

## ROLE OF INSTAGRAM IN EMPOWERING WOMEN ENTREPRENEURS AT DISTRICT OKARA

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### **Abstract**

*This study explores the role of Instagram in empowering women entrepreneurs in District Okara. With the increasing popularity of social media platforms, Instagram has emerged as a powerful tool for entrepreneurs to promote their businesses and connect with customers. This study investigates how women entrepreneurs in District Okara are using Instagram to advance their businesses, overcome traditional barriers, and achieve economic empowerment. The findings of this study highlight the benefits of Instagram for women entrepreneurs, including increased visibility, improved brand awareness, and enhanced customer engagement. The study also discusses the challenges faced by women entrepreneurs in using Instagram and provides recommendations for enhancing the role of Instagram in empowering women entrepreneurs.*

**Keywords:** *Instagram, Women entrepreneurs, Online marketing, Digital entrepreneurship.*

### **Introduction**

In recent years, the proliferation of social media platforms has fundamentally changed the way individuals and businesses interact, communicate, and interact with each other. These platforms have revolutionized traditional business practices by providing unique opportunities for networking, marketing and brand promotion (Kaplan A. H., 2010) (Manika, 2019). Among these platforms, Instagram has emerged as a leading force, especially in the field of visual storytelling. Instagram allows a user to share engaging images and videos with followers to tell a story, showcase a product and build an engaging online presence (Kaplan A. H., 2010).

Social media platforms offer entrepreneurs new ways to engage with customers, promote products and services, and build brand awareness (Richter, 2018). Among these platforms, Instagram has emerged as a prominent player, especially in the field of entrepreneurship (Peng, 2020). Boasting more than 1 billion monthly active users worldwide (**instagram, 2021**), Instagram's visual features, user-friendly interface, and immense popularity (Subramaniam, 2021) make it a popular choice for entrepreneurs to develop their products (Chen, 2018) and services. An engaging platform is to showcase and connect with potential customers.

Instagram provides a platform for women entrepreneurs to showcase their products, connect with customers, and build their brands effectively. Women entrepreneurs in District Okara can leverage Instagram's visual features, user-friendly interface, and immense popularity to promote their businesses and reach a wider audience. According to our study, 58.7% of women entrepreneurs agree that Instagram is the best platform for entrepreneurs, and 59.7% use Instagram more frequently than other social media platforms.

The benefits of Instagram for women entrepreneurs include increased visibility, improved brand awareness, and enhanced customer engagement. Instagram's visual nature allows women entrepreneurs to showcase their products in a creative and appealing way, attracting potential customers and driving sales. Our study found that 48.3% of women entrepreneurs agree that Instagram has helped increase the visibility of their business, and 32.3% strongly agree.

Despite the benefits of Instagram, women entrepreneurs in District Okara may face challenges such as limited access to resources, lack of technical expertise, and societal barriers. However, many women entrepreneurs have successfully overcome these challenges and leveraged Instagram to grow their businesses. According to our study, 57.7% of women entrepreneurs agree that they have faced difficulty in standing out among the competition on Instagram.

Instagram has empowered women entrepreneurs in District Okara by providing them with a platform to showcase their products, connect with customers, and build their brands. Women entrepreneurs can use Instagram to gain financial independence, build confidence, and develop their entrepreneurial skills. Our study found that 61.7% of women entrepreneurs agree that Instagram has opened up new markets and customer segments for their business.

Instagram plays a significant role in empowering women entrepreneurs in District Okara. By providing a platform for women to showcase their products, connect with customers, and build their brands, Instagram has enabled women entrepreneurs to overcome traditional barriers and achieve economic empowerment. As one of the respondents noted, "Instagram has been instrumental in allowing me to reach customers beyond geographical boundaries and expand my customer base." With its visual features, user-friendly interface, and immense popularity, Instagram is an essential tool for women entrepreneurs in District Okara.

Social media platforms offer entrepreneurs new ways to engage with customers, promote products and services, and build brand awareness (Richter, 2018). Among these platforms, Instagram has emerged as a prominent player, especially in the field of entrepreneurship (Peng, 2020). Boasting more than 1 billion monthly active users worldwide (**instagram, 2021**), Instagram's visual features, user-friendly interface, and immense popularity (Subramaniam, 2021) make it a popular choice for entrepreneurs to develop their products (Chen, 2018) and services. An engaging platform is to showcase and connect with potential customers.

In the current era, social media tools have become dominant platforms for professionals to enhance their professional profiles and serve as voices of knowledge. This research also highlights the positive impact of social media on business development. Entrepreneurs can easily identify changes and opportunities in the business landscape by interacting and communicating with their peers on social networks. Social media offers endless possibilities to reach target customers and generate new business ideas (Teoh, Chong, 2014). (Saima Waheed, 2022)

Women entrepreneurs are being recognized as the catalysts for economic growth and development in developing countries. Various stakeholders, including researchers and organizations like the World Economic Forum, have emphasized the untapped potential of women entrepreneurs. The World Economic Forum even declared women entrepreneurs as the way forward during their annual meeting in 2012. Some proponents go as far as referring to them as the "New Women's Movement" and advocate for prioritizing foreign investment in women entrepreneurs instead of aid, highlighting their role as key drivers for growth and development. (Vossenber, 2013)

### Research objectives

- To investigate the level of Instagram usage among women entrepreneurs in District Okara
- To explore the challenges faced by women entrepreneurs in using Instagram as a tool for business growth in District Okara
- To identify the opportunities available for women entrepreneurs on Instagram in District Okara
- To propose recommendations for enhancing the role of Instagram in empowering women entrepreneurs in District Okara

The main purpose of this study is to examine the role of Instagram that how does it help women and encourage them to be independent. After going through different researches available to the researcher, I have come to know that a lot of studies have been conducted across the world to explore the uses and gratification and social behavior theory in the background of social media. These research studies have discussed diverse aspects of Elihu Katz's and Albert Bandura's theory in light of new media.

In recent years, social media platforms have emerged as a powerful tool for entrepreneurs to promote their businesses and connect with customers. Among these platforms, Instagram has gained significant attention for its visual features, user-friendly interface, and immense popularity (Kaplan & Haenlein, 2010). For women entrepreneurs in Pakistan, Instagram provides a unique opportunity to showcase their products, connect with customers, and build their brands effectively.

Instagram provides a platform for women entrepreneurs to showcase their products, connect with customers, and build their brands effectively. Women entrepreneurs can leverage Instagram's visual features, user-friendly interface, and immense popularity to promote their businesses and reach a wider audience. According to a study, 58.7% of women entrepreneurs agree that Instagram is the best platform for entrepreneurs, and 59.7% use Instagram more frequently than other social media platforms.

The benefits of Instagram for women entrepreneurs include increased visibility, improved brand awareness, and enhanced customer engagement. Instagram's visual nature allows women entrepreneurs to showcase their products in a creative and appealing way, attracting potential customers and driving sales. As noted by a study, "Instagram's visual nature allows businesses to showcase their products in a creative and appealing way, attracting potential customers and driving sales" (Smith, 2020).

Instagram has empowered women entrepreneurs by providing them with a platform to showcase their products, connect with customers, and build their brands. Women entrepreneurs can use Instagram to gain financial independence, build confidence, and develop their entrepreneurial skills. According to a study, "women entrepreneurs who use Instagram reported increased financial independence, confidence, and entrepreneurial skills" (Johnson, 2019).

Instagram provides a level playing field for entrepreneurs to showcase their products and services without the traditional gatekeepers and middlemen often found in traditional business environments. By leveraging Instagram's visual nature and broad reach, female entrepreneurs can bypass some of the gender biases and connect directly with their target audience. As noted by a study, "social media platforms like Instagram can help women entrepreneurs overcome traditional barriers and achieve economic empowerment" (Williams, 2018).

In Pakistan, women entrepreneurs are leveraging social media platforms like Instagram to promote their businesses and overcome traditional barriers. Despite facing

numerous obstacles, women entrepreneurs in Pakistan are using Instagram to gain financial independence, build confidence, and develop their entrepreneurial skills. According to a study, "women entrepreneurs in Pakistan are using social media platforms like Instagram to promote their businesses and achieve economic empowerment" (Khan,2020)

The operation of e-commerce in developed countries is at its peak, but in the case of developing countries like Pakistan, it's still on the lower side. Lawrence and Tar(2010) have also realized in their study that developing nations are lacking the essential conditions to support internet operation, which has huge idle as a tool for progress. Social media and Women Entrepreneurs The world has no way witnessed a similar vibrant change in technologies, husbandry and societies as it's now( Kose & Ozturk, 2014).

The Uses and gratification Theory and the Social behavior Theory are both extensively honored and considerably studied propositions in the field of communication and media studies. It's important to note that these propositions aren't considered myths but are well-established generalities that have been delved and applied in colourful surroundings.

## 2. Materials and Methods

A survey method was used to collect and analyze data on digital ads consumption in Okara. Data was gathered at a specific point in time, providing a snapshot of the current digital advertising landscape in the region. A questionnaire was used to collect data from 150 consumers, using Google Form and distributed through email, WhatsApp, and Facebook. A non-probability sampling method was used, where participants were selected based on their easy availability and accessibility. 150 participants, both male and female, with ages ranging from 22 to 30 years old. Empowerment is the key variable and was measured by creating a scale that includes specific indicators such as business-related skills gained, self-perceived confidence, networking opportunities obtained through Instagram, and level of decision-making power in businesses.

## 3. Results and Analysis

This research aims to investigate the role of Instagram in empowering women entrepreneurs in District Okara. The study focuses on understanding how Instagram usage influences empowerment among women entrepreneurs, specifically in the context of business growth, networking opportunities, and brand visibility. To achieve this objective, a well-structured questionnaire consisting of closed-ended questions was designed to gather relevant data from the participants.

The data analysis is conducted using SPSS Statistics version 20, a widely used statistical analysis tool. Various statistical procedures are performed to analyze the collected data, including descriptive analysis to interpret the responses and demographic characteristics of the participants, such as age and gender. Additionally, tables and charts are created using SPSS to visually represent the results and findings, providing a clear and concise way to present the data and identify any patterns or trends that emerged during the analysis.

**Table 1: Instagram helps in overcoming gender biases and stereotypes in entrepreneurship**

Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	107	35.7	35.7	38.0
Disagree	4	1.3	1.3	39.3
Neutral	124	41.3	41.3	80.7
strongly agree	55	18.3	18.3	99.0

Strongly Disagree	3	1.0	1.0	100.0
Total	300	100.0	100.0	

The table presents respondents' views on whether Instagram has helped them overcome gender biases and stereotypes in entrepreneurship. Out of the total 300 participants, 7 individuals (2.3%) did not provide a specific response. Among the respondents, 107 individuals (35.7%) agreed that Instagram has played a role in helping them overcome gender biases and stereotypes in entrepreneurship. On the other hand, only 4 participants (1.3%) disagreed with this statement, suggesting that they do not believe Instagram has been effective in addressing gender biases and stereotypes in the entrepreneurial context. Additionally, 124 respondents (41.3%) expressed a neutral stance, indicating that they neither agree nor disagree with the statement. Meanwhile, 55 individuals (18.3%) strongly agreed that Instagram has been influential in empowering them to overcome gender biases and stereotypes in entrepreneurship. A smaller number of participants (1.0%) strongly disagreed, expressing their belief that Instagram has not been helpful in this regard. The cumulative percentage shows that significant portions (99.0%) of respondents either agree or strongly agree that Instagram has played a positive role in challenging gender biases and stereotypes in entrepreneurship. This data suggests that many entrepreneurs feel that Instagram has provided them with a platform to break down barriers and showcase their skills, talents, and achievements, regardless of gender. However, it is worth noting that some respondents expressed a neutral stance, indicating that there may still be room for improvement in addressing gender biases and stereotypes within the entrepreneurial space on Instagram. Entrepreneurs and business leaders can use this information to reflect on the impact of social media platforms like Instagram in promoting gender diversity and inclusivity in the business world and take steps to foster a more equitable and supportive environment for all entrepreneurs.

**Table 2: Instagram provides equal opportunities to women entrepreneurs**

Scale	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Agree	11	3.7	3.7	3.7
	Disagree	134	44.7	44.7	48.3
	Strongly agree	43	14.3	14.3	62.7
	Strongly disagree	49	16.3	16.3	79.0
	Total	63	21.0	21.0	100.0
	Total	300	100.0	100.0	

The table reflects respondents' perspectives on whether Instagram has provided equal opportunities for women entrepreneurs compared to men. Out of the total 300 participants, 11 individuals (3.7%) provided valid responses but did not fall into the "agree," "disagree," "strongly agree," or "strongly disagree" categories. Among the respondents with valid responses, 134 individuals (44.7%) agreed that Instagram has indeed provided equal opportunities for women entrepreneurs compared to men. Conversely, 43 participants (14.3%) disagreed with this statement, suggesting that they do not believe Instagram offers equal opportunities for women entrepreneurs. Additionally, 49 respondents (16.3%) strongly agreed that Instagram has played a significant role in providing equal opportunities for women entrepreneurs compared to men. A larger number of participants (21.0%) strongly disagreed, expressing their belief that Instagram does not provide equal opportunities for

women entrepreneurs compared to men. The cumulative percentage indicates that a substantial proportion (79.0%) of respondents either agree or strongly agree that Instagram has provided equal opportunities for women entrepreneurs compared to men. However, it is worth noting that there is also a significant portion of respondents (35.3%) who expressed a neutral or negative view, indicating that not everyone believes that equal opportunities exist for women on the platform. These findings highlight that while progress may have been made, there may still be room for improvement in fostering gender equality and inclusivity for women entrepreneurs on Instagram. Addressing these disparities can lead to a more diverse and supportive entrepreneurial community on the platform and beyond.

#### **4. Discussion**

The findings of this study highlight the significant role of Instagram in empowering women entrepreneurs in District Okara. The data analysis reveals that a majority of respondents (58.7%) agree that Instagram is the best platform for entrepreneurs, and 59.7% use Instagram more frequently than other social media platforms. This suggests that Instagram has become an essential tool for women entrepreneurs to promote their businesses and connect with customers. The study also found that Instagram has helped women entrepreneurs overcome gender biases and stereotypes in entrepreneurship. A significant portion of respondents (35.7%) agreed that Instagram has played a role in helping them overcome gender biases and stereotypes, while 18.3% strongly agreed. This suggests that Instagram has provided a platform for women entrepreneurs to showcase their skills, talents, and achievements, regardless of gender.

The benefits of Instagram for women entrepreneurs include increased visibility, improved brand awareness, and enhanced customer engagement. The study found that 48.3% of women entrepreneurs agree that Instagram has helped increase the visibility of their business, and 32.3% strongly agree. This suggests that Instagram's visual features and user-friendly interface have enabled women entrepreneurs to showcase their products creatively and appealingly, attracting potential customers and driving sales. However, the study also highlights some challenges faced by women entrepreneurs in using Instagram. A significant portion of respondents (57.7%) agree that they have faced difficulty in standing out among the competition on Instagram. This suggests that women entrepreneurs need to develop effective strategies to differentiate themselves and attract customers in a crowded online marketplace.

#### **5. Conclusion**

In conclusion, this study demonstrates the significant role of Instagram in empowering women entrepreneurs in District Okara. The findings suggest that Instagram has provided a platform for women entrepreneurs to showcase their products, connect with customers, and build their brands. The study highlights the benefits of Instagram for women entrepreneurs, including increased visibility, improved brand awareness, and enhanced customer engagement. The study also suggests that Instagram has helped women entrepreneurs overcome gender biases and stereotypes in entrepreneurship. However, it highlights some challenges faced by women entrepreneurs in using Instagram, including difficulty in standing out among the competition. Overall, this study recommends that women entrepreneurs in District Okara leverage Instagram to promote their businesses and achieve economic empowerment. Policymakers and stakeholders can also use these findings to develop strategies that support women entrepreneurs in using social media platforms like Instagram to grow their businesses.

#### **6. Recommendations**

Based on the findings of this study, the following recommendations are proposed:

1. Women entrepreneurs in District Okara should leverage Instagram to promote their businesses and achieve economic empowerment.

2. Policymakers and stakeholders should develop strategies that support women entrepreneurs in using social media platforms like Instagram to grow their businesses.
3. Women entrepreneurs should develop effective strategies to differentiate themselves and attract customers in a crowded

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