



A Study on Start Up and Entrepreneurial Development through Digital Medium in the Era of Consumption

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ABSTRACT

In the modern economic environment, digital transformation has significantly influenced business operations and consumer behaviour. The rapid growth of internet connectivity, smartphones, social media platforms, and online payment systems has created a favourable ecosystem for startup development. This study focuses on analysing how digital media contributes to entrepreneurial growth in the era of consumption, where consumer preferences are largely influenced by convenience, speed, personalization, and accessibility. The research examines the opportunities provided by digital platforms such as e-commerce websites, social media marketing tools, and digital payment systems. It also evaluates government initiatives like Start Up India and Digital India, which aim to strengthen digital entrepreneurship in India. The study further identifies challenges such as cybersecurity risks, intense competition, lack of digital literacy, and infrastructure gaps. The findings reveal that digital media reduces operational costs, enhances market reach, improves customer engagement, and promotes innovation. The study concludes that digital entrepreneurship is a key driver of economic development in the contemporary consumption-driven economy.



INTRODUCTION

Entrepreneurship is considered one of the most important engines of economic growth. It creates employment, encourages innovation, and increases national income. In recent years, the nature of entrepreneurship has changed due to digital transformation. The era of consumption refers to a modern economic system where consumer demand drives production. Today's consumers prefer online platforms because they offer convenience, time-saving options, discounts, and product comparisons. This shift has encouraged startups to adopt digital business models.

Digital medium includes:

- E-commerce platforms
- Social media marketing
- Online advertising
- Mobile application
- Digital payment systems

Startups now use platforms like Amazon, Flipkart, Instagram, and YouTube to promote and sell their products globally. The Government of India has introduced several initiatives such as Startup India and Digital India to support digital entrepreneurship. These initiatives provide funding support, tax benefits, incubation centres, and skill development programs. Thus, digital media has transformed traditional entrepreneurship into digital entrepreneurship, making business operations more efficient and customer-oriented.

STATEMENT OF THE PROBLEM

Although digital platforms provide enormous opportunities for startups, several challenges affect entrepreneurial growth.

1. Digital Skill Gap - Many small entrepreneurs lack knowledge about digital marketing, SEO, and online branding.
2. High Competition - Online markets are highly competitive with both domestic and international players.
3. Cybersecurity Threats - Online fraud, hacking, and data theft create trust issues.
4. Infrastructure Limitations - Rural areas may lack high-speed internet access.
5. Consumer Trust Issues - Some customers hesitate to purchase products without physical inspection.
6. Financial Constraints - Limited access to startup capital and venture funding.

Therefore, the problem addressed in this study is to examine how digital media supports startup development and what barriers limit its full potential.

OBJECTIVES OF THE STUDY

The study is conducted with the following objectives:

1. To understand the concept and importance of startup and entrepreneurial development.
2. To analyse the impact of digital media on business growth and expansion.
3. To examine changes in consumer behaviour in the digital consumption era.
4. To evaluate the effectiveness of government initiatives supporting startups.



REVIEW OF LITERATURE

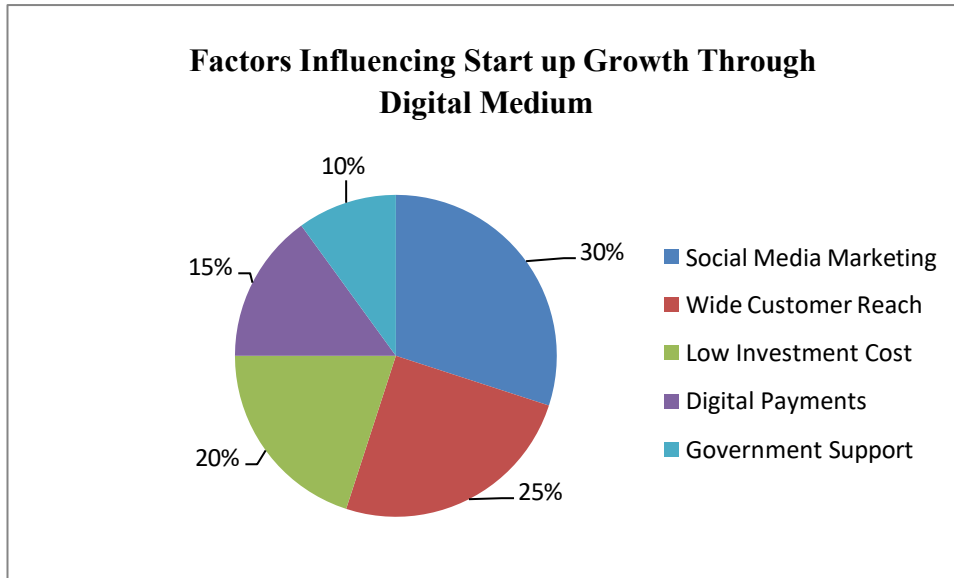
Abdul Rahman, A. W., Widiyatmoko, T., &Rakhmansyah, M. (2024) This study aims to analyze the influence of entrepreneurial mindset and innovation on startup growth in the digital era. The object of this research is startups operating in the digital sector in Indonesia, with a focus on how entrepreneurial mindset and innovation influence their performance and growth. The method used is a quantitative approach, by distributing questionnaires to startup owners and managers to collect data regarding entrepreneurial mindset, innovation and growth. The collected data was analyzed using linear regression to test the relationship between these variables. The research results show that both entrepreneurial mindset and innovation have a significant positive influence on startup growth, with innovation acting as a mediator that strengthens this relationship.

Rybakova, E.V&Nazarov, M.A. (2021) The purpose of the study is to identify the main issues of doing business in the digital economy era and determine the directions for further improvement of state regulation of electronic commerce in Russia. The authors discuss basic concepts of the digital economy, analyze its role in the development of entrepreneurship, including small and medium companies, and identify trends that indicate the digitalization of various spheres of public life. The work reflects the main components of the digital economy, considers the impact of digitalization on business structures using Russian and foreign companies as examples. The study is based on the papers of Russian and foreign scientists dedicated to the development of entrepreneurship in digital economy.

DATA ANALYSING AND INTERPRETATION

Table 1: Factors Influencing Start up Growth Through Digital Medium

S.No	Factors	No. of Respondents	Percentage (%)
1	Social Media Marketing	30	30%
2	Wide Customer Reach	25	25%
3	Low Investment Cost	20	20%
4	Digital Payments	15	15%
5	Government Support	10	10%
	Total	100	100%

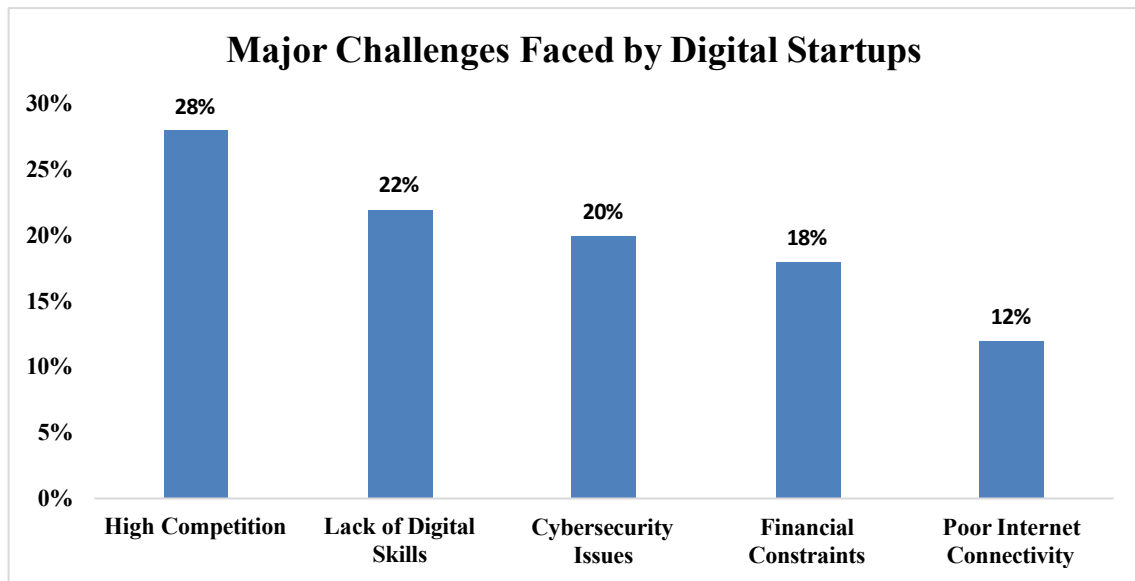


Interpretation

- Majority (30%) of respondents consider Social Media Marketing as the most important factor.
- 25% believe digital platforms help in expanding customer reach.
- 20% feel low investment cost encourages startups.
- Only 10% think government support is the primary factor.

Table 2: Major Challenges Faced by Digital Startups

S.No	Challenges	No. of Respondents	Percentage (%)
1	High Competition	28	28%
2	Lack of Digital Skills	22	22%
3	Cybersecurity Issues	20	20%
4	Financial Constraints	18	18%
5	Poor Internet Connectivity	12	12%
	Total	100	100%

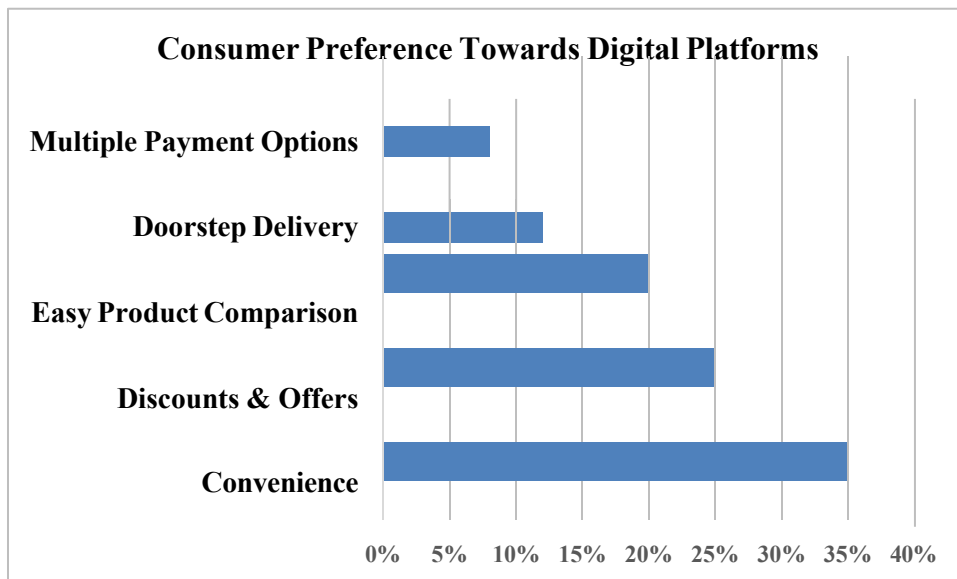


Interpretation

- 28% face high competition in digital markets.
- 22% lack proper digital knowledge.
- 20% worry about cybersecurity risks.
- 18% struggle with financial problems.

Table 3: Consumer Preference Towards Digital Platforms

S.No	Reasons for Preference	No. of Respondents	Percentage (%)
1	Convenience	35	35%
2	Discounts & Offers	25	25%
3	Easy Product Comparison	20	20%
4	Doorstep Delivery	12	12%
5	Multiple Payment Options	8	8%
	Total	100	100%



Interpretation

- 35% prefer digital platforms due to convenience.
- 25% are attracted by discounts and offers.
- 20% value easy comparison of products.

FINDINGS

Based on analysis, the following key findings were observed:

1. Majority of startups prefer digital platforms due to lower investment cost compared to traditional business models.
2. Social media marketing significantly increases brand visibility.
3. Online payment systems enhance customer convenience and transaction speed.
4. Consumers prefer digital shopping due to discounts, offers, and easy comparison.
5. Government schemes positively influence startup formation.
6. Lack of digital knowledge is a major challenge for small-scale entrepreneurs.
7. Rural entrepreneurs face internet connectivity issues.

SUGGESTIONS

1. Enhance Digital Skills Training

Startups should invest in digital marketing, e-commerce management, and cybersecurity training programs to overcome skill gaps.

2. Strengthen Cybersecurity Measures

Entrepreneurs must adopt secure payment gateways, data protection systems, and regular security audits to reduce cyber risks.

3. Utilize Social Media Effectively

Startups should actively use social media platforms for brand promotion, customer engagement, and market expansion.



4. Improve Internet Infrastructure in Rural Areas

Government and telecom providers should focus on improving internet connectivity to support rural entrepreneurs.

5. Increase Awareness of Government Schemes

Conduct workshops and awareness programs about startup subsidies, loans, and digital support initiatives.

6. Focus on Customer-Centric Strategies

Provide attractive discounts, easy navigation, multiple payment options, and quick delivery to retain customers.

7. Encourage Innovation and Cost Efficiency

Startups should adopt cost-effective digital tools and innovative strategies to remain competitive.

8. Promote Financial Planning and Support

Entrepreneurs should maintain proper financial planning and explore funding opportunities to overcome financial constraints.

CONCLUSION

The study concludes that digital platforms play a significant role in the growth and development of startups. Most entrepreneurs prefer digital mediums due to lower investment costs, wider customer reach, and improved brand visibility through social media marketing. Online payment systems and digital tools enhance customer convenience and operational efficiency.

However, startups also face major challenges such as high competition, lack of digital skills, cybersecurity risks, and internet connectivity issues, especially in rural areas. Despite these challenges, consumer preference for digital platforms continues to grow due to convenience, discounts, and easy product comparison.

Overall, digital transformation has created vast opportunities for startups. With proper skill development, strong cybersecurity measures, and effective utilization of digital marketing strategies, startups can achieve sustainable growth and long-term success in the digital economy.

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