study proposal (Alagawadi & Sangolag, 2016).

Consequently, the study by Machado et al. (2016) describes the main reasons and difficulties for women entrepreneurs in establishing their businesses. Three main reasons could be better with a previous job, the desire to earn money, and the desire for financial independence. On the other hand, the difficulties can be summarized as a lack of management experience, lack of specific formation, lack of money, difficulty contracting employees, and lack of money to advertise. The study covers the reasons for starting a business in general for Qatari women entrepreneurs. These reasons are considered the beginning of the dialogue to collect data in the interview questions. These reasons are the reasons for this research, which lie in increasing income for personal reasons.

According to Panda (2018), the rank constraints faced by women entrepreneurs in developing countries. It offers a framework to differentiate between the constraints faced by male and female entrepreneurs. Regarding its findings, it stated that constraints women entrepreneurs face in developing countries arise from gender discrimination, work-family conflict, difficulty in raising capital, lack of infrastructure, unstable business, economic and political environments, lack of training and education, and personality.

Roy et al. (2021) explore the process of women's entrepreneurship in India from a social perspective using the concept of entrepreneurship as emancipation. Significant findings indicate entrepreneurship as a change process where changes in the entrepreneur and her social surroundings are observed with time. A more detailed analysis reveals opposing (the entrepreneur) social forces in the initiation phase but a more supportive social setup in the later phases of entrepreneurship. The results support the process of entrepreneurship as emancipation (with stages such as seeking autonomy, authoring, and declaring).

It can be asserted that what women were unable to achieve in the past and were not available due to social, economic, or societal conditions has become very easy today regarding the advantage of the scientific awareness that follows the widespread of electronic commerce through social media, as most women in Arabic region have the desire to establish their projects. However, the norms and traditions that dominated society were an obstacle to women's work and education in general. However, these norms and traditions no longer constitute an obstacle to rapid technological development, followed by economic developments and success stories.

#### 2.4 Technology Acceptance Model (TAM)

*(Technology Acceptance Model - an overview 2016)* has been influential with two primary factors influencing an individual's intention to use new technology: perceived ease of use and perceived usefulness. An older adult who perceives digital games as too challenging to play or a waste of time will unlikely adopt this technology. In comparison, an older adult who perceives digital games as providing needed mental stimulation and as easy to learn will be more likely to learn how to use digital games. While TAM has been criticized on several grounds, it serves as a general practical framework. It is consistent with several investigations into the factors influencing older adults' intention to use new technology (Braun Michael, 2013).

Furthermore, as cited by Muhaimin (2019), the works of Marangunic' and Granic' (2015) mentioned that the TAM model (technology acceptance model) explains the behavior of users toward technology, and this model appeared in the research complex as a result of the increasing development of technology, especially information and communication technology. The decision to accept or reject it is still an open question.

The TAM model, introduced by Fred Davis, is dominant in ascertaining the factors influencing users' acceptance of technology. The model, in turn, assumes that there are a complex relationship between system properties.

At the beginning of entering technology into users' daily lives, there were questions about understanding the reasons for accepting or rejecting the technology. Previous theories try to explain the decision to accept or reject the technology based on psychology. The logical action theory stood alongside the technology acceptance model, where the theory assumed that individuals are usually entirely rational and use the available information systematically. In contrast, Ajzen and Fishbein suggested that the behaviors of the individual could be determined. Nearly three decades ago, a conceptual model of technology acceptance emerged from research and theories in psychology, meaning that the theory is explanatory of user behavior in the field of technology in terms of acceptance or rejection, as Farid proposed a theoretical model for the theory where the actual use of the system is a response that can be explained or predicted it through the motives of the user and that the motivator has an external influence consisting of features and capabilities, which was suggested by presenting TAM model user motivation can be explained by three factors: 1. Conscious Ease of Use, 2. Perceived benefit, and 3. Attitude toward the use. He defined conscious usability as the degree to which a person believes using the system will be effortless.

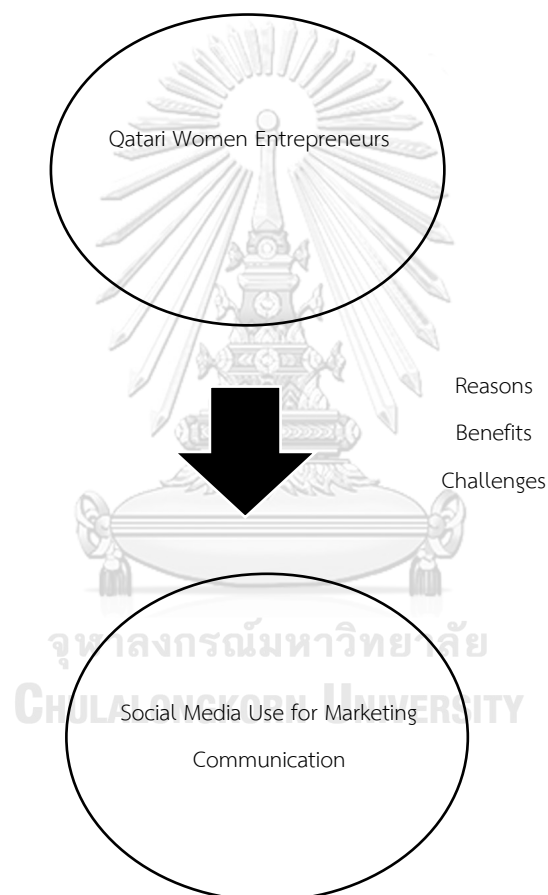
Baker (2022) pointed out that the need to search for ways to keep pace with the changes in traditional transactions in the completion and management of jobs in institutions and companies has increased to move in the direction of the current modern development. Perhaps the most prominent trend is the idea of adopting information and communication technology, as the acceptance or rejection of users of new technology has become one of the challenges facing researchers in information and communication systems studies. For this reason, many theories have emerged, the most prominent of which is a model that explains how users or beneficiaries accept the existence of a particular technology. The phenomenon of using social media specifically for marketing communications by Qatari women entrepreneurs is a recent explanatory phenomenon in its entirety, based on the two questions: Why and how is social media used for marketing communications to customers in Qatar? Accepting technology and using a specific platform for the user's benefit creates a multiplier effect of change, meaning that women entrepreneurs' marketing communications through social media platforms have a positive impact on their lives first. In Qatari society, secondly, and in the short term, it will have an impact on the national economy; despite the novelty of these networks and websites, their acceptance among users has created job opportunities for many women, marginalized and vulnerable groups in society, and increased the percentage of financial support, especially for women without a job or source of income for the family.

In turn, electronic platforms contribute to reducing poverty and need if they are used for trade because a woman might be married and support her family, or she might help the head of the family, and this contributes to additional income to secure complex living requirements, especially life in Qatar, in general, is characterized by the high cost of living and the monthly salary might not be sufficient to meet these requirements, as there must be another material income represented in trade or marketing. The economic returns achieved by electronic projects through social networking sites help

women stand on their feet and be freed from financial dependence, leading to their financial and social independence.

According to the model, acceptance of technology leads to bridging the digital divide, whereby members of society in all segments can benefit from the electronic revolution or electronic commerce, as it is not limited to a specific country or group. Thus, the application of the model is based on conscious ease of use, where women entrepreneurs use social networking sites for marketing communications, with full awareness and experience of their goals and requirements.

## 2.5 Conceptual Framework



## Chapter 3

### Research Methodology

This chapter explored the method used in this research, including the research sample and sampling method, research instrument and the questionnaire format, data collection, analysis, reliability, and validity. The study used a qualitative approach through semi-structured interviews as the research instrument to collect data.

#### 3.1 Research Sample and Sampling Method

The research sample is 10 Qatari women: 4 small business entrepreneurs, three medium-sized business entrepreneurs, and three prominent business entrepreneurs. They must be licensed by the Qatari Ministry of Labor, established six years and above, to share the patterns of entrepreneurship in Arab society (Abu-Asbah & Heilbrunn, 2011). They should be exposed to social media and use social media platforms more than the regular hours of usage, like 5 hours a day. The average age group should be 25 to 45 as Gen Y and Gen Z utilize social media in their business (Multi-unit Franchisee, 2017).

Moreover, the sampling method is a purposive sampling technique to select the candidate; browse through Qatari governmental websites specializing in female entrepreneurship, which as <https://qbwa.qa>, and via different official accounts of Qatari women entrepreneurs. Key informants should be screened based on the criteria given.

#### 3.2 Research Instruments

For this study, the research instrument is a semi-structured interview to gather relevant data and insights from Qatari women entrepreneurs and study their desire and motivation to use social media platforms in their marketing communication. The questionnaire was derived from Beninger et al. (2016) research entitled *A road to empowerment: social media use by women entrepreneurs in Egypt*.

The interview questionnaire format is based on five categories for this study, constructed based on the literature and the theory.

1. *What are the reasons to start marketing communication on social media?*
2. *How to use social media for marketing communication?*
3. *What are the benefits of social media usage in marketing communication?*
4. *What are the challenges of Social Media use in marketing communication?*
5. *What are the professional benefits of using social media to run marketing communication?*

#### 3.3 Data Collection

Qatar is a small country. Most of the population knows the network, especially the women who are most active in work and education, facilitating access to the required sample by browsing the official government websites used in Qatar that are related to female entrepreneurship. The qualitative procedural practice was based on Merriam and Tisdell, 2016.

Procedures for pre-interview

1. Identified Women Entrepreneurs in Qatar using the Qatar Businesswoman Association (QBA) data to help look for qualified participants.
2. Noted down the participant's name, telephone number, address, or social media account.
3. Contacted the participants, informed them about the research project, and set up an appointment for the interview through Zoom meeting.
4. Contacted the participants to confirm the appointment one day before the appointment. All the questions were reviewed to have a clear understanding of the topic. Appropriate equipment was prepared for the interview, including a recorder, notebook, and pen.

Procedures during the interview

1. Informed the participants about the research objective and asked permission to record the interview.
2. Making the participants feel comfortable, she feels free to share their stories. Small talk or any greetings can help in this situation.
3. Taken notes during the interview and observed their movement. For example, a long pause indicates difficulty in answering the question.
4. If the answer is too short, use a probing technique to ask the interviewee to elaborate or share more so we will get more valuable information.
5. I paid attention and listened well to the response of the interviewee. This also includes active listening, where the researcher shows interest in whatever they will say.
6. Stick to the question guideline and be careful with sensitive questions that will make the interviewee uncomfortable.
7. Ensure all the questions were answered, and remember to thank the interviewee for spending their time and effort.

Procedures for post-interview

1. The interview statements were carefully checked and transcribed.
2. I made notes, highlighting the critical sections of the interview statements and using the data for interpretation.
3. Utilized the data for thematic analysis from the ideas that will emerge in the data collected from the interview.
4. Carefully select unique insights highlighted in the research. Such ideas must be strong to deepen the research.
5. Arrange the data in qualitative treatment and present it in a research discussion.

### 3.4 Data Analysis

After transcribing recorded interviews, all the information collected from the discussion was turned into themes and went through analysis carefully. This processing method let the researcher understand that Qatari female needs to use social media for business and marketing. This analyzed the need to continue and the challenges of using social media in business and marketing. In addition, the information from the interview, related themes, and motivations for using social media were revealed. Lastly, each inspiration and findings come from the participant's perspective.

#### Procedures for Pre-Analysis

1. Prepared the related research framework that was used to conduct the data analysis.
2. Make sure that all the data from the interview were correctly transcribed.
3. Carefully go through the transcription to ensure that it is error-free and that the interview information was written correctly.

#### Procedures for Analysis

1. Arrange answers for each question and look for patterns and emerging themes.
2. Please write down the valuable information and new insights from the interview to arrange it so that the concepts are revealed clearly.
3. After organizing the data carefully, analyze the themes in each statement.
4. Look at the previous research using this same framework to validate the format and, at
5. the same time, confirm the answers.
6. Write the themes for discussion.

#### Procedures for Post-Analysis

1. Discuss in the next chapter the things that were identified and discovered using this interview.
2. Write a conclusion that is aligned with the themes and the research that you conducted.
3. Recommend potential research topics to help improve other research.
4. Provide a clear suggestion that will serve as a guideline.

### 3.5 Validity and Reliability

Regarding content validity, the question's guideline was based on previous studies. The questions on women entrepreneurs in social media were based on Beninger et al. (2016) research entitled *A road to empowerment: social media use by women entrepreneurs in Egypt*.

Regarding reliability, cross-checking of data provided by the key informants and browsing the previous research cited in the review of related literature to check the structure and answers. According to Kriukow (2017), in qualitative interviews, this issue relates to several proper ways of conducting the interview, the 'power relationship' between the interviewer and the participant (e.g., Breakwell, 2000; Cohen et al., 2007; Silverman, 1993).



Moser and Kalton cited that the research tool should be predictable and feasible. Thus, this research relies heavily on the researcher: Beninger et al. (2016), to yield the same results from the perspective of Women Entrepreneurs in Qatar



## CHAPTER 4

### Findings

The study results, gathered from in-depth interviews with ten Qatari women entrepreneurs, are described in this chapter in terms of their perception of the reasons, benefits, and challenges of using social media for marketing communication. This chapter is divided into six sections. The first section deals with key informants' demographic profiles. The following section discusses the reasons for using social media, social media usage, benefits, challenges, professional benefits of using social media in marketing communication, and the essential key points.

#### 4.1 Demographic Profile

As mentioned in the methodology, participants must be Qatari Women who own a business (Small, Medium, and Large) that has operated for at least six years. They should be between 25-45 years old, which is the average age of business owners in Qatar. The most important thing is that they are active social media users (5 hours and up per day) and use social media to conduct marketing communication. Thus, the purposive method selected all participants in this age range.

In terms of their Business, three participants are doing the creative industry (Publishing, Cartoon House, and art gallery), two own fashion businesses (Sportswear and Abaya Fashion Wear), Three own a leisure business in Hotel, Club, and Buffet, and two handles home essentials in Home Decor and Flower Shop. Before the interview started, participants were informed that all the information here was for academic purposes only and that it would help expand their knowledge.

*Table 1 Demographics of the Key Informants*

Number	Business	Age	Length (years)	Education level
1	Oola Sportswear	36	7	Masters Degree
2	Pen for Creative	36	6	Masters Degree
3	Cartoon Production	41	10	Bachelors Degree
4	Flower shop	36	6	Masters Degree
5	Art Drawing	36	15	Masters Degree
6	Hotel	41	10	Doctorate
7	DJ Music	43	15	Bachelors Degree
8	Abaya fashion	34	9	Bachelors Degree
9	Food Buffet	29	9	Bachelors Degree
10	Home Decoration	28	8	Bachelors Degree

Women entrepreneurs from Qatar are composed of 3 small businesses, three medium, and 4 Large businesses. They are from various industry that proves the diversity of women entrepreneurs using social media for their marketing communication. They answered the questions based on their experience weighing social media communication and being a women entrepreneur in Qatari Society. It is noteworthy to look at some of the key informants who started their businesses at a young age and those who pursued them later in their careers. This is another point of comparison that this research can look at in terms of perception.

#### 4.2 Reasons for using Social Media

The findings of the reason for social media use for marketing communication are reported in this study section. From the results, three reasons emerged from the key informants: Usage Convenience, Cost Efficient, and Opportunities.

Among the reasons to use social media, Usage Convenience is the most relevant. Everyone agreed that using social media for marketing communication is easy and works well in Business.

*"As an entrepreneur who had a cartoon business ten years ago, there is a market for social media platforms, which are the ease of communicating with the target audience. Meaning that access to commercial desire can be done with a click of a button. Social media play a big role in achieving that."*

(41 years old, Cartoon Production, 10 years in Business)

A key informant mentioned that its convenience also highlights its capacity to be available anywhere in the world since marketing communication is happening online.

*"Marketing through social media pages helps me form a large fan based on my consumers while at home or anywhere. Moreover, it was easy, even from a geographical point of view."*

(36 years old, Sports Wear, 7 years in Business)

Another key informant supported usage convenience by applying it to the current situation of the COVID-19 Pandemic, where there is limited interaction that can be solved using the internet as a platform to connect.

*"It can be said that women, particularly entrepreneurs in Qatar, tend to communicate with marketing on social media platforms due to the limited movement between the regions of Qatar as well as limited face-to-face contact with customers, which gives them the comfort of electronic communication and their lack of commitment to specific working hours."*

(36 years old, Art Drawings and Paintings, 15 years in Business)

They also agree that using social media can ease marketing methods wherein it amplifies the usage of it. Business owners have owned a powerful business tool that they can use to upgrade their marketing.

*“The company can easily target specific demographics based on gender, age, location, interest in the brand, hobbies, or other specific interests.”*

(43 years old, DJ Music, 15 years business)

Following the same trend, a key informant said it could be a source of various opportunities while using it efficiently. A platform that can help business owners reach more people with the click of their hands.

*“All social media sites, and therefore dozens if not hundreds, provide a digital marketplace with a way to easily promote their content and get others to interact and share in social networks will provide marketers with extensive information from geographical and demographic format to personal information. It allows a digital marketer to relate their message to specific groups or people and hopefully increase the reach and conversation. Media segmentation ensures that the company's message reaches the right audience.”*

(28 years old, Home Decor, 8 years in Business)

Interviewees also noted that marketing communication through social media provides them with free tools and space to market their products. It is an integral part of their Business since selling online saves them the usual budget while providing maximum benefit.

*“It is the most cost-effective method for the advertising business can be used. It is a visual communication link between the customer and the company itself. The meaning of improvement of brand awareness can be seen as the perfect opportunity to share the latest news about the product updated directly to the target audience.*

(36 years old, Creative Writing Agency, 6 years in Business )

Women entrepreneurs also said that marketing in social media could be a global communication through its various functions. Social media provides low-cost advertising and marketing that is essential in the Business.

Entrepreneurs see social media as an effective platform because it can promote their Business using a mix of traditional and modern marketing and then utilize its resources to reach potential buyers. Social media also works as a bridge to connect to potential consumers. Many women entrepreneurs believe that aside from free marketing, the platform can also help connect to the consumer quickly, leading to sales.

Social media has opened various opportunities for women entrepreneurs, specifically in marketing communication. More than that, it also breaks barriers and other social norms since people can utilize the platform regardless of gender, culture, and race.

*“It provides stability and safety because living conditions are constantly changing. It was difficult for Arab women, especially Qatari women, to enter the traditional labor market as it is masculine and requires significant effort to achieve balance and reach the desired profit.”*

(36 years old, Sports Wear, 7 years in Business)

Women entrepreneurs highlighted that marketing in social media is not just a one-way communication where the merchant has complete control of the information. Social media can also offer an exchange of data since the consumers are involved in the process.

*“There are multiple ways to renew the content on social media network sites, such as changing images, videos, and advertisements that serve e-marketing, making the primary reason for the significant trend. Unlike a traditional application, publications are expensive and cannot be corrected when there is a typographical error.”*

*(36 years old, Creative Writing Agency, 6 years in Business)*

It is essential that entrepreneurs can realize the importance of social media in promoting their Business since it can now provide the power of multiple staff squeeze to entrepreneurs' fingertips.

Moreover, established entrepreneurs advise that new and aspiring women entrepreneurs should take advantage of having social media as a tool for marketing communication since it provides the needed element in the Business.

*“Startups can take it as a significant reason for their spread growth and extension, and the labor market for many years without paying rent and employee salaries.”*

*(36 years old, Art Drawings and Paintings, 15 years in Business)*

Reasons to use social media for marketing communication focus on the platform's function and potential to provide appropriate tools. Entrepreneurs said they could see it as a way to help their Business with minimal effort. Moreover, the endless opportunities and social media usage play a vital role in today's marketing economy.

#### 4.3 Social Media Usage in Marketing Communication

The findings of social media usage in marketing communication are reported in this study section. From the results, in terms of social media usage in marketing communication, three things emerged from the key informants: Adequate Marketing Tools, Audience Listening, and Personal Branding.

Most of them suggest that if an entrepreneur runs marketing communication in social media, it is essential that they plan and learn all the tools needed in social media, so it will help them grow their Business. Using the proper tools can also help the Business be marketed faster and more effectively. Additionally, every social media platform has strengths, so you must identify them correctly.

*“Marketing through social media platforms is first by knowing the community's most famous and watched platforms. In Qatari Society, the most renowned platform is Instagram and Snapchat.*

*(36 years old, Sports Wear, 7 years in Business)*

Part of understanding social media marketing is to know that social media is made of short words and visuals. It is a highlight of this platform, providing the importance of the product. Women

entrepreneurs' advice is to write straightforward content to convey the message that the product stands for.

*"the content can't be too long or too short. It has to be straight to the point, catchy, and have a new idea for attracting people to join the page and follow us the whole time. Every time consumers apply the stage of marketing, they will build awareness of the brand and get to know the brand well."*

*(36 years old, Creative Writing Agency, 6 years in Business)*

Since social media is more on the visual aspect, marketing tools should also complement this part. The application of traditional marketing should tailor to the needs of the chosen platform because it can make or break the Business as per the experience of the entrepreneurs.

*"Have the right visual content with less text. I mostly use Instagram or Snapchat to clarify and in a simplified manner. The golden rule of marketing is to show the product strikingly and distinctively so that my artworks are depicted clearly and placed within a distinctive core."*

*(36 years old, Drawing and Painting, 15 years in Business)*

Furthermore, as an entrepreneur, creating an outline and plan for your social media is essential, as it will determine the suitable platforms and marketing tools you will use. Metrics and analytics can also measure the success of this strategy as you are trying to connect to your audience.

*"So, my social media strategy should clearly outline the objectives that I want to achieve. The methods I will use to accomplish them and the key performance indicators will allow my team to monitor my progress and refine my approach. These objectives should be consistent with a more comprehensive digital marketing strategy."*

*(41 years old, Hospitality Industry, 10 years in Business)*

Knowing consumers is essential to marketing because it will help position the brand to be appealing to the target audience. Marketing research to consumers must be a fundamental aspect of marketing in social media, specifically now that I can listen well to how they act and react.

According to these entrepreneurs, audience listening also requires digging deep into the consumer's mindset and understanding their personality. A product that will resonate well with them. It is a strategy that is beneficial in communicating business objectives because it is patterned with them in mind.

*"Studying the personality of my customers, their goals, and the problems they face is the secret to the success of any marketing campaign. That is why I must ask myself several questions to draw accurate pictures of them. So, for example, what is the average age of my customers? Are my client's men, women, or both? What is the economic condition of my favorite customers? Do they have a big budget, or do I provide low-cost services? Are there any specific issues or challenges that may prevent clients from reaching you?"*

*(29 years old, Food Buffet, 9 years in Business)*

Listening to them also means having a good consumer relationship where I provide the needs and address the issue in my product. The development of the brand in social media marketing communication heavily relies on the consumer providing product enhancement through active feedback.

Taking care of my consumer is like taking care of my Business. If I need to monitor their social media usage, specifically products and things they interact in social media, it will provide me with a clearer picture. It is a social media skill that is important in having good marketing communication.

*“Also, listen, which means that as my social media business goals, conversation about my brand will increase, and people will comment on my social media posts, tag me in their posts, or send me direct messages. People may often talk about my brand on social media without my knowledge, so I need to monitor social media posts about my brand.”*

*(28 years old, Home Decor, 8 years in Business)*

According to interviewees, creativity and uniqueness are the prevailing traits that entrepreneurs in social media marketing should have. Being myself and showcasing a brand that can help identify the product is vital in communicating with potential consumers. This also separates my product from my competitors.

*“I publish pictures and videos according to the prevailing taste, enhancing the product and making it more desirable. This helped me greatly in using social media to communicate my feelings and beliefs to the target group. It was easy to enter the virtual world and market my product.”*

*(41 years old, Cartoon Production, 10 years in Business)*

Like in real life, ownership of the Business online is also essential. Planning what media to use and what content to create can be a factor in sales and marketing. A profile is needed to communicate the things about the Business that the consumer wants to know. Promoting and creating a personal brand should be strategically planned. According to women entrepreneurs, the goal is for people to be aware or have knowledge about the brand. Providing them with enough information also builds trust that consistently serves them with proper data. This can also be a remarkable way to communicate the brand.

*“First is to create an official page for the company or product through Instagram, Snapchat, or any other preferred platform according to the merchant's use and target audience. Moreover, the company must be clearly defined on these pages. Showing profiles and ways to communicate with it to request the product and placing advertisements explaining the company's directions, visions, and message to the public, as well as displaying its products in a post on this page with the product definition and the tax written under each post.”*

*(36 years old, Drawings and Paintings, 15 years in business)*

Setting up the business profile to communicate the brand needs specific requirements such as complete information, creative statements, and engaging content. The ingredients of social media marketing communication are required to create a personal brand that standouts in the market.

*"Set up my profiles to be successful in social media marketing; Complete is a must. The more information I have readably available to my visitors, the more likely they will click through my website, contact me, explore more of my contact or choose to follow me."*

*(34 years old, Abaya Fashion, 9 years in Business)*

Social media usage for marketing communication requires adequate marketing tools, such as knowing the social media platform to use since everyone has their advantage. Instagram is a highly visual platform, so if the Business focuses on this aspect, then using this platform will be effective. Hence, using the functions of these platforms can help the Business to grow in terms of marketing. Audience listening is another factor to consider here, as in any business and marketing; knowing the target audience can help the entrepreneurs/marketers tailor the content correctly. Finally, personal branding that will help the product stand out from other brands is essential to establish the mark in the competitive social media market.

#### 4.4 Benefits of Marketing Communication in Social Media

The findings of the benefits of social media use for marketing communication are reported in this section of the study. From the results, in terms of benefits, three things emerged from the key informants: Brand Awareness, Consumer engagement, and Ease of Access.

Marketing communication in social media provides a space for entrepreneurs to be known easily by the target audience. The algorithm of social media allows the consumers to find the product quickly, and with brand awareness, it can surely make a mark in the mind of the consumers.

*The benefit of a marketer is marketplace awareness. Social media provide market awareness, understanding customers when buying, and monitoring my social media account."*

*(36 years old, Creative Writing Agency, 6 years in Business)*

When posting online regarding the brand and the product, people that can see the post will have a chance to understand and know the brand. This is critical with social media since people are spending their time here. Entrepreneurs can now reach many people as possible to know their brand and, in return, increase sales.

*"The benefits of social media usage and marketing communication can be one to increase information and recognition of my brand. Social media is a low-cost online marketing method that creates an effective relationship between my customers and my Business and increases exposure and information about my brand."*

*(36 years old, Drawings and Paintings, 15 years in business)*



The frequency of posting and advertising in social media for marketing communication also translates to familiarity. Once people know the brand and the product, an entrepreneur will help position them better. Social media is an easy way to be known, specifically how people interact and act here. A brand's personalization in social media can also adopt trends and unique marketing messages to look more appealing.

*"Social media usage can create brand recognition in marketing communication. It is a fact that gaining brand recognition is one of the essential marketing goals for any company. Fortunately, social media makes brand building simple and effective."*

*(43 years old, DJ Music, 15 years in Business)*

Social media communication allows entrepreneurs to gain credibility and Consumer engagement. The connection in social media bonds the brand and the target audience to create a more personal touch to the brand. In some instances, like this entrepreneur, communication in social media has allowed her to promote advocacy.

*"Communicating with marketing through social media platforms has made me an independent and unique personality. I know how I do Business and earned respect from the Qatari community because I am considered the first woman company to offer Islamic sportswear, which was widespread through social media in a short time."*

*(36 years old, Sports Wear, 7 years in Business)*

Communication in social media for marketing communication humanizes the brands that allow for direct feedback from the consumers. It is a way to gauge the impact of the brands and the marketing initiative on them. Entrepreneurs agree that the power of social media to communicate transcends people because it only requires a few qualifications to create impact and sometimes inspiration.

*"It allows me to communicate with my customers even if my doors are closed. It allows me to evolve and change daily. Encourages feedback on social media channels allowing me to see what people think of my brand. With social media marketing, I can see what my competition has to offer to succeed. It can help to create a few of my loyal followers and will bring work to my company and recommend it to others if they like what they find on my channel."*

*(41 years old, Cartoon Production, 10 years in Business)*

Unlike traditional marketing communication, communicating via social media allows a fair transaction of messages. Feedback can be vital in developing the Business for a better presentation. While unreasonable reviews can be defended and justified with social media communication.

*Online marketing communication via social media platforms aims to inform and inform consumers, argue with them, and arouse the desire to acquire the company's project. Through marketing influence and the advantages of using social media platforms and communication."*

*(41 years old, Hospitality Industry, 10 years in Business)*

According to these entrepreneurs, social media marketing saves time and energy since it provides easy navigation and has faster results. This is essential in Business as entrepreneurs can have control over their marketing and focus on areas where they can grow as a business. The process today has turned digital. With this trend, people are more involved in social media, making it a good marketplace. Marketing communication in social media has lessened the need to put up store marketing since people can also shop online.

*“There are many local products that have become at the level of the gulf and Arab world, thanks to social media. It reduces the need to visit the shop for goods as the buying process can be carried out from inside the house.”*

*(36 years old, Flower Shop, 6 years in Business)*

Moreover, this ease of access can translate into a myriad of opportunities for both entrepreneurs and consumers. Since social media is easy to use for marketing a brand or product, many people are encouraged to try it.

*“One of the most significant social media advantages is that it allows us to analyze. They provide opportunities for young people to express their ideas and show networking sites and blogs that the world has become highly connected. Social media usage creates job opportunities and the emergence of new career paths.”*

*(43 years old, DJ Music, 15 years in Business)*

Social media benefits for marketing communication include brand awareness, consumer communication, and ease of access. Social media efficiently promotes the brand to be known quickly, which helps the entrepreneur big time. Social media also connects the brand to the consumer with quick feedback and interaction that helps to build the relationship. Ease of access, on the other hand, continuously benefits entrepreneurs using social media for marketing communication.

#### 4.5 Challenges in Social Media Marketing Communication

The findings of the reason for social media use for marketing communication are reported in this study section. From the findings, in terms of challenges, these things emerged: Growing the audience, Professional Communication, and Reputation.

Social media marketing communication patterns start from scratch; unlike having a traditional marketing third party, the entrepreneur should create everything from the beginning, including the audience and how to reach them. This is one of the common challenges for people in social media.

*“So, the main challenges of social media use and marketing communication are based on the fact to reach out to a higher number of people or higher social that interact with people, or the following may not be that strong, or there will be a need for more informatic marketing expansion.”*

*(36 years old, Creative Writing Agency, 6 years in Business)*

Moreover, consumers on social media have access to information. This fact alone can signify that it's hard to assume that the consumers will be influenced easily. Entrepreneurs should find a way to connect to them.

*"Influencing consumer behavior which may make them addicted to shopping via social media platforms, may turn the family budget for them because they will be considered easy and flexible to deal with these social media platforms and mail it to, meaning that stimulating the family budget balance is required."*

*(36 years old, Flower Shop, 6 years in Business)*

The COVID-19 Pandemic increases the challenges since only a few market research are available on how to communicate with people during this period. A more comprehensive approach to social media marketing is needed to connect to people during and after this Pandemic.

*"Hurdles marketers face in selecting which platform to leverage. The COVID-19 Pandemic has increased social media use among users and drawn marketers to the new platform that boomed during the Pandemic; however, few marketers research their target market truly enough to identify the platforms where their target audience is active."*

*(43 years old, DJ Music, 15 years in Business)*

Maintaining ethical and business professionalism is another thing entrepreneurs face in the social media marketplace. Everyone should be patient in answering and addressing the concerns of the client.

*"Not responding to users or customers in any circumstance was considered one of the common challenges for marketing communication on social media because failure to respond may cause the buyer to feel that they are not important to the salesperson or salesperson is not interested in selling the product. As a result, customers may go to another company to buy a similar product and unfollow me."*

*(36 years old, Sports Wear, 7 years in Business)*

Social media marketing communication also tests my character, as the platform has various views and opinions. Entrepreneurs must stick with their idea of fairness and company principle. More importantly, entrepreneurs in social media should be aware of the trends and issues in today's world. This is the only way they can create sensitive and appropriate marketing material.

*"Moreover, lack of professionalism is following up on the activity of followers on social media accounts and in responding to comments and personal messages, delay in responding, ignoring or deleting messages comments, and negative evaluations, choosing inappropriate language and tone of communication, delay and resolving customer problems, posting unhelpful and non-interactive content just for posting and being there without any benefit to followers and potential customers."*

*(36 years old, Drawings and Paintings, 15 years in business)*

Aside from being able to post on social media and maintain a good profile constantly, consumers nowadays are looking for the brand itself. The brand should align with the current trends and support advocacy to fully captivate the consumers. Entrepreneurs mentioned that being vocal and critical of social causes are among the challenges in utilizing social media in the age of social movements.

*“Aside from gaining followers and engagements, social media marketers are challenged by consumers' current expectations that brands that speak out on social media also have a powerful identity for themselves and become culturally relevant online.”*

*(43 years old, DJ Music, 15 years in the Business)*

Other entrepreneurs note the challenge of the changing environment as external factors can also affect marketing communication. The fact that a pandemic is an unexpected event challenges the adaptive ability of women entrepreneurs in Qatar to adjust the use of social media to rise from the challenge of the situation.

*“Challenges arise in keeping pace with changes that may occur, for example, environmental changes such as the coronavirus and market prices based on the economic situation. Also, there are other challenges, including the marketing who manages the Instagram page must have high skills when dealing with customers, be active and respond to all customer's questions and not delay them.”*

*(36 years old, Flower Shop, 6 years in Business)*

According to women entrepreneurs, challenges in social media usage include growing the audience, as most start from scratch in creating their social media pages. Being consistent in posting updates and content are two difficult parts of it. Furthermore, there is a diverse audience in social media wherein keeping your professional level of communication is needed, specifically when consumers are attacking the products or when an issue arises. Lastly, to maintain the brand's Reputation, entrepreneurs must look at the quality of the content for their marketing communication.

#### 4.6 Professional Benefits of using Social Media in Marketing

The findings of the professional benefits of social media use for marketing communication are reported in this study section. From the findings, these things emerged in terms of professional benefits: Brand Reputation, Marketing Management and expansion, and Sales and Revenue for Business.

According to entrepreneurs, social media can leverage their image in the business field, showcasing the need for consumer awareness. The professional benefits of being connected increase consumers' loyalty to the products.

*“ Achieving the institution's reputation through its various brands, to achieve honest communication with its customers, to gain satisfaction and loyalty, to build a distinctive image, and gain a good reputation among them.”*

*(36 years old, Sports Wear, 7 years in Business)*

Marketing communication using social media also pushes for brand transparency. Whenever there's an uprising issue, they need to solve it quickly because the Reputation is in the public sphere. This also allows for more network and visibility for potential connections.

*"Solving a problem in the turn of that allows my team to build brand reputation. Also, engaging in social media gives me many opportunities to build trust with potential customers, partners, and the target, such as employees."*

*(36 years old, Creative Writing Agency, 6 years in Business)*

Social media also highlights the company's leadership in sharing information and brand concepts with the public. It is an essential component of professional companies because it helps the brand become more relevant to many people.

*"Another one is industry. My Business's active and social media allows me to build my brand as a true leader. The primary source for information on networks related to my reach."*

*(41 years old, Cartoon Production, 10 years in Business)*

Marketing communication in social media goes beyond the usual business ideals only through the empowerment of people. Women entrepreneurs believe that engaging social media for Business can help open a lot of opportunities and help specifically to the youth.

*"Create new job opportunities and career paths for young people and encourage them to practice their skills. The core piece of art is an encouragement to the Qatari artist."*

*(36 years old, Drawings and Paintings, 15 years in the Business)*

Finally, as a business, it provides my product a marketing boost that allows for sales increase and revenue for the company in a short time. It also helps manage sales and advertising, which is vital in company growth.

*"Increased sales in the short time facing competition in the market and again to our new distribution increasing the company's market share in a short time. The importance of activating sales and marketing is constantly increasing, and various techniques include coupons, special offers, bonuses, free samples, discounts, and purchases of the number of competitions."*

*(41 years old, Hotel Industry, 10 years in the Business)*

Moreover, the professional benefits of marketing communication in social media have a lot of advantages in terms of brand reputation as it helps the product to be more visible and transparent to everyone creating a lasting image. It can also provide a good marketing mix beyond the traditional approach. Finally, it helps the ethical standard of the company to gain revenue and sales.

#### 4.7 Important Key Points

The findings of the important key points for social media use for marketing communication are reported in this study section. These are essential concepts that can be explored under the study frame.

Women entrepreneurs suggest utilizing the tools in social media for marketing communication. Tools can help track the product's performance regarding engagement and impact on people. Knowing it can also help entrepreneurs understand the consumer since everything is happening on the platform.

*"Google Analytics measures my most successful marketing efforts and determines which should be abandoned. The act of monitoring social conversation about a specific topic is known as social listening. Understanding what is essential to the target audience and identifying trends exist."*

*(43 years old, DJ in Music, 15 years in Business)*

However, they also attest that individuals should be careful and mindful in using social media for marketing communication. As entrepreneurs open their products to the public, their Reputation is always at risk, so good planning is needed.

*"The use of social media in marketing communication is a double-edged sword and depends on an individual's culture and the level of their analysis of things."*

*(41 years old, Cartoon Production, 10 years in Business)*

Finally, the most compelling key point being raised is the situation of Qatari women entrepreneurs and how marketing in social media has helped them in allowing the chance to establish their name, status, and goals in Society. Social media paved the way for women's empowerment as they can be involved and recognized through their efforts.

*"Some families in Qatar are still conservative and disregard. Moreover, this is due to customs and traditions. That limit women's appearance and the practices of their activities in general. As well as the ability of the woman to start a business and knowledge of the skills necessary to manage a small project turning into a large one."*

*(36 years old, Sports Wear, 7 years in the Business)*

*Table 2 Response of the Key Informants*

<i>Categories and Themes</i>	<i>Illustrative Quotations</i>
1. Reasons	
A. Usage Convenience	<p>A1. The ease of communicating with the target audience means that access to commercial desire can be done with a click of a button. Social media play a big role in achieving that.</p>
B. Cost Efficient	<p>A2. The company can easily target specific demographics based on gender, age, location, interest in the brand, hobbies, or other specific interests.</p> <p>B1. It is the most cost-effective method for the advertising business can be used. It is a visual communication link between the customer and the company itself.</p> <p>B2. All social media sites, and therefore dozens if not hundreds, provide a digital marketplace with a way to easily promote their content and get others to interact and share in social networks will provide marketers with extensive information from geographical and demographic format to personal information.</p>
C. Opportunities	<p>C1. It provides stability and safety for me because living conditions are constantly changing. It was difficult for Arab women, especially Qatari women, to enter the traditional labor market as it is masculine and requires significant effort to achieve balance and reach the desired profit.</p> <p>C2. Startups can take it as a significant reason for their spread growth and extension, and the labor market for many years without paying rent and employee salaries.</p>
2. Social Media Usage	
D. Adequate Marketing Tools	<p>D1. Marketing through social media platforms is first by knowing the community's most famous and watched</p>

platforms. In Qatari Society, the most famous platform is Instagram and Snapchat.

D2. the content can be a manageable length and a manageable length. It must be straight to the point, catchy, and have a new idea for attracting people to join the page and follow us the whole time.

#### E. Audience Listening

E1. Studying the personality of my customers, their goals, and the problems they face is the secret to the success of any marketing campaign. That is why I must ask myself several questions to draw accurate pictures of them.

E2. Listen, which means that as my social media business goals, conversation about my brand will increase, and people will comment on my social media posts, tag me in their posts, or send me direct messages.

#### F. Personal Branding

F1. Showing profiles and ways to communicate with it to request the product and placing advertisements explaining the company's directions, visions, and message to the public, as well as displaying its products in a post on this page with the product definition and the tax written under each post.

F2. To set up my profiles to be successful in social media marketing, Complete is a must. The more information I have readably available to my visitors, the more likely they will click through my website, contact me, explore more of my contact, or choose to follow me.

### 3. Benefits

#### G. Brand Awareness

G1. One of the greatest benefits of the marketer is marketplace awareness. Social media provide market awareness, understanding customers when buying, and monitoring my social media account.

G2. The benefits of social media usage and marketing communication can be one to increase information and



recognition of my brand. Social media is a low-cost online marketing method that creates an effective relationship between my customers and my Business, increasing exposure and information about my brand.

#### H. Consumer Engagement

H1. It allows me to communicate with my customers even if my doors are closed. It allows me to evolve and change daily. Encourages feedback on social media channels allowing me to see what people think of my brand.

H2. Online marketing communication via social media platforms aims to inform and inform consumers, argue with them, and arouse the desire to acquire the company's product through marketing influence and the advantages of using social media platforms and communication.

#### I. Ease of Access

I1. Many local products have become at the level of the Gulf and Arab world, thanks to social media. It reduces the need to visit the shop for goods as the buying process can be carried out from inside the house.

I2. One of the most significant social media advantages is that it allows us to analyze. They provide opportunities for young people to express their ideas and show networking sites and blogs that the world has become highly and show networking sites and blogs that the world has become highly connected. Social media usage creates job opportunities and the emergence of new career paths.

### 4. Challenges

#### J. Growing the Audience

J1. So, the main challenges of social media use and marketing communication are based on the fact to reach out to a higher number of people or higher social that interact with people, or the following may not be that strong, or there will be a need for more informative marketing expansion.

J2. Influencing consumer behavior which may make them addicted to shopping via social media platforms, may turn the family budget for them because they will be considered easy and flexible to deal with these social media platforms and mail it, stimulating the family budget balance is required.

#### K. Professional Communication

K1. Not responding to users or customers in any circumstance was considered one of the common challenges for marketing communication on social media. Failure to respond may cause the buyer to feel that they are not important to the salesperson or salesperson is not interested in selling the product. As a result, customers may go to another company to buy a similar product and unfollow me.

K2. Moreover, lack of professionalism in following up on the activity of followers on social media accounts and in responding to comments and personal messages, delay in responding, ignoring or deleting messages comments, and negative evaluations, choosing inappropriate language and tone of communication, delay and resolving customer problems, posting unhelpful and non-interactive content just for posting and being there without any benefit to followers and potential customers.

#### L. Maintaining Reputation

L1. Aside from gaining followers and engagements, social media marketers are challenged by consumers' current expectations that brands that speak out on social media also have a powerful identity for themselves and become culturally relevant online.

L2. Challenges arise in keeping pace with changes that may occur, for example, environmental changes such as the coronavirus and market prices based on the economic situation. Also, there are other challenges, including the marketing who manages the Instagram page must have high skills when dealing with customers, be active and promptly respond to all customer's questions.

## 5. Professional Benefits

## M. Brand Reputation

M1. Achieving the institution's Reputation through its various brands, achieving honest communication with its customers, gaining satisfaction and loyalty, building a distinctive image, and gaining a good reputation among them.

M2. Solving a problem, in turn, allows my team to build a brand reputation. Also, engaging in social media gives me many opportunities to build trust with potential customers, partners, and the target, such as employees.

## N. Marketing Management and Expansion

N1. Another one is industry. My Business's active and social media allows me to build my brand as a true leader. The primary source for information on networks related to my reach

N2. Create new job opportunities and career paths for young people and encourage them to practice their skills. The core piece of art is an encouragement to the Qatari artist.

## O. Sales and Revenue

O1. Increased sales in the short time facing competition in the market and again to our new distribution increasing the company's market share quickly.

## 6. Key Factors

## P. Powerful Marketing Tool

P1. Google Analytics is a terrific social media marketing tool that may help me measure my most successful marketing efforts and determine which should be abandoned. The act of monitoring social conversation about a specific topic is known as social listening. Understanding what is essential to the target audience and identifying trends exist.

## Q. Women Empowerment

Q1. Some families in Qatar are still conservative and disregard. Moreover, this is due to customs and traditions. That limit women's appearance and the practices of their activities in general. As well as the ability of the woman to start a business and knowledge of the skills necessary to manage a small project turning into a large one. Most of

the success stories of woman's projects have been empowered through electronic entrepreneurship and are closely related to the marketing of their products

---



## Chapter 5

### Summary and Discussion

A comprehensive summary of the findings and the discussion is given in this chapter, beginning with the summary of the research findings. Subsequently, a discussion of social media uses for marketing communication in Qatar. Finally, the current research's limitations are provided.

#### 5.1 Summary

The qualitative research data was collected from September to October 2022, using an in-depth interview to understand the reasons, usage, benefits, challenges, professional benefits, and key factors of using social media for marketing communication among ten women entrepreneurs participants. Four participants came from large businesses, 3 from mid-size, and 4 from small-size. In this research, the questions were derived from Benninger et al. (2016). They applied the same research concept to understand the women entrepreneurs using social media for marketing.

This research highlights three main objectives: (1) To explore why women entrepreneurs utilize marketing communication in social media. (2) To study the benefits of social media usage for marketing communication of women entrepreneurs in Qatar. (3) To identify the challenges faced by women entrepreneurs in Qatar using social media for marketing communication.

The reasons women entrepreneurs utilize marketing communication in social media are Usage Convenience, Cost-Effective, and Opportunities. The personal benefits include Brand Awareness, Consumer Engagement, and Ease of Access, and the professional benefits include Brand Reputation, Marketing Management, Expansion, and Sales and Revenue. Challenges of using social media in marketing communication were Growing the audience, Professional communication, and Reputation management.

This research also revealed that entrepreneurs focus on the power of social media in improving their reach and connection to their consumers. It was a user-friendly platform that anyone could utilize in their business since it was free. Entrepreneurs also noted that the platform provided a good opportunity for new and established businesses to be visible in the market. This was because social media could attract potential consumers, free of charge, and convenient to set up. These reasons drove startups and established businesses to put up their business accounts on social media. Before starting a business, one should consider their branding and style to communicate well. Also, entrepreneurs must listen to their audience since they are the one that provides the idea and sales in the business. Knowing consumer insights and trends leverage the business big time.

However, entrepreneurs are encouraged to work diligently and professionally on the platform to strengthen their brand reputation. Aside from growing an audience on the platform, they are also advised to watch their language and interaction with consumers. Businesses can be boycotted in social media since access to information is always there. Furthermore, looking at the professional benefits can help overcome challenges in the business. Reputation management comes with good revenue, so having

a connection to consumers can maximize the potential of social media use for marketing communication.

This research also highlighted the social media used in marketing communication in an area where women have few opportunities opens the door for empowerment both in marketing and their status. Women entrepreneurs reiterated that since social media is a genderless platform, it provides them the security and safety to thrive in a patriarchal society. In the Arabic region, women entrepreneurs use social media to connect, communicate, and compete with the industry using the right marketing tools.

## 5.2. Discussion

The following section discussed three main points: social media usage, benefits (personal and professional), and challenges in using social media for marketing communication. According to Benninger et al. (2016), women entrepreneurs' road to empowerment attests to factors such as usage and benefits from social media, the challenges experienced, and the business-to-personal growth that leads to the empowerment of women entrepreneurs in Arabic society. Therefore, this study evaluated the following factors in the context of women entrepreneurs in Qatari society, where social media plays a factor in marketing communication for their business.

### 5.2.1 Social Media Usage

This study explored the social media usage of Qatari women entrepreneurs that revealed three main themes such as adequate marketing tools, audience listening, and personal branding. These are relevant to the research of Beninger et al. (2016), where they mentioned that social media usage in business promotes sharing of information, executing sales, and gaining marketing knowledge. Hence, the in-depth approach to social media usage was given by Qatari women entrepreneurs due to the advancement of technology nowadays, and there is a lot of exposure for businesses when they utilize social media for their marketing communication as compared to the year when the mentioned scholars conducted their research.

Moreover, the study of Fadahunsi and Kargwell (2015) shows that marketing in the Arabic region now focuses on relationship marketing, where marketers consider the mass audience as part of their strategy to understand general trends.

### 5.2.2 Benefits of Social Media Usage

The research provided three themes under the benefits of social media usage as Brand Awareness, Consumer Engagement, and Ease of access, which all signify the importance of social media concerning making the brand known to the public. Beninger et al. (2016) concluded that social media have easy access and conserve resources. This is similar to the benefits at a similar level; hence, the

advancement also tackled the power of social media now to market and advertised the business well, while in the earlier research, the function of social media prompts as the benefits.

This research also looked at the professional benefits of using social media for marketing communication, where brand reputation, marketing management and expansion, and sales and revenue emerge as the themes from the interview. This is similar to the findings of the related research where they also cited Improve Awareness, Grow Sales, and Build Reputation, as women entrepreneurs perceived these same professional benefits even before the emergence of advancement in social media.

About the research conducted by Fadahunsi and Kargwell (2015), marketers using social media can influence the buying behavior of Arabic and Muslims alike since they are being persuaded through brand reputation and relationship marketing, increasing sales and revenue of the product.

### 5.2.3 Challenges in Social Media Usage

This research also asked the participants to highlight their challenges as entrepreneurs using social media for marketing. They noted growing the audience, professional communication, and maintaining Reputation. The research prompted similarity only on the aspect of professional communication where other consumers can be rude at times, and an entrepreneur should act professionally at all times. However, the difference in the aspect of transparency is a factor to consider here since entrepreneurs in the research of Beninger et al. (2016) thought that the transparency of social media is a challenge; in this current research, women entrepreneurs from Qatari society said that the transparency in the platform provides a level of security for the consumer to gain loyalty for the product eventually.

According to Al-Kandari et al. (2019), using social media for marketing also challenges the Arabic culture of collectivism rather than individualism in the platform. This is another view that can be explored further to understand the context of marketing communication in society. This challenges how Arabic entrepreneurs, specifically women, will rise from the culture and norms to still provide positive social media use for marketing communication through enlightenment and empowerment.

### 5.3. Practical Implications

Important insights regarding the reasons, usage, benefits (personal and professional), and challenges of social media use for marketing communication were explored in this research study that provided light on certain areas.

Since the reason for usage focuses more on convenience and cost, this idea can be used by entrepreneurs to leverage their business online. This study explored the perception of women entrepreneurs in Qatari society that can also inspire many young aspiring women entrepreneurs to utilize their social media to start a business since established entrepreneurs provided several reasons to help them in the future.

Furthermore, entrepreneurs' insights regarding the proper usage of social media for marketing communication, such as audience listening and personal branding, can be a guideline for women entrepreneurs and marketers to look at the importance of consumers in social media. The technology allows easy access and fast information, hence, the availability of connection to consumers. Marketers can reflect on this aspect on how they can propose to clients an effective marketing strategy on social media since this is a new ecosystem.

The benefits provided in this study focus on both the personal and professional growth of marketers and entrepreneurs alike. This study reflected that social media marketing is useful in marketing management and gaining revenue. This notion can be a good framework for marketers to explore the adequate marketing tools in the platform to have more compelling advertisements and effective marketing to increase sales and revenue.

Qatari Businesswomen Association (QBA) can also reflect upon the research to extend their help to the members, such as providing courses for marketing communication in social media or establishing a guideline that can empower both established businesses and startups in the country.

Finally, the challenges mentioned in this research, such as growing the audience, professionalism, and maintaining brand reputation, can be a case study for marketers and entrepreneurs to research ways to improve this aspect. Challenges revealed through the perception of women entrepreneurs can be adjusted or solved through proper planning of marketers since they already know the problem.

#### 5.4. Limitations

The geographical setting of this research only focused on Qatar, which is only one country in the Arabic region. Other countries might have several benefits or challenges when using social media for marketing. This research also includes Gen Z and Gen Y, which focused less on generational differences. However, young women entrepreneurs under Generation Z can also be explored independently. Moreover, the research aimed at understanding the use of social media for marketing communication; for future researchers, an in-depth view of consumer perception and brand management can be explored.



## REFERENCES

- Abazi-Alili, H., Ramadani, V., Ratten, V., Abazi-Çausi, B., & Rexhepi, G. (2016). Encouragement factors of social entrepreneurial activities in Europe. *International Journal of Foresight and Innovation Policy*, 11(4), 225-239.
- Abu-Asbah, K. M., & Heilbrunn, S. (2011). Patterns of entrepreneurship of Arab women in Israel. *Journal of Enterprising Communities: People and Places in the Global Economy*.
- Agnihotri, R., Dingus, R., Hu, M. Y., & Krush, M. T. (2016). Social media: Influencing customer satisfaction in B2B sales. *Industrial marketing management*, 53, 172-180.
- Ahmad, A. (2016). The role of social networks in marketing the services of associations Eligibility. *Journal of the Faculty of Social Work for Social Studies and Research*.
- Al-Khinji, S., Chen, W., & Saberi, M. (2020). Effect of Social Media in B2b Marketing: Inverigation of Ewom Effect in Oil and Gas Sector in Qatar. Proceedings of the Industrial Revolution & Business Management: 11th Annual PwR Doctoral Symposium (PWRDS),
- Alarabi, M. T., N. . (2019). E-commerce and its role in stimulating the founding initiatives of women entrepreneurs.
- Almohameed, M. (2018). Axes of enhancing the pioneering role of Saudi businesswomen “features / motivators obstacles / empowerment policies” an applied study in the Qassim region. *Journal of the Islamic University of Economic and Administrative Studies*, 26(4).
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79-95.
- Baker, A. (2022). Using the technology acceptance model(TAM) and testing it on public administration employees at the University of Misurata.
- Beninger, S., Ajjan, H., Mostafa, R. B., & Crittenden, V. L. (2016). A road to empowerment: social media use by women entrepreneurs in Egypt. *International Journal of Entrepreneurship and Small Business*, 27(2-3), 308-332.

- Boza, A. (2018). Marketing communication in light of information and communication technology An analytical study of the use of the Internet in marketing communication for a sample of banks in Algeria.
- Braun Michael, T. (2013). Obstacles to social networking website use among older adults. *V. Computers in Human Behavior*(29), 673-680.
- Dennis, E. (2017). *Media Use in the Middle East. Doha, Qatar: Northwestern University in Qatar.*
- Edwards, B. (2022). 9 Reasons Why Social Media Is Actually Good for You. MUO. <https://www.makeuseof.com/why-social-media-good-for-you/>
- Francesca, M. C., Paola, D., & Paola, P. (2017). Women in business and social media: Implications for female entrepreneurship in emerging countries. *African Journal of Business Management*, 11(14), 316-326.
- Geysler, W. (2020). 5 of the Biggest Social Media Marketing Challenges. Influencer Marketing Hub. <https://influencermarketinghub.com/social-media-marketing-challenges/>
- Greenwood, S., Perrin, A., & Duggan, M. (2016). Social media update 2016. *Pew Research Center*, 11(2), 1-18.
- Hassan, D. (2019). Community initiatives and women's empowerment for entrepreneurship in small industrial projects "The Egyptian Women's Initiative as a Model."
- Kemp, S. (2021). Digital in Qatar: All the Statistics You Need in 2021. *DataReportal – Global Digital Insights*. <https://datareportal.com/reports/digital-2021-qatar>
- Machado, H. P. V., Gazola, S., Fabricio, J. D. S., & Anez, M. E. M. (2016). Women entrepreneurs: Reasons and difficulties for starting in business. *RAM. Revista de Administração Mackenzie*, 17, 15-38.
- Mehmood, M. A., Janjua, Q. R., Akram, M., Laeeque, S. H., & Aftab, F. (2021). Factors Influencing HEIs to Adopt Social Media as a Marketing Communication Tool. *Journal of Marketing*, 3(3).
- Panda, S. (2018). Constraints faced by women entrepreneurs in developing countries: review and ranking. *Gender in Management: An International Journal*.

- Roy, S., Mohapatra, S., & Banerjee, D. (2021). I mean business: exploring women entrepreneurs' journey in India from an emancipation perspective. *Journal of Entrepreneurship in Emerging Economies*.
- Rugova, B., & Prenaj, B. (2016). Social media as marketing tool for SMEs: opportunities and challenges. *Academic Journal of Business*, 2(3), 85-97.
- Sangolagi, K., & Alagawadi, M. (2016). Women entrepreneurs. *International Journal of Advancement in Engineering Technology, Management and Applied Science*, 3(1), 216-222.
- Smith, K. (2018). Digital Marketing Blog. <https://www.lyfemarketing.com/blog/marketing-through-social-media/>
- Sultan, M. T., & Sharmin, F. (2020). An exploratory investigation of facebook live marketing by women entrepreneurs in bangladesh. International Conference on Human-Computer Interaction, *Technology Acceptance Model - an overview* (2016). Sciencedirect.com.
- Theeiab, S. (2019). The role of marketing communication in promoting the services of the banking institution.
- Totala, P. N. A Study of Use of Social Media for Business by Women Entrepreneur: A Special Reference to WhatsApp.
- Wedad, A. (2019). The reality of marketing communication in the service economic institution.
- White, D. (2022). 6 Challenges Businesses Face in Social Media Marketing. Kreatefully. <https://medium.com/kreatefully/6-challenges-businesses-face-in-social-media-marketing-95df4f14e503>
- Xiang, Z. (2013). Information and Communication Technologies in Tourism *Springer International Publishing*. <https://doi.org/https://doi.org/10.1007/978-3-319-03973-2>



จุฬาลงกรณ์มหาวิทยาลัย  
**CHULALONGKORN UNIVERSITY**

## VITA

NAME Aisha Ali A. T. Al-khulaifi  
DATE OF BIRTH 19 February 1988  
PLACE OF BIRTH Doha  
INSTITUTIONS ATTENDED Qatar University  
HOME ADDRESS Oriental residence - wireless street - Bangkok

