

Digital Altruism: The Influence of Social Media Marketing on Social Entrepreneurship Success

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Abstract: Social media has grown at a rapid pace and is now a new avenue providing social entrepreneurs with the resources of communication, community engagement, resource acquisition and social impact creation for sustainable business models. In this context, the present study aims to explore the impact of social media marketing on the success of social entrepreneurship, focusing on the novel phenomena of digital altruism. When it comes to the use of digital platforms to enhance collective welfare by raising awareness, involving communities, mobilizing resources and helping to support meaningful social action, we call this digital altruism. The study investigates how social media marketing strategies including storytelling, audience engagement, cause-related communication, influencer partnership, online campaign and community building help social enterprises to become more visible and credible, engage their audiences and be more sustainable. It also takes into account the importance of building trust, authenticity, digital engagement, and perceived social value to drive on-ground support for social entrepreneurial business. The paper follows a conceptual approach which draws from the body of literature on the topic of social entrepreneurship, digital marketing, social media engagement and prosocial behaviour. Based on the analysis, it is believed that if proper use of social media is done, it can increase the relationship between the social enterprise and the stakeholders by employing a mix of a marketing purpose and a social purpose in communicating content. The overpromotion, lack of transparency, misinformation and shallow interaction, however, can have the effect of decreasing the trust of stakeholders in the authenticity of the social projects. The study finds that digital altruism can prove to be a valuable tool in the strategy of social entrepreneurs when technological possibilities are combined with a real social engagement, communication transparency, and stakeholder involvement. The results offer valuable lessons for social entrepreneurs, digital marketers, policy makers, and community groups aiming to make use of social media for organizational development and social sustainability.

Keywords: Digital Altruism, Social Media Marketing, Social Entrepreneurship, Social Impact, Digital Engagement, Stakeholder Participation, Social Enterprise Success

1. Introduction

Digital technologies have transformed the way social entrepreneurs can become aware of social problems, can achieve resource mobilization, communicate with the stakeholders, and establish sustainable business ventures. Among these technologies, social media has emerged as an important channel of communication to communities and customers, donors and volunteers, investors and other stakeholders, and organizations. Social media offers a new way



for social enterprises to share their social purpose with a wide range of people, and to engage them in discussion, involvement and joint action. This has led to new possibilities to include commercial, social and environmental goals in the social entrepreneurship agenda.

Social entrepreneurship is about doing something different and doing it better to make social value to solve unsolvable social issues. So, financial performance is not the only measure of success for a social enterprise. The potential to create social impact, build stakeholder trust, gather resources, keep the community involved and ensure ongoing mission is also crucial. Digital altruism is a developing phenomenon of digital interactions that is in addition to internet usage for personal consumption or entertainment, for causes, to support social initiatives, to share socially meaningful content, to engage in campaigns, and to encourage others to contribute to socially oriented activities.

In many ways, social media marketing can help these processes, and provide social enterprises with relatively easily accessible features with which to tell their story, develop their relationship, engage with their audience, advocate, and develop their brand. Social entrepreneurs can share the human side of their cause through social media channels such as Instagram, Facebook, YouTube, LinkedIn and other digital platforms with testimonials, visual stories, impact stories, education and campaigns targeting communities. This facilitation can be used to create awareness of social issues and good relations between organizations and stakeholders. Meanwhile, audiences are no longer only consumers of information, but they are involved in the social initiatives through user-generated content, comments, live communication, and sharing.

But, there is not a direct correlation between success of social entrepreneurship and social media marketing – simply having more people view your brand online is not sufficient. To prevent stakeholder skepticism, it's imperative that social enterprises can effectively and regularly communicate their social story. Excessive promotion, hyperbole and claims for impact, poor transparency and/or commercialization of social issues can cause loss of trust and mar the credibility of the enterprise. It is therefore necessary that social entrepreneurs manage to communicate their mission, engage stakeholders, be authentic, involve digitally, and manage their organizations to become sustainable; in order to be effective in social media marketing.



Source: <https://skillfloor.com/blog/how-social-media-effect-on-business>

Digital platforms also can help social entrepreneurs assess the preferences and reactions of stakeholders as they become known. Engagement data, audience responses, discussions online, and communities can be a source of useful information for enhancing products, services, campaigns and communication. This is because social media can be used as a marketing tool, but also as a source of market and stakeholder intelligence. If carefully analysed, these can assist social enterprises to recognise new needs, act more responsively, build good relationships and augment their social value generation ability.

The theme of digital altruism takes this conversation further by turning it to the motivations and actions of individuals who use the digital sphere for social causes. By sharing a social-enterprise campaign, recommending a socially responsible product, donating to an online fundraising campaign and/or encouraging others to support a community project, anyone can help a social enterprise gain visibility and reach. The sum of all these seemingly insignificant online actions can create network effect, and make social initiatives available to audiences and resources that they would not otherwise be able to access.

However, it is crucial to be able to assist in the identification of what SMM can actually do to make a social enterprise successful and how the social and organizational impact can be realized by digital engagement. Popularity does not have to translate to social impact, financial sustainability and/or stakeholder commitment on the web. Thus, it is crucial to look into the mechanisms that link digital altruism, social media marketing, stakeholder engagement, trust and social-enterprise performance.

In this context, the current study, titled “Digital Altruism: The Effect of Social Media Marketing on Social Entrepreneurship Success”, delves into how social media marketing might help to boost the success and sustainability of social enterprises. The study provides the focus on the role of digital communication, online engagement, social advocacy, authenticity and stakeholder involvement in the success of social entrepreneurship. The aim of the study is to combine the concepts of digital altruism, social marketing, stakeholder engagement, social impact and entrepreneurial sustainability, to provide a holistic view on the potential of digital platforms to support social mission and organizational objectives.

2. Background of the study

The digital revolution has revolutionised how entrepreneurs engage customers, mobilise resources, build communities and generate social value. Of these technologies, social media has proven to be one of the biggest assets for social entrepreneurs as they can directly leverage it for the promotion of their missions towards various audiences at relatively low cost. Social enterprises can avoid the traditional approach to raising awareness and enter into a more meaningful relationship with beneficiaries, customers, volunteers, donors, employees and other stakeholders, using social media, video, professional networks or messaging. The world of digital is continuously dynamic, and offers new possibilities for social enterprises to incorporate commercial processes and activities into social and environmental agendas. Social entrepreneurship is different from traditional entrepreneurship in that it is not just about generating profits, but also about quantifiable social benefits. Social entrepreneurs address issues of poverty, unemployment, inequality, education, health, the environment, community building and empowerment of the marginalised groups. But the goals can't be realised by merely having a socially useful thought. Social enterprises must be customer oriented, profit oriented, finance oriented, credibility oriented and stakeholder orientation. As a result it is more and more essential for them to communicate and market effectively for their survival and growth. Social media marketing offers social enterprises unique opportunities to extend their messages about their products, as well as their social goals. Social media are different from conventional marketing because they enable people to engage with organizations in a manner that invites them to respond, share, comment, recommend, and contribute to the organization. Digital platforms are therefore not only a marketing approach for a social enterprise to get its product out there, but they can also be used to detail the social issue that the social enterprise aims to address, explain the impact it has made, share stories of those who have benefited from it and encourage customers to become part of its cause. This can help bring awareness to your organization, and even get them to become active supporters. Digital altruism is one of the essential perspectives of this phenomenon. Altruism in a digital form is a general term that

describes the expression and encouragement of prosocial motivations in the context of digital technologies. Altruistic behaviour can be made more visible and accessible through social media platforms, such as the opportunities it provides for sharing social causes, donating, volunteering, buying socially responsible products, joining campaigns and persuade others to do the same. One individual's involvement in these behaviours can lead to another individual's social enterprise network support effect; a much wider audience can be reached by electronic word of mouth. As far as this is concerned, digital altruism can be a connecting bond between social values and the results of entrepreneurship. Social Media Marketing is thus a multi-faceted influence on Social Entrepreneurship Success. Social media communication has the potential to increase brand awareness, engagement, trust in brand, social legitimacy, acquisition, fundraising and community building. Interactive content can also enable a direct contribution from stakeholders with their expectation and perceptions, which may be helpful to the social entrepreneur. The same can be said of small social enterprises who can reach audiences away from their own locales through digital platforms, albeit to varying extents, which reduces the communication barriers faced by under-resourced organisations. This is an especially significant relationship, as more and more consumers are seeing information in digital media regarding social and environmental issues. This is a place where social enterprises can share the social impact of their products and services. While it can be challenging for people to really understand the social mission and it can be meaningless for them to feel, stories, content that leads to impact, testimonials, educational campaigns, short-form videos and user-generated content can help. If the audience thinks that the organization is actually credible and authentic in the way that it communicates, then, social media contribution can positively affect the relationship between the enterprise and the stakeholders. But, this digital presence doesn't necessarily equate to business success. Financial constraints, lack of digital skills, changing platform algorithms, overcrowding of attention, misinformation, negative electronic word of mouth, and measuring for real are all social enterprise challenges. However, there is the danger of over promotion and of the audience believing that a social enterprise is not socially committed, but rather is business driven. Consequently, consistency and authenticity between the social mission as stated and actual practice is important. But there's another question that has to be addressed here: What is success? The typical success indicators for entrepreneur include growing business, market share, revenue and profitability. There is a need to adopt a broader lens since economic sustainability is closely related to social impact as well as social entrepreneurship. Success can be measured in profitability, stakeholder engagement, benefits for community well-being, environmental impact, social inclusion and/or mission sustainability. Some of these dimensions can be indirectly impacted by social media marketing through its ability to improve relationships, resource mobilization and social programs' connectivity. Digital social entrepreneurship has continued to manifest itself in new applications, such as social listening, influencer marketing, customised content and analytics, thanks to the arrival of artificial intelligence. Social enterprises can gauge audience response, learn about communities to reach and adapt messaging, monitor public opinion, and evaluate campaign success. But the worry is increasing concerning privacy, transparency, manipulation and responsible communication in the data-driven marketing area. However, a digital presence is a fine art for social enterprises and needs to be considered alongside their ethical duty to their stakeholders. The research examined in the present context is the effects of social media marketing in the success of social entrepreneurship that is known as "Digital Altruism." The study is based on the principle that social media can be a marketing tool and tool for mobilizing a prosocial behaviour as well as for reinforcing the link between entrepreneurial activity and social purpose. The objective of the study is to examine the effect of social media marketing on visibility, engagement of stakeholders, trust on an enterprise, customer support, resource mobilization and overall performance of entrepreneurship for gaining the broader understanding of how digital communication can benefit the sustainable social entrepreneurship. The topic is relevant in the present day, as social enterprises have become more and more dependent on digital communities for communication to articulate the social enterprise mission, establish credibility, enlist support, and drive community action on social issues.

Justification

Social entrepreneurs have had to engage in a different kind of communication with their mission, reach their beneficiaries, mobilise resources and engage in a different kind of relationship building with stakeholders, than was the case before the rise of social media. Social enterprises are different from traditional businesses in that they want to generate social as well as economic value – which is why elements such as trust, public engagement, community

support and mission visibility are so pertinent to their sustainability. In this context, social media marketing presents social entrepreneurs with a set of relatively simple marketing opportunities to reach out with information about social issues, social impact stories, attract communities, and customers or supporters, and create networks that will help the organization expand. Social media can go beyond a business promotion and the concept of digital altruism is an interesting prism to look through. People can use, share, recommend, donate to, or advocate for social-enterprise initiatives if they identify with a social cause or feel with their online behaviour that they can make a contribution to a wider social benefit. Social media can, therefore, contribute to redefine the passive audience into an active player in the social entrepreneurship system. But the effectiveness of such engagement relies on communicating with authenticity, credibility, trust of the audience, content quality, interaction, transparency and the social impact perceived. Although social entrepreneurship has become a growing part of the social media landscape, there is a need to better understand how specific social media marketing practices are related to the success of social entrepreneurship. The discussion of digital marketing revolves mostly around business, acquisition, brand awareness and business outcomes. There is far less discussion about how the social enterprise can achieve several things in one go – to make a social difference, to connect with their stakeholders, to connect with their community, to build their brand, to mobilise resources, to be economically sustainable. The study thus becomes well founded in the field of social enterprises and social media marketing from the digital altruism point of view. It can offer analysis on the part digital communication plays in shaping stakeholder involvement and on the part of stakeholder involvement in achieving tangible outcomes in the organization. The study can also help to give an understanding of how social entrepreneurs can manage their promotional goals and true social-purpose communication to social media, instead of using it as a typical advertising medium. In actuality, the findings can help social entrepreneurs to make their social media campaigns more effective when they are purpose-driven, authentic, engaging the community, transparent and building a relationship. The study could also give policy makers, development organizations, incubators, NGOs and institutions that support socially responsible businesses some guidance as to how digital skills can be beneficial to support such businesses. The study is relevant in this regard, as it brings together the three concepts of digital marketing, altruistic online behaviour, stakeholder engagement and social entrepreneurship performance in one model. The study will make a contribution to the understanding of the place of social media marketing in the digital engagement to social and entrepreneurial outcomes of the transition and how technology can assist emerging social enterprises to achieve sustainable and social outcomes.

Objectives of the Study

1. To discuss how social media marketing could be used to promote social entrepreneurship projects and to convey their social missions to a broader audience.
2. To investigate how using social media affects the success of social enterprises, specifically with regards to visibility, reach, engagement with customers and community support.
3. To measure the relationship between digital altruism and social entrepreneurial performance, specifically as it relates to online sharing, recommending, donating, volunteering and advocacy.
4. To measure the trust and credibility that can be created by social media for social enterprises, for their customers, beneficiaries, donors and volunteers etc.
5. To recognise the influence of social media marketing on resource mobilisation, such as crowdfunding, partnerships, donations, volunteering and customer support.

3. Literature Review

The impact of digital platforms on how entrepreneurs communicate, develop communities, mobilise resources and create social value has been significant. This change is particularly important for social enterprises because it's not just about being financially viable, it's also about being able to articulate a social agenda and create social engagement and social involvement from beneficiaries, customers, volunteers, donors and others. The idea of 'digital

altruism' can then be applied to examine the potential for combining commercial communication with social-purpose aims in a social media marketing strategy.

Kaplan and Haenlein (2010) highlight some of the most significant findings in social media research, which have been centered on the interactive and participatory aspects of social media. Social media offers the ability for organisations and audiences to communicate, share information and co-create content, in contrast to traditional media. Social enterprises have key characteristics of dialogue, community involvement and trust, which are important because of what they do and their work. Social media can therefore be used as an instrument to promote, but also to spread the values of social enterprises, and encourage all stakeholders to get involved in social issues.

The business perspective is taken by Olanrewaju et al. (2020) who reviewed 160 studies on social media and entrepreneurship and found the use of social media has expanded from traditional marketing strategies. However, what is important is the growing trend of social platforms to be a resource for entrepreneurs for networking, information search, crowd funding, collaboration and innovation. They conclude that social media can help boost the organization's performance and innovation. This is relevant for social enterprises because marketing communication can also play a part in raising awareness and collecting resources, and developing both stakeholders and social value.

The connection between social media and entrepreneurship has been studied in the field of entrepreneurial marketing. While marketing has been neglected in social enterprise research to date, Ghods (2019) theorized that it is a key element of organizational sustainability. One of the unique challenges of social enterprises is to articulate a social agenda and still have enough economic sustainability to carry out their activities. Entrepreneurial marketing can then help such organisations to identify opportunities, develop stakeholder relationships, convey social value and differentiate from traditional, commercial organisations.

Ainin et al. (2015) discovered that Social media can help SMEs in various ways including improving their business performance, accessibility and customer relationship. In their study, they discovered that social media can be used to help reduce the communication gap and make it possible for smaller businesses to reach the masses of larger audiences – and do it at a more affordable price than traditional advertising. This result has implications for social enterprises, which typically have limited financial and human resources, which means that they need effective and inexpensive tools to communicate their missions.

The importance of social media marketing for entrepreneurial organizations is also confirmed in the study conducted by Tajvidi and Karami (2021) which has shown that there is a relationship between the capabilities of social media and the entrepreneurial orientation and organizational performance. Through social media organizations can access market information and can communicate with customers and stakeholders. In the context of social enterprise these skills can also be used for market development, and social-purpose communication, establishing a link between digital engagement and organizational sustainability.

One key contribution in the literature has been the awareness of the potential for social value creation in addition to commercial value creation that is possible with social media. Ali et al. (2023) involve a systematic review on the social media and social enterprises relationship and they found three major clusters of research: social media, social collaboration and social marketing, social media, crowdfunding and crowdsourcing, social media platforms and entrepreneurial practices. Their review proposed a framework to connect the social media platforms, social entrepreneurial activities and social enterprise performance. This is a good attention to social media marketing as one of the factors that can make a social entrepreneur succeed.

Ali et al.'s (2023) findings are significant as it illustrates the digital environment's potential to facilitate multiple types of stakeholder engagement with a social enterprise. Money can come from crowd funding, knowledge and ideas from crowd sourcing, and collaboration in social circles, to improve relations between actors interested in social causes. So, Social Media marketing may also indirectly affect organisation success by boosting the social networks and social resources of social enterprises.

Drummond et al. (2020) also systematically analyzed the function of social media in entrepreneurial activities. By structuring their literature review, they identified four streams of literature, namely entrepreneurial learning and self-employment, entrepreneurial marketing, entrepreneurial opportunity development and networking and entrepreneurial ecosystems. The authors found that the field is not integrated yet and recommended to move towards more integrated approaches that involved both technological and social aspects. This is especially relevant for the current study since social entrepreneurship is based on economic, social and community objectives not on commercial success.

Kanth and Prasad (2023) conducted a systematic review of social media marketing in SMEs, which identified several theoretical lenses, research designs, countries and platforms studied on social media marketing. Their review highlights the growing relevance of social media marketing for smaller organisations, and offers a helpful basis for exploring the link between the practice of digital marketing and the outcomes of organisations. Much of this literature is however, still geared towards traditional SMEs, and there is scope to explore how these mechanisms work for social enterprises that combine social and economic aspects of their performance.

There is a close connection between social entrepreneurship and social media, and stakeholder involvement. A range of different stakeholders support social enterprises including beneficiaries, the community, volunteers, donors, customers, government, and social investors. Social media is a great way for these groups to connect with the organization, and one another. The stakeholders can be actively involved in the discussion, sharing, campaigning, networking, as well as produce their own content, not just receive messages put out by the organisation. This can result in greater visibility and enhanced the legitimacy of a social enterprise.

An additional theoretical explanation is the notion of social capital. Digital networks can help social entrepreneurs in developing and maintaining networks that provide access to information, knowledge, resources, trust and opportunities to collaborate. Social media marketing can play a role in organisational development in this regard by enhancing bonding and bridging relationships. The recent studies have demonstrated that social enterprises are able to articulate different forms of social capital via social media and to communicate the social value generated by their activities. For example, Hidalgo et al. (2024) illustrated a social value in a social enterprise in terms of social capital through Facebook communication in a case study.

Another level – Digital Storytelling! Social enterprises tend to tell stories about the beneficiaries, social issues, community change, environmental efforts, or personal stories. These stories could facilitate an understanding of and emotional connection to social issues to digital audience. Using social media these stories can go viral and people can interact with the story, whether that is by sharing it, commenting, donating, purchasing or joining campaigns. That means storytelling can be used to catalyze stakeholder action and make a difference in social awareness.

There are also resources from the literature on social marketing that can provide conceptual support. The use of social marketing as a tool was investigated by Fernando and his co-authors (2021), which brought up themes for social marketing strategies, organizational issues, social enterprise dualities, and social marketing implications in social marketing research from the lens of social entrepreneurship. The findings suggest that social marketing is a field of interest to explore when considering social enterprises' communication activities and the way they address social problems and social and business objectives.

There's a particular marketing challenge due to the two-fold mission of the social enterprise. Unlike other enterprises social enterprises have to be both social and organisationally viable. Defourny and Nyssens (2010) introduced the concept of social enterprise as a hybrid of the economic and social dimensions and emphasized that a balance needs to be struck between the entrepreneurial and social aspects. Social media marketing can be helpful in this dual role by not only conveying a product or service, but also a depiction of the social impact that can be achieved through the use or participation of the product or service.

From the perspective of the resource-based theory, digital skills can be viewed as social enterprises' resources. Social Media platforms can provide a cost-effective method for reaching people, information, networks, knowledge

and communication. These resources can be leveraged in combination with entrepreneurial skill and aptitude to assist in achieving competitive advantage and organizational resilience. But having technology is not sufficient – there are a number of things that organisations need, such as their digital skills, strategic orientation, content capabilities and stakeholder management practices.

Thus, the notion of digital capability is a key factor for comprehending the success of social entrepreneurship. Social enterprises can come in all shapes and sizes with different levels of skills and experience in identifying the right platforms, crafting relevant and interesting content, understanding how to engage with their audience, how to understand their stakeholder behaviour and how to convert online engagement into physical products and services. Furthermore, the effectiveness of social media marketing is not only related to the use of social media, but to their strategic positioning in the company's operations.

Authenticity and trust are also highlighted in the literature. Social enterprises often have an appeal to values of ethics, environment, humanitarianism or community. The digital communication, therefore, must be believable and aligned in terms of what they do and what they say regarding their mission. Excessive advertising and no social impact results in a loss of trust. However, it is argued, transparent reporting of beneficiaries, outcomes, challenges and application of resources will create a feeling of legitimacy and support for committing further resources.

Social enterprise performance is another aspect. The typical measures of a business include sales and profitability, market share and growth. Social enterprises need more indicators as they need to cover social and environmental outcomes. Ali et al. (2023) specifically highlighted the importance of analyzing the association between the social media practices and social enterprise performance, instead of focusing on social media adoption only. As such, success of social entrepreneurship can be considered a multifaceted construct of financial sustainability, social impact, stakeholder engagement, community presence, innovation and organizational development.

Literature also suggests that social media can be utilized as a tool for augmenting the role of crowdfunding and resource mobilization. They can directly communicate their missions to their likely target audience, and create a digital campaign to solicit financial and non-financial donations. Crowdfunding also provides social enterprises with a way of gauging people's interest in causes, and of establishing communities for social causes. Social media and crowdfunding can thus become a mechanism for transformation of marketing communication into a resource generation mechanism.

4. Material and Methodology

The study is quantitative, descriptive and explanatory research design that aims to study the effect of social media marketing on the success of social entrepreneurship. The study centers on the social entrepreneurs who employ social media platforms like Instagram, Facebook, YouTube, LinkedIn, and WhatsApp to disseminate their social missions, to market products or services, mobilize resources, engage stakeholders and establish community support. The independent variable of the study is social media marketing and the dependent variable is social entrepreneurship success. The dimensions used to measure social media marketing include the quality of the content, engagement with the audience, frequency of communication, social media reach, interactive communication, and building of the digital community. The success of a social entrepreneur is judged on its social impact, financial sustainability, customer/beneficiary engagement, organisation growth and visibility of the social enterprise.

Primary data is gathered using a structured questionnaire to social entrepreneurs and founders/managers of social enterprises that are actively using social media to communicate socially and as a business tool. A purposive sampling technique is used because respondents who have first-hand experience using social media marketing for social-enterprise activities are needed. The questionnaire has two sections: the first is used to gather demographic and organizational data, and the second assesses the level of agreement that respondents have with statements regarding the practices of social media marketing and social entrepreneurship success, with the five-point Likert scale ranging from 1 = Strongly Disagree through to 5 = Strongly Agree. Secondary information is collected from academic journal articles, books, research reports, institutional publications and other reliable academic sources that are related to the

concepts of social media marketing, digital engagement, altruistic behaviour, social entrepreneurship and organisational performance.

The questionnaire is the first to be given to a small number of respondents who have similar characteristics to the target respondents in the pretest. The results of the pilot study are used to make the items on the questionnaire clearer, in order and more relevant. The validity of the measurement tools is determined through Cronbach's alpha and the validity of the content is determined by the extent to which the questions in the questionnaire correspond to the concepts defined and the literature obtained from empirical studies carried out. The respondents are told the academic purpose of the study and their consent is taken. All information is kept confidential and anonymous, and is only utilised as a research tool.

Data collected are coded, tabulated and analyzed using adequate descriptive and inferential statistical methods. To describe the characteristics of respondents and the major study variables, descriptive statistics (frequency, percentage, mean and standard deviation) were used. Pearson's correlation analysis is used to check for association between social media marketing and social entrepreneurship success. Using multiple regression analysis, the author investigates the contribution of the various dimensions of social media marketing (content quality, audience engagement, interaction, reach, and digital community building) to determining the success of social enterprises. Relevant organizational characteristics are also included as control variables, as appropriate, in the analysis. P values of less than 5% ($p < .05$) are considered statistically significant. This methodology can therefore help the study identify a relationship between greater strategic and more effective use of social media marketing and better social, economic and organisational outcomes for social enterprises.

5. Results and Discussion

The study “Digital Altruism: The Influence of Social Media Marketing on Social Entrepreneurship Success” looks at how SMM can help improve social enterprise success through enhanced stakeholder engagement, social visibility, increased trust, and resource mobilization. The analysis is conducted from four angles of social media marketing: content engagement, community interaction, digital storytelling and online advocacy and will address the link between these aspects and the success of social entrepreneurship. The data presented below is indicative of a hypothetical primary data sample of 300 respondents, which encompass social enterprises and social entrepreneurs with employees, volunteers, customers, donors and other stakeholders. The data included are provided as a research paper example, and should be replaced with data from the survey if primary data have been obtained.

Table 1: Descriptive Statistics of Social Media Marketing and Social Entrepreneurship Success

Variables	Mean	Standard Deviation	Interpretation
Social media content engagement	4.02	0.71	High
Community interaction	3.94	0.76	High
Digital storytelling	4.08	0.69	High
Online social advocacy	3.89	0.81	High
Audience trust	3.96	0.73	High
Brand visibility	4.11	0.66	High
Stakeholder participation	3.87	0.78	High
Resource mobilization	3.76	0.84	Moderately high
Social impact achievement	3.91	0.75	High

Overall social entrepreneurship success	3.95	0.72	High
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6. Discussion

The descriptive results show that respondents have a general impression of the significant role of social media marketing in the performance of social enterprises. When it comes to dimensions studied, the most popular option was brand visibility with the mean score of 4.11, followed by digital storytelling with the mean score of 4.08 and the content engagement with the mean score of 4.02. This indicates that social enterprises have much to gain from the capacity of social media to share their mission, social purpose, successes and impact on their communities with a greater reach.

The relatively good score for digital storytelling does suggest that audiences may react positively to a social enterprise's activity if presented in a human centred rather than a promotional way. A story of a beneficiary, community change, environmental work, a woman entrepreneur, a disadvantaged group or a local development can make an emotional connection with an audience and motivate them to support a social cause.

The mean scores for community interaction were also high at 3.94. This means that social media is not just a marketing tool but also a tool for relationship management of stakeholders. Social enterprises can leverage their social media platforms to learn about their stakeholders' expectations and more effectively engage their communities by using comments, discussions, live sessions, polls and DMs, and user-generated content.

The resource mobilization was the lowest mean score (3.76), but still moderately high. This finding suggests that there are no financial or material incentives that come with being on social media. Social enterprises also may require other tools to convert 'likes' and 'shares' into resources, such as clear and credible donation systems, crowdfunding, partnerships, volunteer networks, and impact reporting systems.

In general, from the descriptive evidence, it can be concluded that digital altruism is carried out by making it visible, interactive, and trustworthy and participatory, not just by doing promotional activities.

Table 2: Correlation Between Social Media Marketing Dimensions and Social Entrepreneurship Success

Social Media Marketing Dimension	Correlation with Social Entrepreneurship Success (r)	p-value	Relationship
Social media content engagement	0.68	< .001	Strong positive
Community interaction	0.64	< .001	Strong positive
Digital storytelling	0.71	< .001	Strong positive
Online social advocacy	0.61	< .001	Moderate-to-strong positive
Audience trust	0.73	< .001	Strong positive
Brand visibility	0.66	< .001	Strong positive
Stakeholder participation	0.69	< .001	Strong positive
Resource mobilization	0.58	< .001	Moderate positive

7. Discussion

The correlation analysis shows that the dimensions of social media marketing are correlated with each other and that there are statistically significant and positive relationships between all the dimensions examined and the social entrepreneurship success. The correlation coefficient ranges from 0.58 to 0.73, which shows that the greater the level of social media marketing, the greater this level of perceived social entrepreneurship success.

There is the strongest association between audience trust and social entrepreneurship success ($r = 0.73$, $p < .001$). The discovery is especially significant in terms of the credibility in social entrepreneurship. Social businesses have a social mission and shareholders or their representatives may wonder if the business actually delivers the impact it professes to do. Many of these aspects can thus foster confidence in the stakeholders if communication is consistent, social outcomes are evidenced, activities are transparent and engagement is authentic.

The relationship between digital storytelling and social entrepreneurship success is also strong ($r = 0.71$, $p < .001$). The findings imply that it might be possible to improve audience identification with social impact by communicating it in a meaningful story. Digital stories can help audiences understand complex social issues, and show a visible change.

There is a strong positive correlation between stakeholder participation and it ($r = 0.69$, $p < .001$). This reinforces the thesis that social media can turn stakeholders into active participants in social initiatives. Followers can participate in the following ways: sharing information, volunteering, giving feedback, buying socially responsible products, campaigning and advocating for social causes.

The correlation is 0.68 between social media content engagement and the performance of social enterprises, which implies that there is a significant connection between the quality of content shared on social media and the response received from the audience. But don't see engagement as just likes or views. Meaningful engagement is defined as activities that help to build awareness, participation, trust, capacity to mobilize resources, and social impact.

The relatively weak correlation between resource mobilization and social entrepreneurship success ($r = 0.58$) indicates that merely making a social enterprise digital visible does not necessarily lead to financial sustainability. To turn engagement into action with stakeholders, proper mechanisms need to be put in place in the online space.

Table 3: Regression Analysis of Social Media Marketing and Social Entrepreneurship Success

Predictor Variable	β (Beta)	t-value	p-value	Decision
Social media content engagement	0.21	3.84	< .001	Significant
Community interaction	0.16	2.91	.004	Significant
Digital storytelling	0.27	4.76	< .001	Significant
Online social advocacy	0.13	2.48	.014	Significant
Audience trust	0.31	5.43	< .001	Significant
Stakeholder participation	0.19	3.36	.001	Significant
R²	0.61	—	—	—
Adjusted R²	0.60	—	—	—
F-statistic	77.18	—	< .001	Significant

Dependent variable: Social entrepreneurship success.

8. Discussion

The regression analysis findings also demonstrate that social media marketing has a significant relationship with success of social entrepreneurship. This model accounts for about 61% of the variability of the success of social entrepreneurship ($R^2 = 0.61$). This suggests that taken together, the chosen dimensions of social media marketing offer significant predictive value with respect to variations in participants' perception of social-enterprise performance.

Standardized coefficient (β) indicates the extent to which an independent variable contributes to the variance in the dependent variable. A continuous variable with the strongest standardized coefficient ($\beta = 0.31$, $p < .001$) is audience trust. This suggests that trust is one of the most crucial social media marketing mechanisms that can play a part in the success of social entrepreneurship. Social enterprises have been reliant on customer loyalty, donations,

voluntary support, partnerships and community involvement. As a result, stakeholders are more likely to be engaged with organisation that has a credibility and transparency.

The second strongest predictor, with a β value of 0.27 and a p value less than .001, is digital storytelling. This finding suggests that the positive elements of good storytelling around social purpose and impact do have an impact on outcomes. In a social enterprise, communicating is not the sole purpose of informing the people about the organisation's products and services, but also about its social value. This can be filled by storytelling and a connection to social outcomes in the real world.

Social media content engagement also makes a significant contribution ($\beta = 0.21$, $p < .001$). Developing quality content will increase awareness and be used in the engagement of stakeholders. The results indicate, however, that engagement is more meaningful when it is connected to the aspects of trust and storytelling, as well as participation and not just considered as a measure.

Social entrepreneurship success is also significantly affected by stakeholder participation ($\beta = 0.19$, $p = .001$). This is in line with the argument that social media can enable collaborative value creation. Social enterprises can have the capacity to reach beyond their own resources, as stakeholders can provide knowledge, ideas, resources, networks, advocacy, and voluntary effort.

Online social advocacy ($\beta = 0.13$, $p = .014$) and community interaction ($\beta = 0.16$, $p = .004$) also have statistically significant positive effects. While their coefficients may be lower, they are still significant, as social enterprises often rely on community networks and advocacy for creating broader social impact.

9. Limitations of the study

This study on “Digital Altruism: The Influence of Social Media Marketing on Social Entrepreneurship Success” has several limitations that should be taken into account when interpreting the results of this study. Firstly, the study could be restricted by the information that is available and reliable from the social entrepreneurs about their social media marketing efforts, their social media followers, the amount of money that they make through their website and blog, and the social impact that they have. Social entrepreneurship is a mix of financial and social results and may be difficult to measure consistently. Second, social media platforms, algorithms, advertising policies, and user preferences evolve quickly, and this may have implications on the validity of the results over time. So the results of a specific social media approach might differ based on your social media platform, industry and time. Third, digital literacy and financial resources, organisational skills and access to technology differ amongst social entrepreneurs and may affect the extent to which they are effective in using social media, which can make it hard to exclusively identify success as a result of social media marketing. Another limitation of the study might be geographical and/or demographic coverage, as the experiences of social entrepreneurs in one region or sector may not necessarily apply to those in other socioeconomic and cultural settings. Further, the self-reported data may contain lack of recall or errors in the perception of the effect on society and the success as an entrepreneur. Lastly, this study could reveal links between social media marketing and the success of social entrepreneurship without attempting to establish a causal relationship. Limitations of the current study may be addressed in future research in the following ways: conducting a study that is longitudinal in nature, employing larger and more diverse samples, conducting cross-country studies, analyzing the platforms, and analyzing the results based on objective performance measures and social-impact measures.

10. Future Scope

Research to study the “Digital Altruism: The Influence of Social Media Marketing on Social Entrepreneurship Success” can delve into the impact that new digital devices are having on social media marketing and the rise of social enterprises. Other research could focus on the impact of AI, influencers, social commerce, short video content, crowdfunding sites, and analytics on raising awareness among the public, getting people to donate to social enterprises, boost engagement with customers and communities, and drive community involvement. Comprehensively studying online altruistic behaviour in various regions, including urban versus rural areas, may yield additional insights into

the impact of digital access, socioeconomic factors, digital literacy and cultural values on online altruistic behaviour. Further research is also needed to determine if there are tangible results from social media interaction in regards to financial sustainability, the number of beneficiaries reached, the impact in social media, customer loyalty or organization survival after a certain time period. The ethical issues of digital altruism, such as transparency in communications about social impact, authenticity in campaigns and the respect for privacy, misinformation, and possible exploitation of emotional appeals, could be highlighted more. Longitudinal studies could be used to determine the social impact of social media generated support as a fleeting moment or sustained impact. Researchers can also develop models incorporating digital altruism, social media marketing capability, stakeholder trust, social innovation and social entrepreneurship performance to provide actionable advice to social entrepreneurs seeking to deliver social value creation and commercial sustainability.

11. Conclusion

Digital altruism is one of the very important components of social entrepreneurship and an example of how social media marketing can help close the gap between community and entrepreneurial efforts, supporters and customers, and even between customers and potential donors. Social networking sites, social communities and digital content channels can be used as tools for social entrepreneurs to share their social mission, raise awareness and awareness, build connections with relevant stakeholders. What makes the marketing of social entrepreneurship different from traditional marketing is that not only is it visible and engaging, it is also credible, authentic, and has social value associated with it. Social media can also help to build and promote trust within the social enterprise world and inspire social media users to join in or support social enterprises if they remain consistent with their social and environmental aims.

Digital altruism can contribute to the success of social entrepreneurship, by reaching a wider audience, community engagement, community advocacy, crowd sourcing of funding, networking and engaging with customers, the study notes. Clear messaging, engaging narratives, community input, and a clear sense of social impact can result in more engagement and advocacy. In the meantime, social media success is not about likes, followers, shares, or views. Stakeholder engagement, resource mobilization, customer satisfaction, partnerships are more significant while behavioral change and social impact come into the picture. Social entrepreneurs should, therefore, not only leverage social media as a marketing channel, but consider their social mission as part of their digital marketing objectives as well.

But there are problems with digital philanthropy, as well: misinformation, superficial online engagement, loss of audiences' faith, overreliance in platform algorithms, privacy concerns, and the use of emotional appeals for commercial purposes. They must thus be transparent and have an ethical set of rules that they can adhere to when communicating online. Social media marketing can, in general, be a powerful social entrepreneurship marketing strategy that can be used alongside the social mission of a social entrepreneur. If a social enterprise can establish enduring relationships, collaboration, financial (and non-financial) support and social value resulting from digital attention, then they will be effective in the long-term. So digital altruism is not just a new approach to digital marketing, it is an opportunity to build digital ecosystems of entrepreneurs by adopting a socially responsible approach and digital sustainability.

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