

**Ashish Maharjan &
Mohan Gurung**

**INSTAGRAM AS A SUPPORTIVE BUSINESS PLATFORM FOR
PHOTOGRAPHERS IN NEPAL**

**Freelance photographers making their career out of creativity through
Instagram**

**Thesis
CENTRIA UNIVERSITY OF APPLIED SCIENCES
International Business
April 2021**

ABSTRACT

Centria University of Applied Sciences	Date April 2021	Author Ashish Maharjan & Mohan Gurung
Degree programme International Business		
Name of thesis INSTAGRAM AS ASUPPORTIVE BUSINESS PLATFORM FOR PHOTOGRAPHERS IN NEPAL. Freelance photographers making their career out of creativity through Instagram.		
Centria supervisor Katja Viiliäinen- Tyni		Pages 57+ 4
<p>Instagram has been creating a major impact on the Nepalese society following up day to day trends. People have platforms to flourish their skills and make economic benefits through social media and they do not have to involve professionally depending upon big companies for their source of income. As Nepal is one of the most preferred destinations for tourists all around the world, Nepalese photographers can make quite an impact through the pictures, small videos being posted on Instagram and influencing people all around the world giving them an opportunity to build their own brand</p> <p>The central idea of the thesis is how photographers can use Instagram in Nepal to build their personal brand. In this research we will explore Nepalese photographers on Instagram where we highlight how they have used Instagram as an assisting platform for their business benefit. This research will study how Instagram has helped Nepalese photographers to make a career out of their creativity and intends to show how Nepalese freelance photographers are benefitting from Instagram in terms of business.</p> <p>Following up the theory, in empirical part, a questionnaire survey is conducted among a group of 50 Nepalese freelance photographers who are using Instagram. The objective of the survey was to know how Instagram actually helps them to make their career through their creativity, how they have been able to influence people through images on social media. The second part concerns an in-dept interview portraying their day-to-day challenges. This study is focused on the journey of the photographers on Instagram, about the progress and is to prove that Instagram provides a platform for photographers to earn money and make their career without experience.</p>		
Key words Branding, Income, Influencer, Instagram, Marketing, Photographer, Social media		

CONCEPT DEFINITIONS

Brand - A sort of item produced by a specific organization under a specific name.

Engagement - The audience interaction measured in likes and comments.

Follow - A follow represents a user who chooses to see all of another user's posts in their content feed.

Hashtags - A hashtag, introduced by the number sign, or hash symbol, #, is a type of metadata tag used on social networks such as Twitter and Instagram and other microblogging services. It allows clients to apply dynamic, client produced labelling that assists different clients with discovering messages with a particular topic or content.

Influencer – An individual who has an impact over their audience.

IG/Insta – Instagram

Repost/Regram - A user reposts something that they saw on someone else's Instagram, onto their own Instagram account, giving proper credit to the original photographer.

Shoutout - A shoutout on social media usually refers to when one user shouts out another, typically by "tagging" them (inserting their username and a link to their user page) in a post that they make.

Unfollow - To stop following someone on a social media website meaning you will no longer see their content, pictures etc. that they have published.

ABSTRACT
CONTENTS

1 INTRODUCTION.....	6
1.1 Research question.....	7
1.2 Research method	7
1.3 Thesis structure	9
1.4 Research process	10
2 INTRODUCTION TO PHOTOGRAPHY	11
2.1 Types of photography	11
2.1.1 Nature and Cultural heritage photography	11
2.1.2 Adventure and wildlife photography	12
2.2 Photography business in Nepal	13
2.3 Social media as a platform for photographers	13
3 THE INCREASING IMPORTANCE OF SOCIAL MEDIA	15
3.1 Social media impacts in Nepal	16
3.2 Social media as a platform for photographers	17
4 INSTAGRAM IN A NUTSHELL.....	20
4.1 Instagram compared to other social platforms	20
4.2 Instagram and photographers	21
4.3 Instagram as a supportive business platform for photographers in Nepal	22
5 KEY CONCEPT	24
5.1 Influencer	24
5.2 Personal branding on Instagram	24
6 RESEARCH METHOD AND DATA	26
6.1 Questionnaire.....	26
6.2 Interview	27
6.2.1 Interview A	27
6.2.2 Interview B	28
6.2.3 Interview C	29
6.2.4 Interview D	30
6.2.5 Interview E	32
6.2.6 Interview F.....	33
7 DATA ANALYSIS	34
8 KEY FINDINGS AND DISCUSSION	52
8.1 Key findings	52
8.2 Discussion.....	53
9 CONCLUSION	55
10 RECOMMENDATIONS AND FURTHER RESEARCH IDEAS	56
11 REFERENCES.....	57

APPENDICES **58**

FIGURES

Figure 1 - Thesis Structure	34
Figure 2 - Gender and Age	35
Figure 3 – Current Employee Status	36
Figure 4 – Photography Nature	37
Figure 5 – Types of Photography	38
Figure 6 – Features of Instagram	39
Figure 7 – Other Platforms	40
Figure 8 – Instagram over other Social Media	41
Figure 9 – Why Instagram	42
Figure 10 – Own Brand	43
Figure 11 – Instagram on Branding	44
Figure 12 – Scope of Branding in Instagram	45
Figure 13 – Regularity of Instagram	46
Figure 14 – Growth of Branding in Instagram	47
Figure 15 – Clients on Instagram	48
Figure 16 – Instagram as a Platform	49
Figure 17 – Plagiarisms in Instagram	50
Figure 18 – Career in Instagram	51

TABLES

Table 1 – Comparison of Quantitative and Qualitative Approaches	8
--	----------

1 INTRODUCTION

Instagram is a social photography 'application' intended to run on a PDA through which the online media client can make visual and literary implications, and the encompassing watcher can associate with those implications. Applications are "groups of importance and usefulness each set apart by its own particular name and symbol" (Chesher C, 2012.) Social media channels such as Instagram now play a dominant role, not only as entertainment and interaction tools but also in business. Instagram has made quite influence in bringing up business benefits to photographers. Not only professional photographers but also free-lance photographers have a platform to flourish in business through Instagram.

The main idea of the thesis implies on how freelance photographers in Nepal can do their best in business through their creativity. How are personal brands created by photographers through Instagram? The thesis shows how Nepalese photographers are creating an impact on their business by connecting with their customers also influencing people day to day with their pictures with the help of Instagram. It has created a major impact on the Nepalese society following up day to day trends. People have platforms to flourish their skills and make money through social media they do not have to involve professionally, nor depend upon big companies for their source of income. As Nepal is one of the most preferred destinations for tourists all around the world, Nepalese photographers can make quite an impact through the pictures, small videos being posted on Instagram and influencing people all around the world giving them the opportunity to build their own brand.

The central idea of the thesis is how photographers can use Instagram in Nepal to build their personal brand. In this research we will explore Nepalese photographers on Instagram where we highlight how they have used Instagram as an assisting platform for their business benefit. This research will study how Instagram has helped photographers make a career out of their creativity. The thesis intends to show how Nepalese freelance photographers are benefitting from Instagram in terms of business. Following up the theory, in the empirical part a questionnaire survey is conducted among a group of 80 Nepalese freelance photographers who are using Instagram. The objective of the survey was to know how Instagram actually helps them to make their career through their creativity, how they have been able to influence people through images in social media. The second part concerns an in-dept interview portraying their day-to-day challenges. This study focuses the journey of the photographers on Instagram, about the

progress and is to prove that Instagram provides a platform for photographers to earn money and make their career without experience.

1.1 Research question

With over 1 billion active monthly users, Instagram is the ultimate social media platform and is growing faster than any other competitor. (Green Mitch, 2017.) The genuine advantage of building an online Instagram business is that, with the right tools and understanding, you will be able to change your whole life, day after day, basically using your phone/laptop and Wi-Fi. The best part about Instagram is that anybody can do it, if they are inspired, passionate enough and hardworking. The research questions that this thesis aims to answer are how and why do photographers use Instagram in Nepal to build their personal brand? and Why do photographers of Nepal prefer Instagram as a supportive business platform?

By the completion of the thesis, the reader will know the ways to shape their own brand and make a career using Instagram.

1.2 Research method

Qualitative research is a type of scientific research which consists of an investigation that systematically uses a predefined set of ways to answer the question. This type of research collects evidence, produces findings that were not determined in advance and are applicable beyond the immediate boundaries of the study. Furthermore, it seeks to understand a given research problem or topic from the viewpoints of the local population it includes. It is especially effective in obtaining culturally specific information about the values, opinions, behaviours, and social contexts of particular populations. (Mack et al. 2005, 1.), Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. (Babbie, Earl R. 2010.)

Table 1- Comparison of Quantitative and Qualitative Approaches

This thesis mainly applies on qualitative method

	QUANTITATIVE	QUALITATIVE
GENERAL FRAME- WORK	Use highly structured methods such as questionnaires, surveys, and structured observation.	Use semi-structured methods such as in-depth interviews, focus groups, and participant observation.
ANALYTICAL OB- JECTIVES	To quantify variation and predict casual relationships.	To describe variation, individual experiences, group norms and relationships.
QUESTION FORM	Closed-ended	Open-ended
DATA FORM	Numerical	Textual
FLEXIBILITY	Flexible	Inflexible

(Adapted from Mack et al. 2005.)

This thesis applies a mixed method research which means we use both qualitative and quantitative research. The mixed method research is defined as the type of research in which a researcher or team of researchers combine elements of qualitative and quantitative research approaches (e.g., Use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the broad purposes of breadth and depth of understanding and corroboration.” (Burke Johnson et al. (2007, 123.)

1.3 Thesis structure

The purpose of this thesis is to find out how photographers use Instagram in Nepal to build their personal brand. The study was done by gathering data on previous studies, sending out a questionnaire that was made for this thesis, and conducting over six interviews with photographers based in Nepal who have made fame and fortune on Instagram. Figure 1 below shows the structure of the thesis, first part of the study concern introduction which portrays about Instagram and its history after that is theoretical background which shows theories supported for the study, moving to next chapter is key concepts which concern main ideas of Instagram, next chapter concern research method and data which shows different research methods being used for the study, next chapter concern key findings and discussion which shows the main findings and comparison of two research and the final chapter is conclusion which shows the final idea of the study.

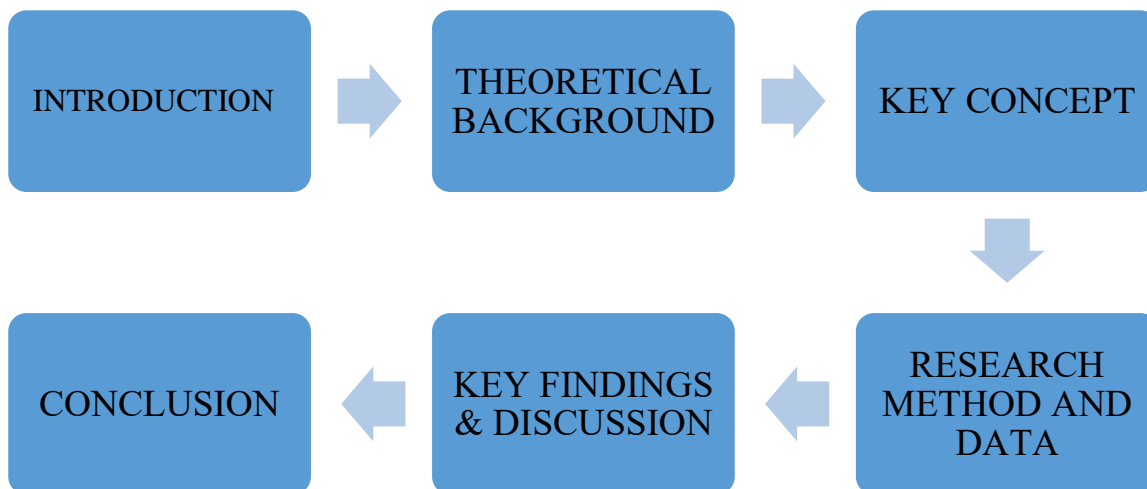


FIGURE 1 – Thesis Structure

1.4 Research process

The research process is divided into three phases. The three phases are data collection, data analysis and data evaluation.

The first phase, data collection, is based on a questionnaire and an in-deep interview. The aim of the questionnaire was to collect general data on opportunities of making your personal brand on Instagram and it was sent to 60 Instagram users who were involved in photography based in Nepal. The number of followers of these user accounts ranged from 1,000 to above.

The interview was conducted with Nepalese photographers who have a decent number of followers and who have been growing with the Instagram support. The interview questions were more in-depth than the questions in the questionnaire. The aim of the interview was therefore to gain more in-depth perspective on the topic. Data analysis is presented after the data collection process.

2 INTRODUCTION TO PHOTOGRAPHY

Photography is the specialty of catching light with a camera, for the most part through a computerized sensor or film, to create a picture. With the correct camera hardware, you can even photo frequencies of light imperceptible to the natural eye, including UV, infrared, and radio. (Spencer Cox, 2020.)

Freelance photography is the demonstration of giving photographs on an agreement reason for various customers or as an independently employed photographer. This implies you photo subjects per agreement or venture instead of being a worker for an organization. (Wiggins Christina, 2019.)

2.1 Types of photography

There are different types of photography found in Nepal which give freelance photographers opportunities to flourish their creativity out. There are wide numbers of natural activities, national parks and cultures to explore in Nepal which give photographers a lot of chances to post different images on Instagram.

2.1.1 Nature and Cultural heritage photography

Wealthy in Natural assets, with widely varied vegetation, Nepal is well-known for its astonishing magnificence. The brilliant territory, the spiritualist mountains, topographical varieties, the all-encompassing scene, waterways, gorges, falls, caverns, lakes, everything of Nepal offers an overpowering photography experience to the photography specialists. Wilderness safari, bird watching, and a wide scope of verdure can be a lifetime experience. The entrancing scopes of Himalayas, inclined slopes to the prolific place and historical background are all present in terai region for photographers to get the best photos. (Altitude of Himalaya, 2018.)

Nepal is considered as outstanding amongst other nations due to its astonishing society and customs. Three unique valleys; Kathmandu, Bhaktapur and Lalitpur are eminent as the urban communities of social credits. These significant locales recorded as UNESCO world legacy destinations are significant attractions. These are the destinations of most noteworthy significance that mirrors the line, culture and conventions. They offer the world's greatest recorded data and social encounters. Kathmandu is the focal spot for these social and old specialties. (Altitude of Himalaya, 2018.)

Nepal is a nation with diverse culture and religions. We can discover different clans and ethnic gatherings in each side of the country. The way of life is controlled by their own special culture and customs. The extraordinary way of life of Nepalese merit recording and photography. (Altitude of Himalaya, 2018.)

2.1.2 Adventure and wildlife photography

The endeavor and mountaineering experience, the same outrageous bold exercises including skydiving, mountain biking, skiing and a lot of more different alternatives make Nepal a famous audacious objective. The traveling in the slopes and mountains, various evaluations of boating in various streams, the world's second most elevated bungee bouncing gives a never-ending beneficial encounter. Mountain flights, mountain photography, zip flyer, paragliding, hot air expanding, jungle safari, cannoning and so on are other significant activities here. Each experience in Nepal is astonishing and delightful enough for shooting and photography. (Altitude of Himalaya, 2018.)

Nepal is additionally well known for its exceptional natural life photography. There are 3.96% warm blooded creatures, 3.72% butterflies and 8.9% of flying creatures found in Nepal. There are 185 types of warm-blooded animals including Asian elephants, one horned rhinoceros, the regal Bengal tigers, impalas and so forth. (Altitude of Himalaya, 2018.) The secured species incorporate 26 well evolved creatures, nine winged animals and three reptiles. These imperiled species are bound in their own environment in National parks and protection territories. The slaughtering and poaching of these creatures are profoundly limited. The aggregates of 850 recorded types of winged animals are found in Nepal. The astounding actuality is half of the all-out species found in Nepal can be seen around Kathmandu valley. Nepal is worthy for the picture takers having enthusiasm for various scopes of photography. It offers nature-based photography, culture-based photography and courageous photography on its brilliant spots. Because of the good qualities and characteristic importance, Nepal is developing as top recording and photography objective. (Altitude of Himalaya, 2018.)

2.2 Photography business in Nepal

Nepal is a nation with assorted ascribes. The magnificent displays and scenes, the astounding Himalayan perspectives, world's jeopardized and uncommon untamed life make Nepal a gigantic stage for photography admirers. Diverse national parks like Sagarmatha national park, Chitwan national park offer wide photographic perspectives. With developing interest and social patterns, photography is one of the most venerated callings on the planet. Each part of Nepal has astounding substance and stories. (Altitude of Himalaya, 2018.)

Photography business would be lot better if photographers put lot of consistency towards their work and use social medias to introduce their photos to the world where they have a chance to meet their potential customer and clients.

2.3 Social media as a platform for photographers

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently and in real-time. online media incorporates a wide scope of sites and applications. A few, similar to Twitter, have some expertise in sharing connections and short composed messages. Others, as Instagram and Tik-Tok, are developed to enhance the sharing of photographs and recordings. (Hudson Matthew, 2020.)

Social media has totally changed the manner in which we carry on with our lives. Viggers Rilee says that starting at 2019, there are 3.2 billion web-based media clients around the world. That is a great deal of likely clients. Web-based media is the most immediate type of business to shopper correspondence, and with countless clients on the web, why not exploit these free stages? On Instagram alone, 80% of individuals follow in any event or one of the brands. In case we're not exploiting online media, we're passing up a quick, economical approach to arrive at practically 50% of the world's population. Social networks offer you the chance to associate legitimately with clients and fans, and moreover allow them to connect straightforwardly with your image. Dissimilar to conventional print or broadcast media, which offers only single direction correspondence, web-based media is a two-way street. Customers can quickly compose a survey or make a post about an item or administration continuously, as well. (Viggers Rilee, 2019.)

Photographers are widely using social media and indeed it has the biggest influence in the photography world today. It has become a major priority for photographers to use social media for their part of work. Social media platforms expand business opportunities for photographers by putting up their contents on the internet and social media is free of cost as well. Photographers can have a chance to meet with other photographers through online forums and communities, furthermore social media will help photographers to build their own brand and grow their business. There are also negative sides of social media that may have several impacts on the photographers. It takes a long time to create your own brand online and to attract new clients, photographers can feel impersonal if they don't see immediate results draining out their inspiration from social media tools. Eventually social media platforms would be quite a lot of work for the photographers. (Lucas Paul, 2020).

3 THE INCREASING IMPORTANCE OF SOCIAL MEDIA

Social media associate brands and organizations to their clients and crowds on a more relational level than they have ever associated, and this fundamentally gives the crowds a utilizing power which they could utilize contingent upon how you take care of their issues and needs. (Johnson Stephen, 2019) Web-based media presents a chance to be an audience and get refreshed continually on the requirements of clients and conventional media. This media is effectively available, and thousands of clients are active daily. Web-based media opens prospects of direct admittance to customers with no outsider intervention. Advertising through web-based media is pretty cost amicable when contrasted with costs brought about by print, TV or other conventional media. Social media importance is growing at a very high rate as people are influencing more on digital markets rather than physical market. Singapore is an ideal case of a nation who perceives the significance of innovation which is found in the developing number of colleges in Singapore that are incorporating investigations of Social Media Marketing with their Executive Masters Programs. This present's change will probably assist understudies with meeting the difficulties of web-based media just as how to profit by this new vehicle of promoting and correspondence. (Lucas Paul, 2020.)

Geological limits can't prevent online media from contacting individuals, possibilities, and clients over the globe. Targeting clients from everywhere in the world gets easier with expanding deals and makes it almost certain that your more eager deals targets will be met. Administration situated organizations can particularly exploit the almost cost-free climate of online media that can give a worldwide presence. Traditional showcasing methods, normally received by little scope organizations contain dropping limited time letters, fliers, handouts and different types of conveying advertising messages, in post boxes, print, radio and TV or setting them on other "areas". These types of speaking with clients are completely uneven correspondences where just the business has something to say. By scrutinizing a web-based media technique the companies open door for clients to give immediate decisions rather than consulting with agents and physical markets. Online media endeavours give organizations a computerized character and give an extra segment to viable marking strategies. (Mathews Tony, 2020)

3.1 Social media impacts in Nepal

Right around 10 years ago in 2011, when Social Media was just barely beginning to pick up footing in Nepal, the UN information informed that there were somewhat more than 1,000,000 web clients which represented scarcely 9% of the absolute public populace. If we fast nine years this number has radically changed. Today, the quantity of web clients has soared to more than 16 million, an incredible 55.6% of the complete populace in Nepal. Out of this 16 million, 10 million are seen as dynamic web-based media clients. (Rajbhandari Sujeet M, 2020.)

Social media advertising has become a compelling method to advance items and administrations on a little spending plan with high effect, on account of a quickly developing number of web-based media clients in Nepal. The computerized advertising business has been extending at a sound rate, so the same number of individuals are utilizing advanced gadgets to purchase things as opposed to visiting shops. As per the Advertising Association of Nepal, the portion of computerized publicizing out of the general promoting market containing print, TV, radio and other media has expanded to 10 percent from 5 percent two years back. (Prasain Krishana, 2020.)

Facebook, YouTube, Twitter, Instagram and Viber are among the famous web-based media destinations in Nepal. Web World Stats, a worldwide site on web use information, shows that there were 8.7 million Facebook clients in Nepal as of December 2017. (Rajbhandari Sujeet M, 2020.) Homegrown online media promoting offices guarantee that there are 9.8 million dynamic Facebook and Instagram clients in the nation. A report of Stat counter, a web traffic examination apparatus, shows that 93.55 percent of them are Facebook clients and 4.01 percent are YouTube clients. (Rajbhandari Sujeet M, 2020.) with moderate and simple web access, and an ever-increasing number of individuals purchasing cell phones, the new age computerized media has picked up energy. As per the Nepal Telecommunications Authority's Management Information System (MIS), 2.25 million new clients were associated with the web a year ago. That converts into an excess of 250 new clients consistently. As of October 2017, a sum of 16.67 million Nepalese had been associated with the web. The amazing development implies that almost 63 percent of Nepal's populace is currently associated with the web. Watching the computerized showcasing situation, YouTube and Instagram have been developing as successful stages for online media advertising. The nation has likewise directed new analyses in computerized showcasing. For instance, Uptrend, an influencer showcasing organization, has been contacting huge crowds via web-based media through powerful and well-known figures like superstars, prominent individuals and characters. Ramesh

Danekhu, colleague chief of corporate interchanges and promoting at MAW Enterprises said, “Conventional media is pricey and least significant, the stage is more affordable and hits the objective gathering legitimately”. The utilization of online media has likewise helped us to accomplish deals development. (Prasain Krishana, 2020.)

3.2 Social media as a platform for photographers

Social media is enormously affecting the way that photographers esteem their clients and its really supporting photographers to be noticed world-wide. Instagram and Facebook likewise have a device that permits you to "go Live." Going Live is a definitive method to associate straightforwardly with your crowd; it permits any individual who follows you to watch progressively and remark and pose inquiries or leave considerations. (Viggers Rilee, 2019.)

81% of the US populace has at any rate one online media profile, and over half have at least two. (Brandi, 2019.) thus, regardless of which online media destinations you choose to put resources into, you have a high possibility of arriving at clients that you might not have arrived at otherwise. Furthermore, individuals aren't simply utilizing web-based media, yet they're utilizing web-based media explicitly to make buying decisions 70% of business-to-shopper advertisers have procured clients through Facebook. 93% of Pinterest clients utilize the stage to plan or make buys, and as of digital clients have utilized Instagram to buy an item online. Not just are individuals buying from organizations via web-based media, yet they're burning through 20%-40% more cash on organizations that are utilizing social media. Social media destinations are incredible for contacting greater crowds. By utilizing these stages viably, you can expand the availability of your business, advance your items or administrations, create new leads, and drive deals. Things like curated substance and following accepted procedures consider organizations to advertise their administrations at most extreme effectiveness. The best online media stage to utilize will shift from business-to-business contingent upon the items or administrations gave, crowd gatherings, and stage flexibility. Much the same as every business, every web-based media stage is specific for various capacities, substance, and gatherings of individuals. (Brandi, 2019.)

Instagram comes not far behind Facebook and is number three on the rundown of online media destinations for business. Instagram was invented by Kevin Systrom who claims Facebook and has 500 million every day dynamic clients, unlike Zuckerberg, CEO of Facebook, saw such a great amount of potential in the stage and the advantages of Instagram that he got it out only a year and a half after it dispatched

for \$1 billion, and the stage has kept on developing since. Since Instagram is claimed by Facebook, it approaches a similar broad client base and publicizing stage like the Facebook Messenger application does. So, Instagram has the entirety of similar paid advantages of Facebook, yet Instagram additionally has its own arrangement of natural advantages. At the point when someone utilize the expression "natural," they mean capacities they can perform or results they can accomplish without legitimately paying for them in promoting dollars. On Facebook, if someone need to pay for publicizing efforts to develop their adherents and increment the span of their page and posts. On Instagram, an Individual can develop their supporters naturally, consequently, develop the span of their profile and posts naturally also.

This makes Instagram an extraordinary alternative for the two organizations with and without a publicizing budget. Instagram is likewise a visual stage, as an individual can just distribute posts that incorporate photographs and recordings (instead of posting a duplicate without a visual inventive). This works for potential benefit as a business since individuals recall 80% of what they see rather than what they peruse or hear. (Brandi, 2019.)

The initial segment of the creating a strong network or connecting group results to the instinctual needs of the people to interface with different people. They have been doing that in some way since human species started. They have a need to be close around and remembered for gatherings whom they can feel comfortable and open to share their contemplations, thoughts, and encounters. The second aspect of that term alludes to the media people use with which we make those associations with different people. Regardless of whether they are drum or chimes, the composed word, the message, the phone, radio, TV, email, sites, photos, sound, video, cell phones, or text informing, media are the advancements they use to make those associations. The use of the term web-based media is about how they can utilize these advances successfully to connect and associate with different people, make a relationship, construct trust, and be there when the individuals in those connections are prepared to buy our item offering. What online media is not being is a crate of silver shots given to us by outsiders that will immediately unravel the entirety of our advertising hardships and make wonderful moments. An excessive number of individuals are seeing online media as an unfamiliar and odd arrangement of innovations that they could conceivably need to use to showcase themselves, their organizations, their items, and their administrations. Social media is just another arrangement of apparatuses, new innovation that permits us to connect individuals that are either known to each other or unknown but have mutual interests in interacting with each other prominent social media marketing tools include Facebook and Pinterest. (Safko Lon, 2012.)

The explanation of social media is quite a lot more successful than the customary promoting that we've accomplished throughout the previous 6,000 years is that it's two-way correspondence, not pontification. Social media is mostly analysed with listening first, understanding the discussion, also speaking last. Social media advertising resembles setting off to a systems administration occasion, a gathering, an expo, game, church, or anyplace that enormous gatherings of individuals assemble. At the point when you enter, we will see little gatherings of three to five individuals clustered together. Social media is totally unique in relation to remaining on a stone and yelling our message; however, it is actually a more regular and more agreeable approach to sell. By building connections through social media, we assemble an all the more enduring confided in relationship that will bring about more deals, less returns, and more prominent verbal. (Safko Lon, 2012.)

Social media marketing is actually what it implies, advertising via web-based media. It essentially includes utilizing the different web-based media networks accessible to us online as stages for advertising. Although online media promoting has been an aspect of the showcasing blend for some time, a great deal of entrepreneur's advertisers actually haven't made up for lost time to the pattern and the gigantic open doors it presents to their organizations. This is generally on the grounds that they are as yet stuck on all the conventional techniques for promoting and are ignorant of the huge development social media could bring to their brands or organizations. Utilizing web-based media, they can showcase their item or administration and interface with a tremendous scope of crowd, the sort they could never associate with through the conventional media or strategies for promoting. The best thing about social media is there's no missing an individual intended interest group via web-based media. There's a wide scope of target crowds and socioeconomics accessible for pretty much every industry or specialty and any individual can generally discover a group of people that suits our item target, nearly everyone utilizes web-based media now. Because of how mechanically developed the world is presently, more than 3.1 billion individuals on the planet currently utilize online media. That is unquestionably an astounding figure which suggests that they have the chance to advertise their business to billions of individuals over the world when they use social media. (Johnson Stephen, 2019.)

4 INSTAGRAM IN A NUTSHELL

Instagram is a versatile application that permits versatile clients to take, transfer, and alter photographs and recordings. Instagram additionally has a long range of informal communication benefits that clients can share the substance to the devotees or a hover of individuals, as or remark in others' post. It is the main informal organization that has developed to an enormous scope without a work area form. (Miles J, 2014.)

Instagram rises up out of "pleasant to-have" to "need-to-have" for the main social advertisers. It is not, at this point simply a photograph posting stage focused on youngsters. In business, Instagram is viewed as "the King of Social Engagement". A Forrester study found that top brands' Instagram posts achieved about a per-follower engagement rate of 4.21%. It literally means "Instagram conveyed these brands multiple times more engagement per supporter than Facebook, and multiple times more commitment per devotee than Twitter." (Stelzner M, 2015.)

Moreover, it is considered that contrasting advertisers going through 40+ hours out of each week via online media with advertisers contributing under 6 hours out of every week, they are 42 percent more centred around Instagram (Stelzner M, 2015.) It is without a doubt that Instagram merits the venture. So as to comprehend the interface of Instagram, screen captures underneath will show a precisely definite look. The model here is the Instagram account @bubblestokyo, an apparel brand situated in Tokyo, Japan. As of May 2016, Instagram changed the "notorious" logo and alter the interface inside the application. Instagram was dispatched in October 2010 and from that point forward the quantity of dynamic clients has expanded from 100 million out of 2011 to in excess of 400 million out of 2016. The exceptional achievement of Instagram verifies the ongoing Pew report, which expresses that photographs and recordings have become the key social monetary standards on the web. (Stelzner M, 2015.)

4.1 Instagram compared to other social platforms

As a consequence of Instagram's enormous popularity, it has become a prominent choice for advertising. Followers were doubled in just 6 months in its use at the end of 2016 and in the beginning in 2017 eventually leading to more than 1 million followers on Instagram indicates that it is much better than other social platforms. Comparing to different social media giants Instagram takes second place behind

Facebook. Instagram withstands the social world through engaging by a significant margin, huge 60% chose Instagram as the platform for engagement only 18% chose other social media tools for engagement. Instagram is an impeccable platform for photographers to flourish in terms of digital world rather than other social media giants. (Lahib Desha, 2017.)

Instagram pictures have a more expanded future than a notice on Facebook. They additionally have a superior possibility of drawing in devotee commitment than photographs included Facebook. Instagram's picture-based sharing isn't close to as incredible as video messages. Of course, it is a lot less difficult to make a pleasant item effort than it is to shoot and alter a video. Numerous advertisers will not agree with making recordings which conclude Instagram being more competent than YouTube. The essential social activity on both Twitter and Instagram is to follow somebody. Instagram devotees anticipate that they should post pictures, which is more straightforward than having discussions. So, the favorable position unmistakably goes to Instagram in this situation. (Miles. J 2014)

4.2 Instagram and photographers

Getting into Instagram can possibly radically change a photographer's vocation. The stage makes it feasible for a picture taker's work to be found by lucrative customers. Additionally, pictures may become a web sensation on the stage, and Instagram can even make picture takers short-term superstars. Numerous expert picture takers use Instagram as a digital portfolio to advance their work. Clients with comparable interests discover picture takers that they like and can take in and assemble motivation from their work. These days individuals take a look at photographs, find new picture takers and hotshot their own photography on Instagram. The stage can be utilized as a virtual display passage. Instagram is the gateway to photography and possibly photographic education. Later, individuals in the education position need to know how to create a passage for the novice photographer once they have come through that gate. To do this requires respect for the platform and the process of image creation through a smartphone. It also demands personal engagement with the concept of new pathways into photographic composition and study. (Grant, S. 2017.)

While breaking down Instagram's methodology, two primary lines can be drawn. Initially, Instagram is a free assistance that permits its clients to share their cell phone pictures on a social network. Secondly,

the Instagram application gives channels to control the photos and to give them old-looking and other changed impacts. (Rosenberg, 2012.)

Instagram provides one of the most integral assets for current photographers. The stage enables picture takers over the world to have their work seen thousands, if not millions, of times over. The people group behind the informal organization can't be thought little of either, straightforwardly sharing an abundance of information and motivating their similar friends to take their enthusiasm to the following level. (Green Mitch, 2017.)

4.3 Instagram as a supportive business platform for photographers in Nepal

Instagram isn't only a useful asset for business. The world's best and established brands have likewise utilized this platform to build their advanced presence, draw in with their fan base and attract new clients through the intensity of web-based media promoting. Essentially every significant brand has set up an Instagram presence, from vehicle organizations like Mercedes-Benz and Hyundai to inexpensive food organizations like Burger King and McDonalds, and numerous enterprises have made computerized promoting an inexorably significant thing on their plans. (Desha Lahib, 2017).

Instagram has been turning out different highlights that empower individuals to step into business rapidly. Different Instagram clients make a large number of posts pointed toward advertising their business more than 25 million business use business profiles on Instagram. Starting in July there were 15 million business profiles which show that there is admirable growth. About half of the Instagram clients follow a business profile at any rate. There are high possibilities that they will have many of supporters from the general 1 billion dynamic month to month users. About 60% of Instagram clients admit that they found out about an item through the platform. This number is tremendous, and it gives their items the presentation they merit. (Mathews Tony, 2019.)

Instagram changed photography and how the world sees the medium. Where it used to be an expertise for pros in the long periods of film, presently everyone is a picture taker. Experts don't prefer to acknowledge it but it's the fact. Every individual who owns a cell phone or camera can consider himself a picture taker, particularly on Instagram. Some of the best picture takers on the planet have an Instagram account where they interface with their fan base and you can see some incredible substance. In any case,

they as of now have a fan base and reach many individuals. The issue is that many of new individuals and picture takers begin to advance their photography on Instagram exclusively to accumulate preferences and adherents, imagining that is the most ideal approach to grow a photography business. (Hermans Joris, 2018.)

5 KEY CONCEPT

This chapter presents some of the major concepts that are used in social media marketing and has an important role in Instagram. This unit familiarizes the reader with the idea of influencer and brand where it discusses how these two parties often work together to each other's benefit. Mostly, a brand wants spotlight and influencers want to get paid for supporting brands.

5.1 Influencer

Influencers on Instagram are users (creators) who create and share content on Instagram, building communities around topics and niches. Being a visual platform, visually dynamic content works the best. Creators sharing content related to travel, photography, fashion, fitness, lifestyle and celebrities who share qualities of their personal lives on the platform find success on Instagram. (Hansson, C. & Eriksson, E. 2016.)

The Instagram influencers have many followers through persuasive content and their ability to connect and engage with their followers. Instagram influencers come in all shapes and sizes, and they can be a key asset for marketers trying to target active audiences. Authenticity and individuality are the main elements to success of influencers on Instagram. Although Instagram is an aspiring platform that has the most beautiful and worthy moments, however users look to creators who share authentic pieces of themselves on the platform and who use it to speak honestly about everything from beauty products to fitness routines. (Hansson, C. & Eriksson, E. 2016.)

5.2 Personal branding on Instagram

A brand is the sum of the thoughts and emotions that people have about a product or company. When well designed and managed, brands have real power to push sales. When poorly made, it can be very destructive to the cause of the marketer. Brands are more than a logo, more than a colour palette, more than a font choice, more than a collection of images or attributes. Brands live in the mind of the consumer, and until the brand is installed in someone's memory, it doesn't exist for that person. (Miles J, 2014.)

Personal brand is your reputation, which is defined by your character. One's personal brand is his/her legacy and it's the way people remember the brand; through the actions, expertise, and the emotional connections that they make. Your personal brand shows your authenticity from the inside out. Personal branding means expressing your true self by allowing you to be the individual you are meant to be. In creating the direction of your life, it is a planned way to make you an active partner. You learn how to bring more value to your work and to the target market you serve through personal branding. Your personal brand acts as a filter that helps you make decisions that are compatible with who you are and what you stand for. It classifies what makes you unique and clearly connects your originality to the people who need to know about you. (Susan Chritton 2014, 40,41.)

Instagram can be utilized as an instrument to give an image a genuine individuality. Nowadays, numerous organizations run their organizations solely on the web space, deserting all costs of having a customary physical business with actual advertising materials and other outrageous costs. Thus, building into social media like Instagram offers them an exceptional spot to as a matter of fact give their image a face and build a delightful attraction for their customers to collaborate with. (Sterling Charlotte, 2019.)

This leads to the progress of a term called Influencers. People who have created a brand for themselves, otherwise recognized as a personal brand, have collected a large following that they motivate their follower's decision. They have a large fan-base, who follow the fashion trends, and suggestions of this specific infulencer and hang onto every word the Influencer says. After someone reaches an "Influencer" position, they will likely be approached by brands to do sponsorships or might even be get paid hundreds of dollars per post just to be seen using their products. Many individuals are making passive income or using their Influencer status as essentially a career. How Instagram is going to support you ultimately depends on how you see it fitting in with your brand approach. The best way to get an idea of what Instagram can help you with is to determine what type of industry you own, what your main objective is, and how Instagram may be supportive in helping you meet that objective. You can also surf around similar profiles to get an idea of how other similar accounts are using Instagram for their own businesses. This way, you can get a visual idea of how Instagram is working for them, which strategies are used best, and which objectives are most likely to be met using the Instagram platform. (Sterling Charlotte, 2019.)

6 RESEARCH METHOD AND DATA

Qualitative research is a type of scientific research which consists of an investigation that systematically uses a predefined set of ways to answer the question. This type of research collects evidence, produces findings that were not determined in advance and are applicable beyond the immediate boundaries of the study. Furthermore, it seeks to understand a given research problem or topic from the viewpoints of the local population it includes. It is especially effective in obtaining culturally specific information about the values, opinions, behaviors, and social contexts of particular populations. (Mack et al. 2005, 1.)

Quantitative research methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. (Babbie, Earl R. 2010.)

This thesis is based on both research method qualitative and quantitative method. In quantitative research method a questionnaire survey was conducted among a group of 80 Nepalese freelance photographers who are using Instagram. The objective of the survey was to know how Instagram actually helps them to make their career through their creativity, how they have been able to influence people through images in social media. Among the 80 photographers, 60 people responded to the questionnaire.

In qualitative research method in-dept interview was taken among 6 Nepalese photographers. This study focuses the journey of the photographers on Instagram, about the progress and to prove that Instagram provides a platform for photographers to earn money and make their career without experience.

6.1 Questionnaire

The main idea of this research is to find out how Instagram is helping photographers to build their own personal brand. More particularly looking out to the different Instagram features that supports various photographers in Nepal and finding out how Instagram promotes, grows brand awareness. Additionally,

to study on the potential customers the photographers have gained and their brand visibility through Instagram. The questionnaire is found in appendix 1

A questionnaire of 19 questions were prepared related to what different features and platforms Instagram is providing to create their own personal brand. This questionnaire was created as a Webropol form and was sent out to 80 Nepalese photographers who were highly active on Instagram. All of the users were established and had a wide range of followers on Instagram. The number of followers of these accounts ranged from 60,000 to 2 million. Among the 80 photographers, 60 people responded to the questionnaire which consequently is enough data to draw out results.

6.2 Interview

The interview was conducted with six Nepalese photographers who have a sufficient number of followers and have been growing big with the Instagram support. A half an hour-long interview was conducted with each photographer over an Instagram and Facebook chat. The interview questions were more in-depth than the questions in the questionnaire. The aim of the interview was therefore to gain more in-depth perspective on the topic. The interview questions are listed in Appendix 2.

6.2.1 Interview A

Abhiyan Thapa known as “Abboye” on Instagram is 23-year-old photographer, film maker and an Instagram influencer from Nepal with over 16,000 followers. Abboye said he started photography as a hobby and later it became his profession. He finished his bachelor’s in film making and now he works full time as a film maker and photographer. He makes his living by doing photo-video shoots with songsters, and events. He has been using Instagram since 2014 and has been progressing steadily ever since. He says many of his clients come from Instagram nowadays. Abboye said he spends 1-2 hours a day using Instagram and interacting with clients and followers on it and the rest of the time he is editing and shooting films with various artists. He goes through accounts he follows and interacts with people who shares the same interest as him. He said watching them helps him to develop new ideas for creating new contents and grow his presence. Instagram is the key for him when connecting and communicating with the people, but he uses YouTube to put out his content as most of them are music videos and travel

vlogs. Abboye stated that his first collaboration was when he hit 1k followers and many jobs followed after that. He also stated that he raised his Instagram presence through music videos and street photography. The major growth was because of the collaboration with various artist. (Abboye 2020.)

One time he tried the Instagram advertising service to get more followers. Although he paid only a few dollars, it was not worth it. He only gained a few new followers, so he said he will not be trying that again. In his opinion, to make people click the follow button you have to be your true self. Find your own style or niche and try to enhance them more. The more authentic content more people are willing to follow you. Furthermore, he thinks a user's feed has to be aesthetically pleasing to the eye starting from a nice photo and clear bio to the colour palette. (Abboye 2020.)

What Abboye likes about Instagram is that it is very simple to use, and everything in it is only visual contents. He said it's quite handy and easy to relate in daily life with other people around him. Instagram is the fastest growing social media platform, and in Abboye's opinion it is the best place to share photos. If it were not for Instagram, his name and contents would not be nearly as well-known as they are now. Getting many followers and positive response inspires him to keep photographing and sharing his contents even more. Without Instagram, he thinks he would not be pushing himself to chase his dream job as a real job or anything else than just a hobby. (Abboye 2020.) (A)

6.2.2 Interview B

Oscar Shrestha on Instagram is a 21-year-old photographer and an Instagram influencer from Nepal with over 12,000 followers. Mr. Shrestha said he learned and took photography as his career. He is a fashion and portrait photographer who makes his living by taking pictures of models and fashion events, which will be used for web sites, magazines, print ads, and fashion houses. He has been using Instagram since 2015 and have been actively using it since then. He does have Facebook and other social sites, but he prefers to use Instagram to showcase his work. (Mr. Shrestha 2021.)

Mr. Shrestha said he spends 5-6 hours a day checking his account a few times throughout the day on Instagram. When I asked him how you create your personal brand on Instagram, he said to stick to your main goal, in his case fashion and portraiture. He thinks it is necessary to keep the main theme alive because people followed him for that. He goes through accounts he follows and interacts with his followers and clients on it. He strongly believes collaborating with people and posting everyday helps to

grow your presence on Instagram. He takes photographs of fashion events and brands and tags them. He said not to be selfish when it comes to promoting other brands and enterprises on Instagram, particularly if they have a large following. It doesn't matter how many likes you get from the posts, if the photo is good, the other brand may regram it. This will grow the number of eyes who sees your content, increase your follower base, and add influence on your personal brand. (Mr. Shrestha 2021.)

Mr. Shrestha stated that nowadays most of his clients come from Instagram. Before he said he used to get the jobs from his friends or friends of friends which wasn't much, but after starting Instagram and posting he reached many followers and got many contracts from it. He stated he got his first deal when he had 4000 followers on Instagram. He has never paid for any kinds of advertisements on Instagram to reach out or showcase his work. However, he believes it is sometimes good to market yourself when you have something to offer to people. He added it is clear that Instagram is no longer just a place to share photos with your friends, it is also a great route for advertisers and many users take actions counting visiting websites, searching, or telling others after seeing an Instagram post. (Mr. Shrestha 2021.)

6.2.3 Interview C

Rishav Adhikari, better known as 'Shutter_psycho' on Instagram is a well-known voyager and nature photographer in Nepal. He is a 27-year-old freelancer who started photography as a hobby and now his profession. He has over 15000 followers on his Instagram account. Mr. Adhikari said he likes to spend most of his time travelling and exploring new places. Last year alone he spent 185 days on the road and this year he plans to reach the same number. A travel content creator based in Pokhara, Nepal, Rishav travels all around Nepal for various photo video projects. He said he is also associated with the travel group 'Ghumante', a community of likeminded people who focus on travelling to less frequented places around Nepal to make videos and take photos to bring into spotlight these often-ignored locations. Mr. Adhikari stated that he has been on Instagram since 2014. During the early days he didn't use the application much, but he started putting more effort into it since the beginning of 2017. (Mr. Adhikari 2021.)

Mr. Adhikari said he spends 1-2 hours a day on Instagram checking messages, interacting and engaging with another users' content. He mainly uses Instagram for connecting and marketing his brand, but he also uses Facebook and YouTube to share his content. He thinks because of his good contents throughout the years he has been able to grow his presence on Instagram. Mr. Adhikari added, we all are good at

something, for example, if person A is very good at playing football and joins a football career, he has a better chance to be successful in it, if joins basketball instead he might not be successful or even worse. Hence, in his belief we must find our specific niche and work hard on it and be consistent. By doing this we can create a successful brand and stand out from the crowd on Instagram. (Mr. Adhikari 2021.)

Mr. Adhikari stated many of his clients come from Instagram. He often receives emails that start with “I found your photographs on Instagram.” He has never used the Instagram advertising service to showcase his contents or to get followers. In his opinion, the important thing that make people want to click the follow button is the user’s Instagram feed. It has to be very good with nice images, and the whole feed has to be aesthetically pleasing to the eye, because when people visit the profile, they quickly check the photos and if they like them, they click the follow button. Mr. Adhikari tries to be as active on Instagram as possible. When he has time, he scrolls through his feed and likes and comments the photos that he actually likes. On some days he just posts a photo and that is all, but on other days he spends a lot more time on Instagram than he should. Usually, he checks his account throughout the day a few times and in the evenings when he posts he goes through other people’s photos and answers DMs (Direct Messages). Sometimes when he goes out on a trip, he uses the Instagram Stories feature to show his followers what is happening behind the scenes, and he also has a project where he does “shoutout collaborations” where he mentions a person that he likes, for his followers to go follow that user’s account. The other person shouts out Mr. Adhikari in return. (Mr. Adhikari 2021.)

What Mr. Adhikari likes about Instagram is that it is very direct and straightforward. When he opens the app, he can see everything right there, just by scrolling down. It is only about photos, and a good caption. For example, Facebook feels a lot scrappier with texts, photos, ads, videos, links, and because everything is mixed together. It is more about photos and very short texts, where Instagram is just perfect. The app itself is very easy to use. He added, “I just love what the app has to offer for travelers and photographer compared to others.” (Mr. Adhikari 2021.)

6.2.4 Interview D

Bryan Rai, better known as ‘bryanraiofficial’ on Instagram is a Hong Kong-born Kathmandu, Nepal-raised photographer who is known for his work with other media too. A videographer, an event manager and a multimedia producer, Rai has quite an inspiring list of credentials. As for his work in photography,

it's the surrealistic sensibilities present in his work that help him stand out among the crowd of shutterbugs. 29-year-old Rai explained how growing up, his ambitions kept changing. He wanted to be an army, a doctor, an engineer, so on, and it wasn't until he turned 20 and started interning for Party Nepal that he realized he loved the camera and everything to do with it. He has been using Instagram since 2013 but started putting more effort into it after people started noticing him and his work on Instagram. He has over 13000 followers on Instagram and many jobs come from Instagram these days. (Bryan Rai 2021.)

Rai said he spends 2-3 hours checking his account a few times throughout the day on Instagram. During this time, he creates new posts, answers the DM (direct messages) from his followers and engage with another users' content. He mainly uses Instagram for connecting with people and publicizing his brand, but he also uses all other available social platforms to share his content. He thinks having his contents in all these platforms and engaging himself on a regular basis helps to reach a wider audience. He added in Instagram you have to find your own style and let it mold. People often follow someone's account because of their originality and authenticity. (Bryan Rai 2021.)

Mr. Rai stated that the first brand collaboration that he remembers doing was when he had 10,000 followers and his posts would get 2-3 thousand like each. After his first job, many jobs keep on coming and many people have been sending him offers. He genuinely likes what Instagram advertising service has to offer and he spends every now and then on Instagram Ads to reach potential audience. He specifically does it when he has done partnerships with international brands or important fashion events. He believes Instagram has become a great route for advertisers and many clients take actions including visiting websites, searching, or telling others after seeing an Instagram post. (Bryan Rai 2021.)

Mr. Rai is one of the popular photographers in Nepal in the fashion and music industry. Even he himself thinks he wouldn't be in the position he is now without Instagram and it would've taken a lot longer to reach this large audience. Conclusively, he thinks Instagram is the fastest growing social media platform, and in Rai's opinion it is the best place to showcase his work in every way possible. He doesn't think @bryanraiofficial would be what it is today if it wasn't for Instagram – his brand grew purely through Instagram. Growing followers and positive feedback encourage him to keep photographing and sharing his contents even more. (Bryan Rai 2021.)

6.2.5 Interview E

Neesha Khaling is a 23-year-old female freelance photographer who is better known as @khalingphoto on her Instagram. Photography is both her hobby and profession; however, she started her photographing career as an interest and later when she completed her university, she made it her profession. Now she is working full time doing video shoots, travel vlogs, photography shoots for some events and companies and work with other media too. She has been using Instagram for 7 years now but before she used YouTube for putting out her content. She started putting extra effort and her contents on Instagram since 2015. She receives messages, emails and calls from people that start with I saw your work on Instagram. (Khaling 2021.)

Khaling says she uses Instagram on average 2-3 hours a day checking messages, replying DMs, interacting with other user's contents. She thinks using Instagram helps her acquire inspiration from other brands/people who share the same vision as her. To grow her Instagram presence, she mostly shares her travel photography, stories and collaborates with other artists as well. Authenticity point of difference and passion is very important for her. To prosper and stand amongst the crowd you must be yourself and do things differently. You have to stay true to yourself and be consistent with the type of energy you're putting out into the world. Khaling added she feels she has somehow managed to give insight into her life, the things she loves and the things she is passionate about, without giving away parts of herself that she has never really been comfortable sharing with thousands of people. (Khaling 2021.)

Khaling stated that her first brand collaboration that she remembers doing was when she had 3,000 followers and her posts would get many likes and comments. After the first, several jobs started coming and companies have been sending offers. She has never used Instagram advertising service to show her work to the public. However, she thinks if you are struggling to find and grow Instagram audience, promoting a post is a great way to introduce yourself to new people. Promoting a post will allow you to spread brand awareness and get your content in front of people who may never have stumbled upon it otherwise. (Khaling 2021.)

What Khaling thinks about Instagram is it's a photo sharing platform, pretty easy to use and be reachable on. We can find people who share the same vision and inspire each other. And nowadays everyone uses Instagram so; you can do anything and everything. She said she could be in the position she is today if she did not use Instagram, but it would take years to reach this great audience. Hence, she

said Yes and No because she got offered her first job from YouTube and later on when she started posting pictures on Instagram people started noticing her and it has been like that ever since. She herself is not truly consistent with posting and being active on Instagram, but she agrees consistency and quality is the key to Instagram success. It takes her hours and hours just to make one single post and for her quality is far more important than quantity. (Khaling 2021.)

6.2.6 Interview F

Prajwol Thapa Magar, mainly known as Jholey, is a very young and skilled Nepalese photographer, cinematographer, video-editor, and filmmaker. As of 2021, he is just 19 years old. Jholey started photography as a hobby and later it became his profession. Photography has been an interest of his since he first looked into the viewfinder. He said the world looked so much different for some reason and it is so startling that you could capture a moment that might be simple and small but still have the ability to think of it as something much bigger and meaningful. He earns his living by making music videos, YouTube contents, travel contents, and wedding photography for clients. Jholey stated that he first opened his first Instagram account in 2015. He used it ordinarily to chat with friends and post random photographs he took. 2018 was the year of change and motivation for Jholey. He started posting his work and photographs on Instagram and quickly people started noticing and liking them. He has over 57000 followers on Instagram and most of the jobs come through Instagram. (Jholey 2021.)

Jholey said he receives many offers and free products to advertise them on his Instagram account. He said that at the moment he gets around 2-3 offers per week to advertise something or make contents for businesses. The number of offers has been growing fast with gaining more followers. Most of the time he signs contract when he takes from bigger firms, however for others, usually communication or, the deal happens through Instagram DMs (Direct message) and when the job is done, he gets paid to his bank account. Jholey stated he uses Instagram 2-4 hours a day which involves reading text messages and replying to comments, interacting with other users' contents, going live, and creating new posts. Jholey said Instagram is a very important place for him when connecting or communicating with the people. Beside Instagram he also uses YouTube to share his contents. He said many people visit his YouTube account via Instagram. (Jholey 2021.)

Jholey stated he uses the Instagram advertising service to advertise once in a while. He thinks it gives him the opportunity to reach a great audience and potential customers. However, in order to make people

follow you, you have to make relevant content that people can connect themselves with. He added, you have to stick with your main theme, have a consistent colour scheme and utilize Instagram stories and reels to connect with the people. Finding your niche in which you are good is likewise very important. He added, doing things you love makes you more passionate towards your work. (Jholey 2021.)

Jholey said Instagram is very simple and easy to use. Instagram is the fastest growing social media platform, and many people and businesses are joining every day. It is a single place where you can discover anything and everything. He said he first met his favourite artist on Instagram and after that many other inspiring people have helped him to grow his ability and to be what he is today. Jholey says it would not have been possible if there was no Instagram and surely without it, he would never have considered photography as his career or anything else than just a hobby. (Jholey 2021.)

7 DATA ANALYSIS

In this chapter, results of the gathered information are shown in figures. Every one of the inquiries of the review are portrayed and studied independently as demonstrated in the figures. Figures which are appeared in the following charts were made in Microsoft Excel depending on the information from the questionnaire.

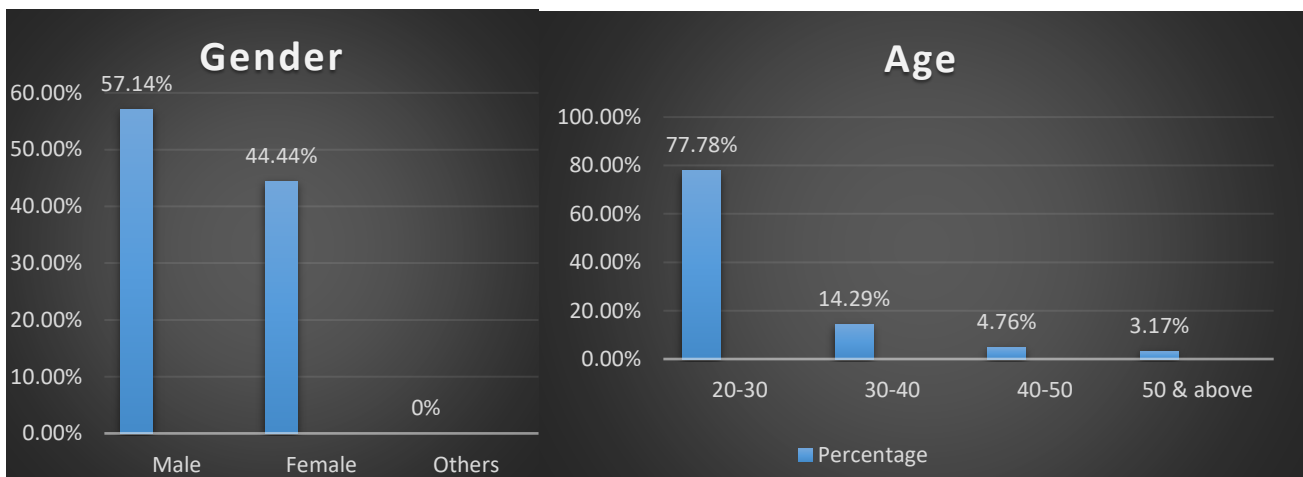


FIGURE 2 – Gender and Age

Figure 2 shows that the first two questions concern the respondents' age and gender. This question was asked to find out about the specific gender and age of the respondents involved in photography on Instagram. Among 60 respondents 37 were male and 23 were female, regarding age there were 46 people in the age group ranging from 20-25, 7 people in the age group ranging from 30-40, 4 people in the age group ranging from 40-50 and 3 people in the age group ranging from 50 and above. From the survey it can be shown that almost 80% respondents were of the age 20-30 which depicts young photographers are mostly active on Instagram in Nepal.

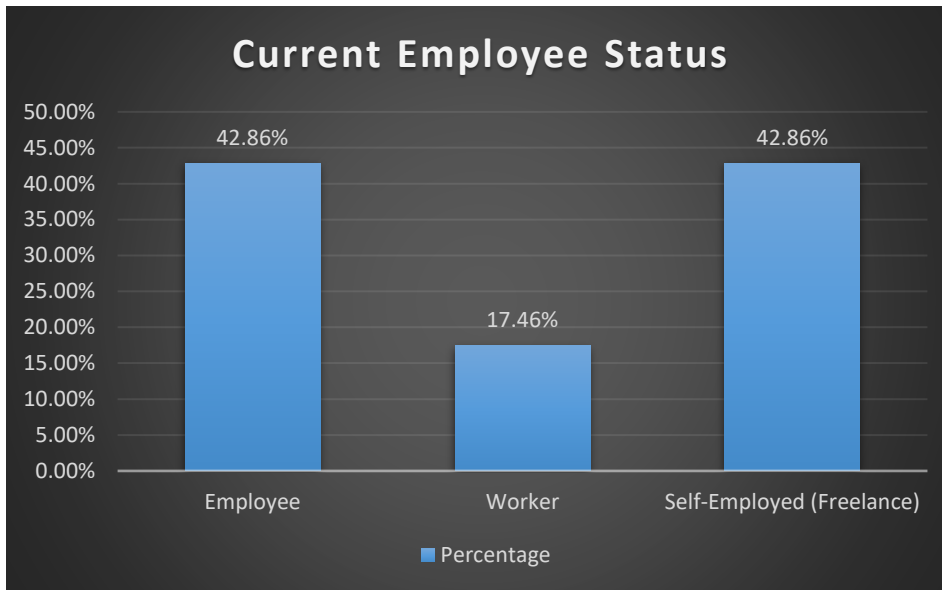


FIGURE 3 – Current Employee Status

Following to the third question is the current employee status of the respondents which was to figure out if the photographers were actually working for a company, person or are self-employed. Figure 3 shows 50 of the respondents were both employees and free-lance and 10 of them were working for a company. Regardless of their employment status it can be seen that most of the photographers use Instagram as their marketing tool.

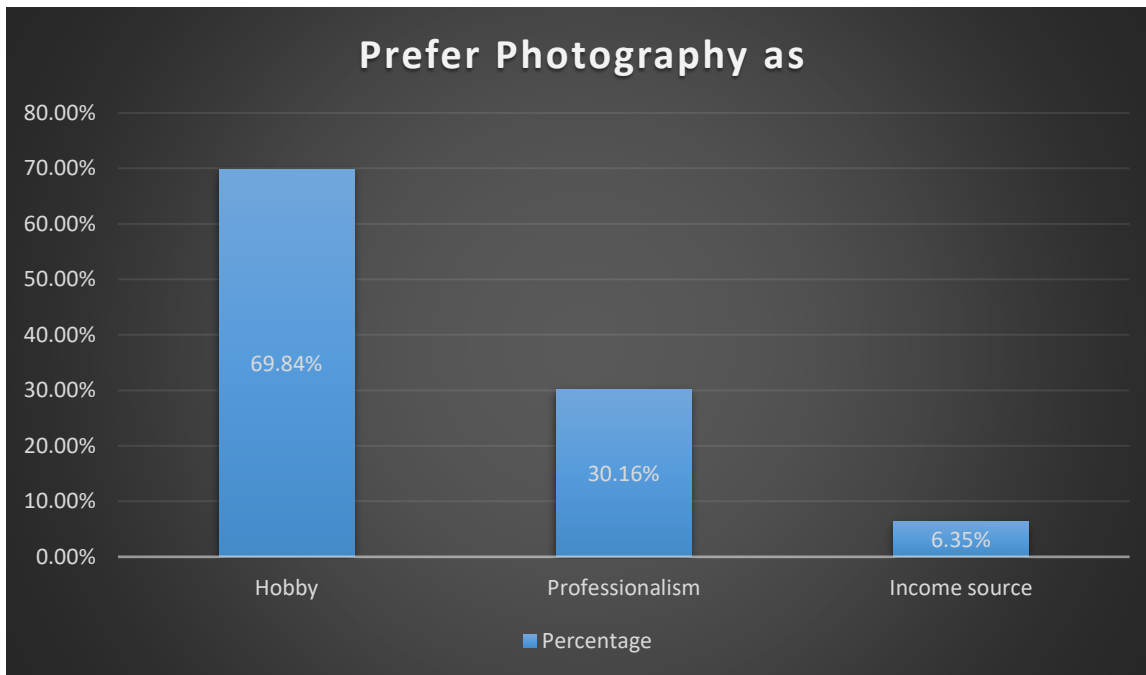


FIGURE 4 – Photography Nature

The fourth question concern the respondent's nature of photography. This question was to find out the reach, use and preference of Instagram among those photographers who pursued photography as a hobby, professionalism or income source. Figure 4 shows 69.84% preferred photography as hobby, 30.16% and 6.35% preferred it as income source. From this figure we can say that Instagram is mostly used by photographers who pursued it as hobby.

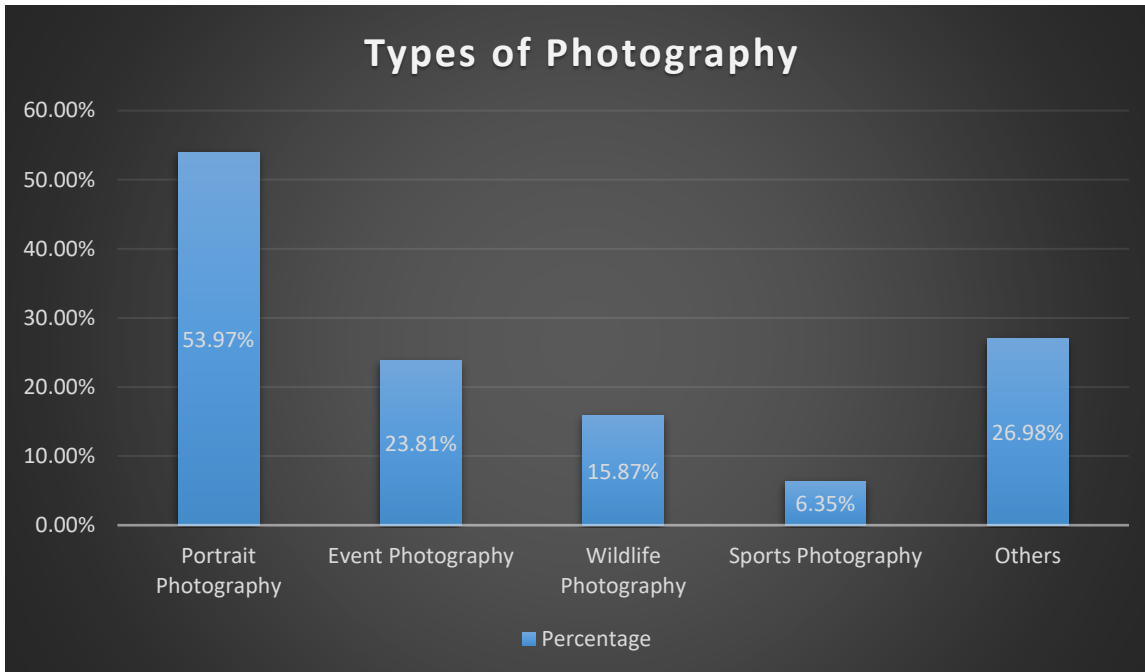


FIGURE 5 – Types of Photography

Question number 5 depicts the types of photography that the respondents pursue. This question was to find out what type of photography is mostly preferred by photographers and which photography has a wide scope in Instagram. From the figure 5 above we can see that 53.97% is involved in portrait photography, 23.81% in event photography, 15.87% in wildlife photography, 6.35% in sports and 26.98% in other sectors. It can be seen that portrait photography is mostly used by the Nepalese photographers on Instagram and portrait photography has more scope on Instagram

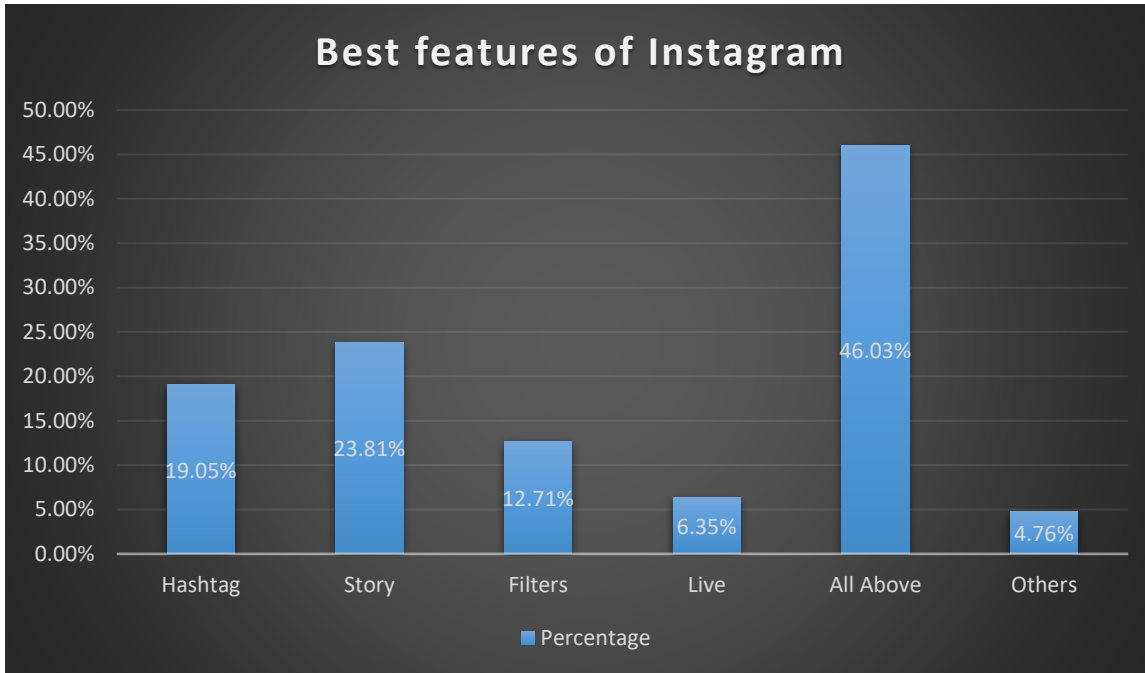


FIGURE 6 – Features of Instagram

The sixth question asks about the different features used by the photographers in Instagram. There are many features provided by Instagram among many features these were widely used by the Instagram users. This question was to figure out what features the respondents use the most to get awareness of their brand as well as their visibility on Instagram. From the figure 6 above it can be seen every feature of Instagram are used by the respondents. All features of Instagram support their branding and Instagram marketing as all above range to 46.03% and story ranging to 23.81% which depicts most of the respondents use the story feature to influence customers and increase brand visibility on Instagram.

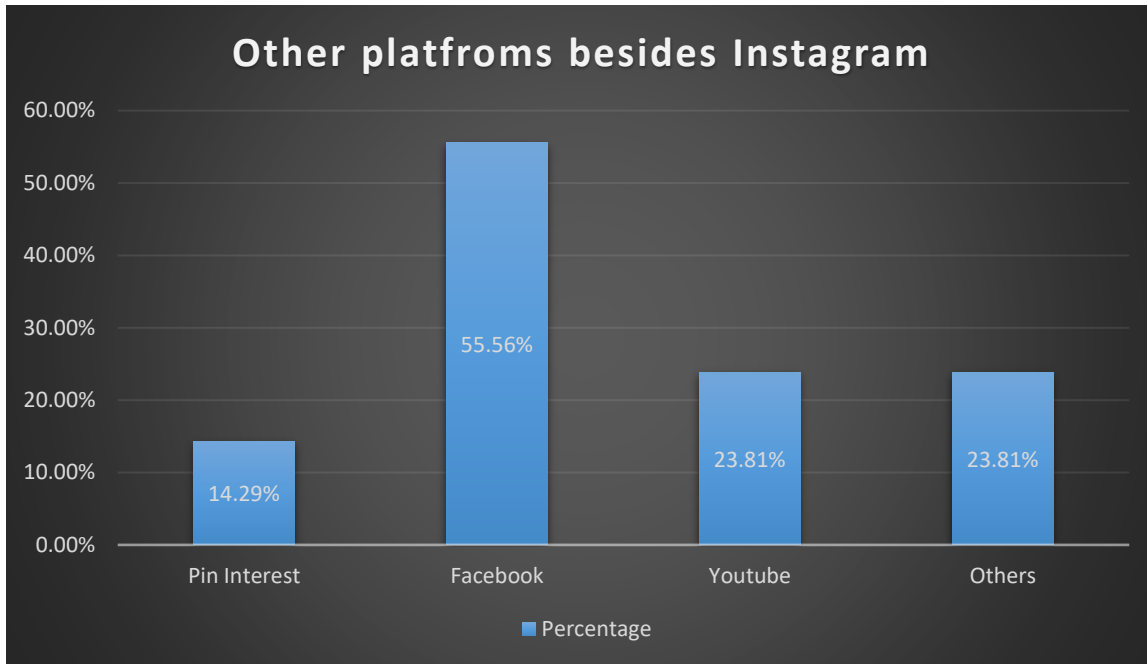


FIGURE 7 – Other Platforms

Question number 7 is about the use of other platforms besides Instagram. This question was to figure out whether respondents use other platforms to create personal brands and to find which platforms are also popular among Instagram, from the figure 7 above we can see that 55.56% use Facebook, 23,81% use both YouTube and others following 14.29% use Pin Interest. So, most of the respondents use Facebook from which we can depict Facebook has availability of building brands and their visibility which shows Facebook is popular and a good choice for photographers among Instagram

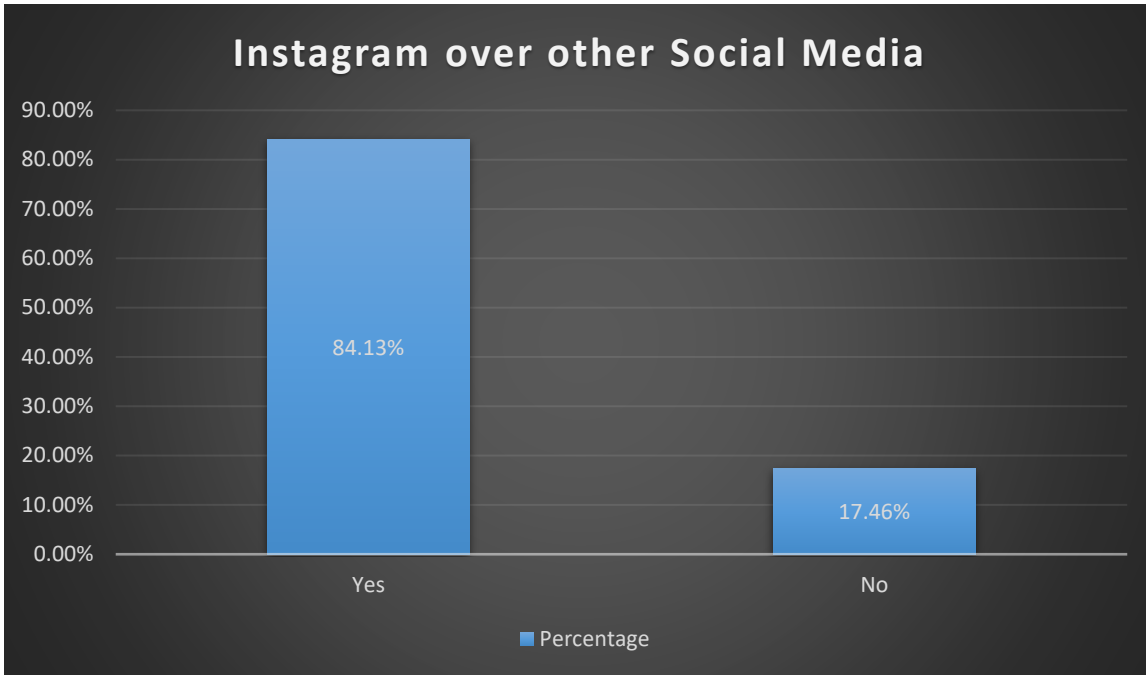


FIGURE 8 – Instagram over other Social Media for Photography

The eighth question is about the use of Instagram over other social media platforms. This question was to find out the platforms of social media for photographers against Instagram whether the respondents use other platforms over Instagram. From the figure 8 above, it is seen that 84.13% said yes and 17.46% said no, which results in Instagram being superior to other platforms.

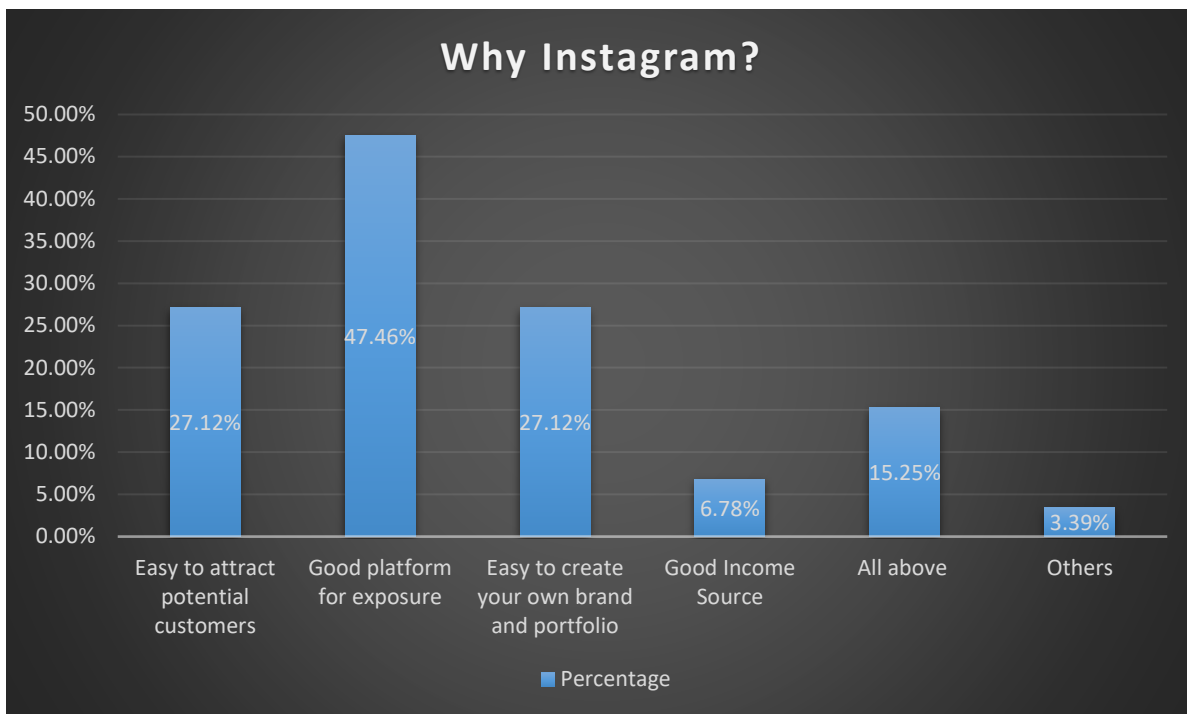


FIGURE 9 – Why Instagram?

Question number 9 looks into why respondents use Instagram. This question was to find out why respondents use Instagram and what features make Instagram superior compared to other platforms. From figure 9 above, it can be seen that 47.46% said it is a good platform for exposure, 27.12% said it is both easy to attract potential customers and easy to create your own brand and portfolio, 6.78% said it's a good income source, 15.25% said all of the above and 3,39 said others. It can be seen that Instagram is a good platform for photographers to showcase their work and build their own brand.

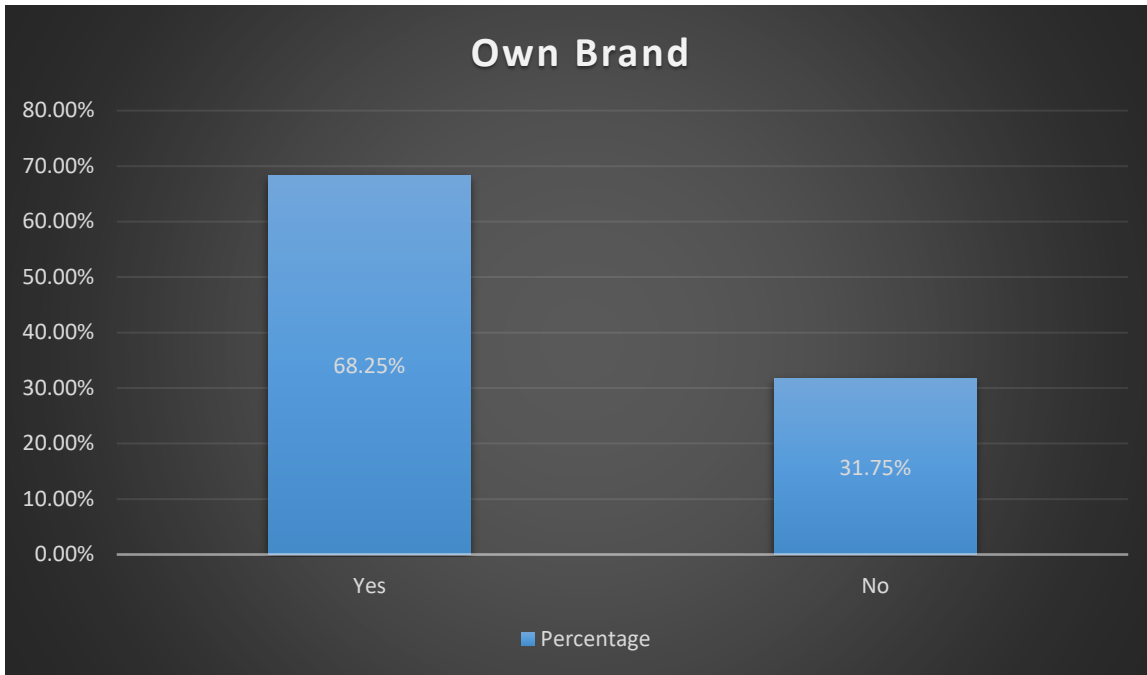


FIGURE 10 – Own Brand

The tenth question is the most important one in the questionnaire which depicts about having their own personal brand or not in Instagram. The figure 10 above, it shows 68.25% have said yes and 31.75% said no. It can be seen that almost every respondent has their own brand on Instagram. It can also be seen that photographers do not rely only on pictures but they prefer personal branding also.

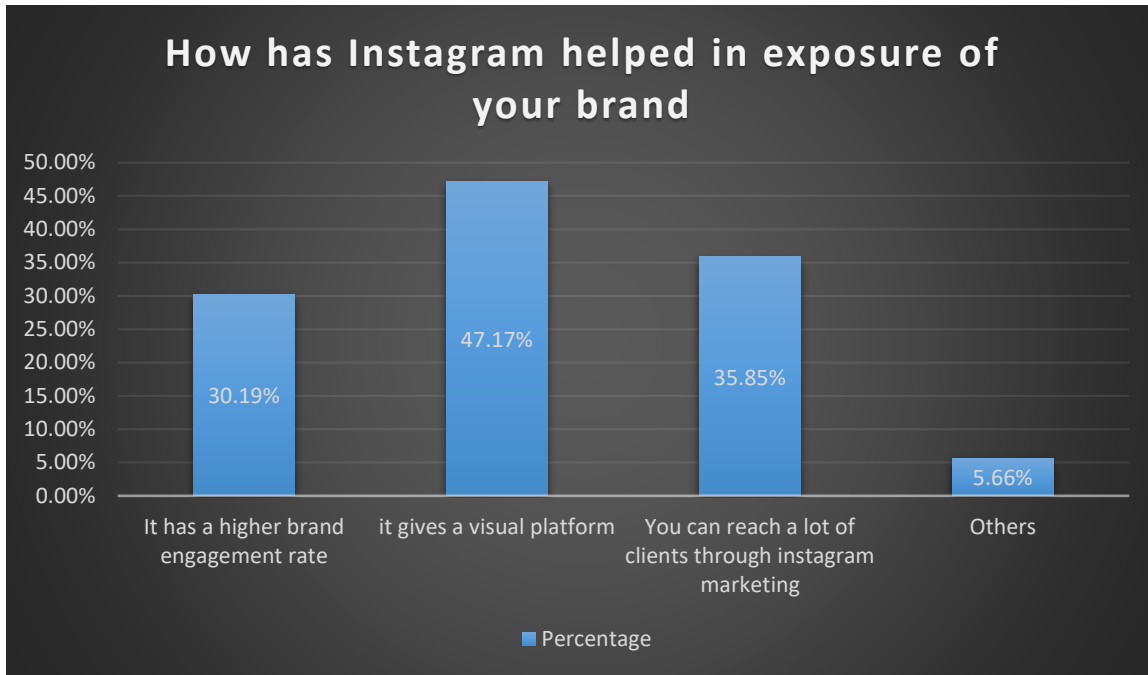


FIGURE 11 – Instagram on Branding

Question number 11 is about how Instagram helps in exposure of a brand. This question was to figure out how exactly Instagram can be helpful in the exposure of personal brands and help influencing brands to potential customers. From figure 11 above, it is seen that 30.19% said Instagram has a higher brand engagement rate, 47.17% said Instagram gives a visual platform, 35.85% said they can reach a lot of clients through Instagram marketing and 5.06% said others. It can be seen that Instagram gives a visual platform for the photographers to influence their brand and how Instagram can strengthen their brand visibility through various features also.

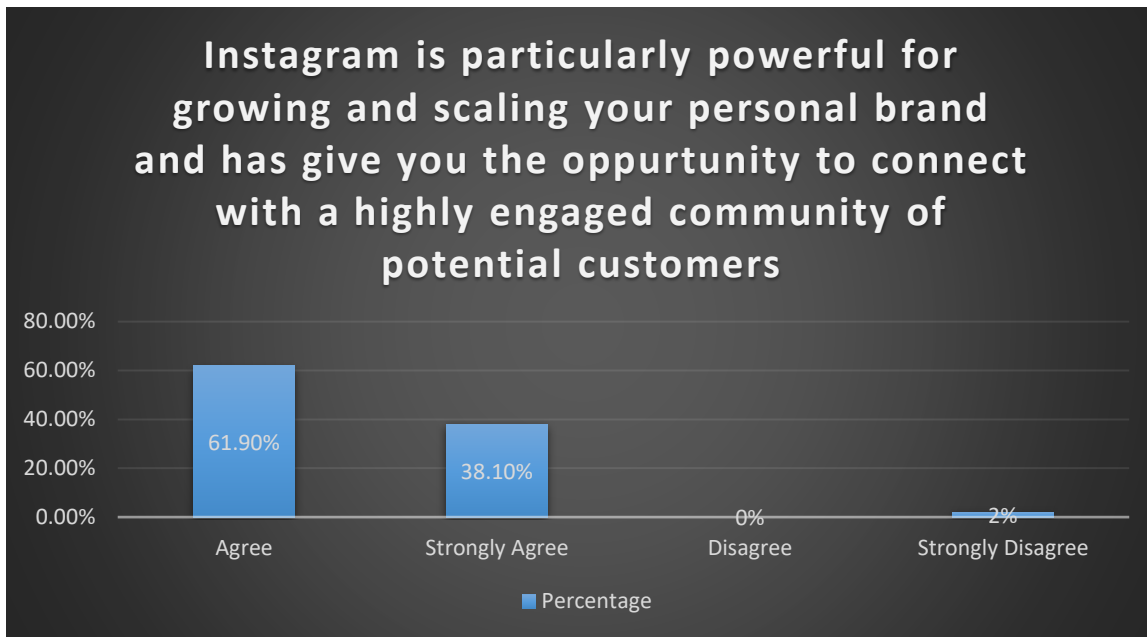


FIGURE 12 – Scope of Branding in Instagram

Question number 12 is a statement on powerful scaling of a brand and meeting potential customers through Instagram. This question is to figure out if Instagram does help in branding or not, and also if Instagram has been able to create strong brand visibility, engage potential customers to their brands and create opportunities to endorse their own brand. From figure 12 above, it is seen that 1.90% agree with the statement, 38,10% strongly agree with the statement and 2% strongly disagree with the statement. It can be seen that Instagram is quite a good platform for brand growth and scaling regardless if some photographers are still not satisfied with Instagram.

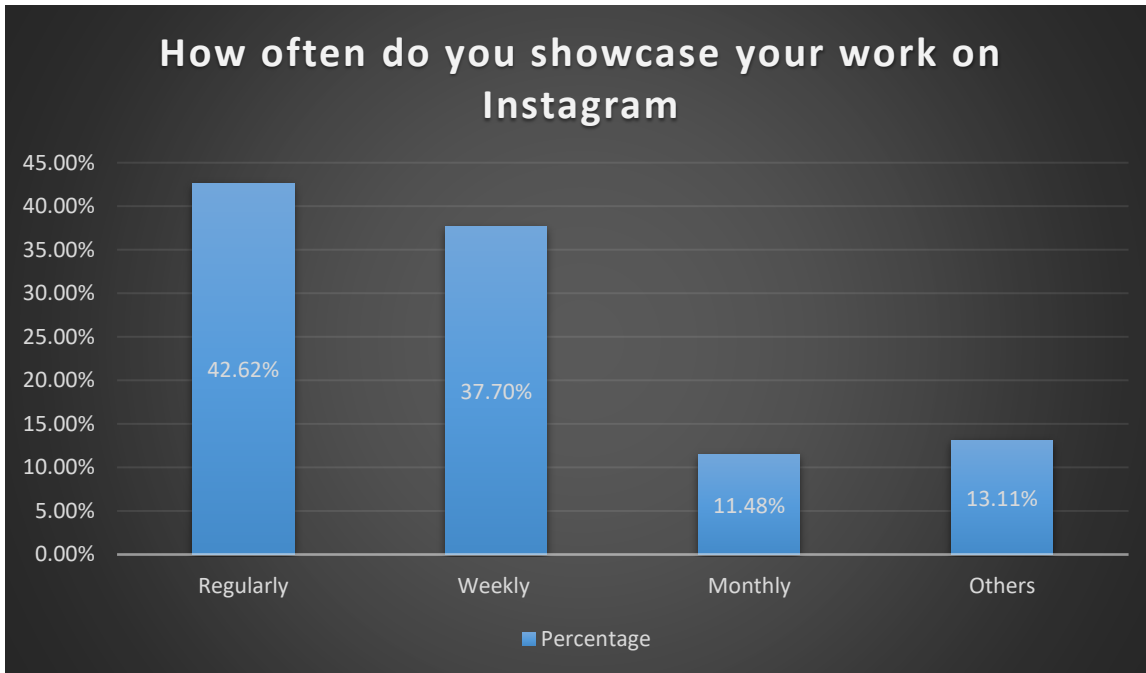


FIGURE 13 – Regularity of Instagram

Question number 13 is about the use of Instagram by respondents on daily basis. This question was to figure out the attendance, popularity and regularity of Instagram and also to know how important Instagram for respondents is? From figure 13 above, 42.62% said they use Instagram regularly, 37.70% use it weekly, 11.48% use it monthly and 13.11% said others. It can be seen that the importance of Instagram for the photographers is very sumptuous and high. Almost all the respondents use Instagram on a daily basis and put consistency towards their work and it also can be seen that Instagram is popular.

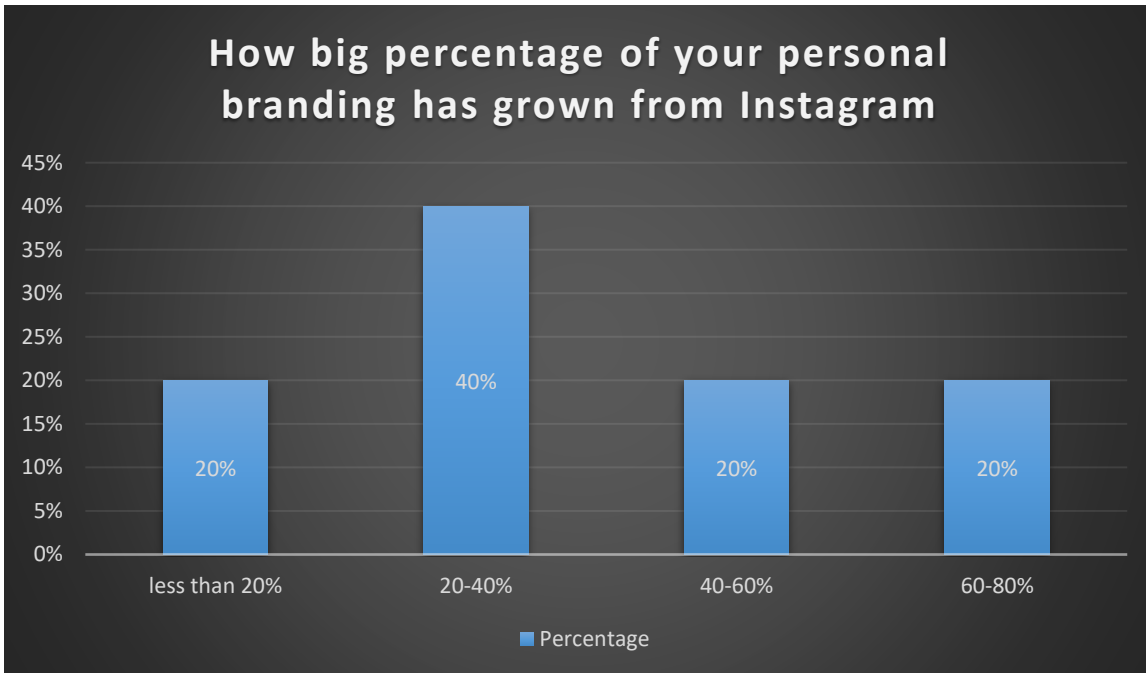


FIGURE 14 – Growth of Branding in Instagram

The fourteenth question is about the scale of branding on Instagram. This question depicts the growth of the respondents' brand on Instagram, to know to what extent Instagram has helped in growing the respondents' brand. From figure 14 above, it is seen that 30 respondents have said their brand has grown from 20 to 40% 10 respondents said less than 20%, 10 respondents have said 40 to 60% and 10 respondents also said 60 to 80%. It can be seen that somehow Instagram does help in growth of personal brands for photographers in Nepal.

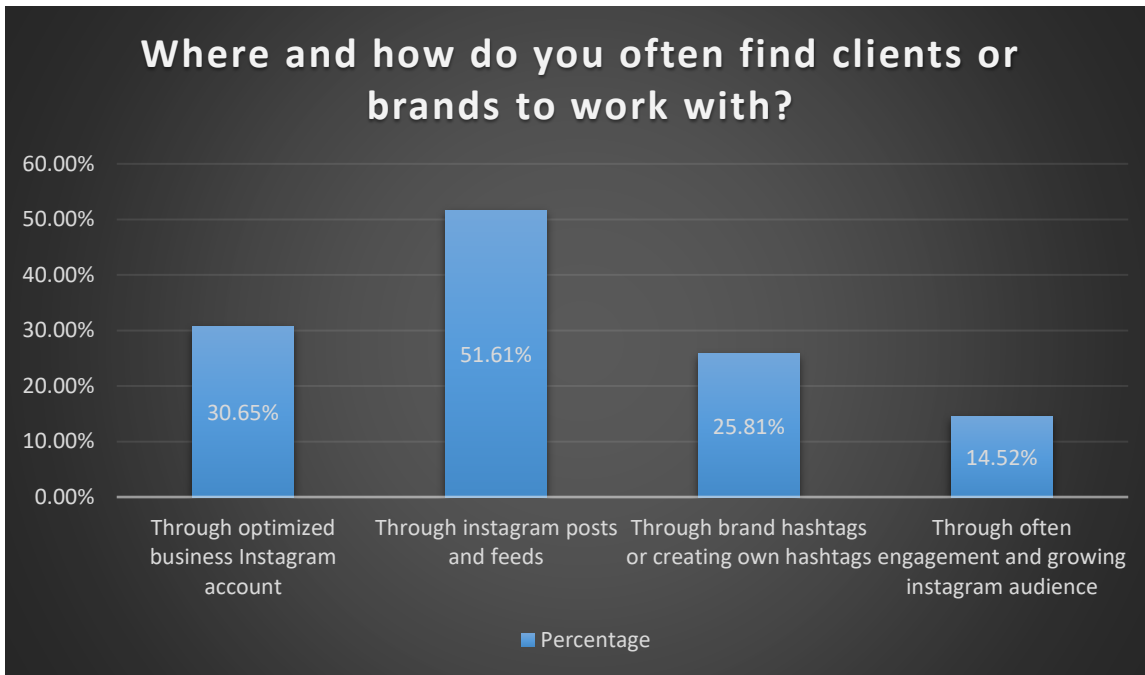


FIGURE 15 – Clients on Instagram

Question number 15 is about the clients and brands that Instagram provides photographers to work with. The purpose of this question was to find out how respondents find potential clients and other brands and how Instagram gives a platform to influence people. From figure 15 above it is seen that 30.65% answered that they find brands and clients through optimized business Instagram account, 51.61 answered that they find brands and clients through Instagram posts and feeds, 25.81% answered that they find clients and brands through brand hashtags and creating own hashtags and lastly 14.52% answered that they find brand and clients through often daily use of Instagram and growing Instagram audience. It can be seen that respondents mostly found brand and clients through Instagram feeds and posts which seems to be the most important features for the photographers to work with but overall, it shows Instagram does give an opportunity to explore and work with brands and clients.

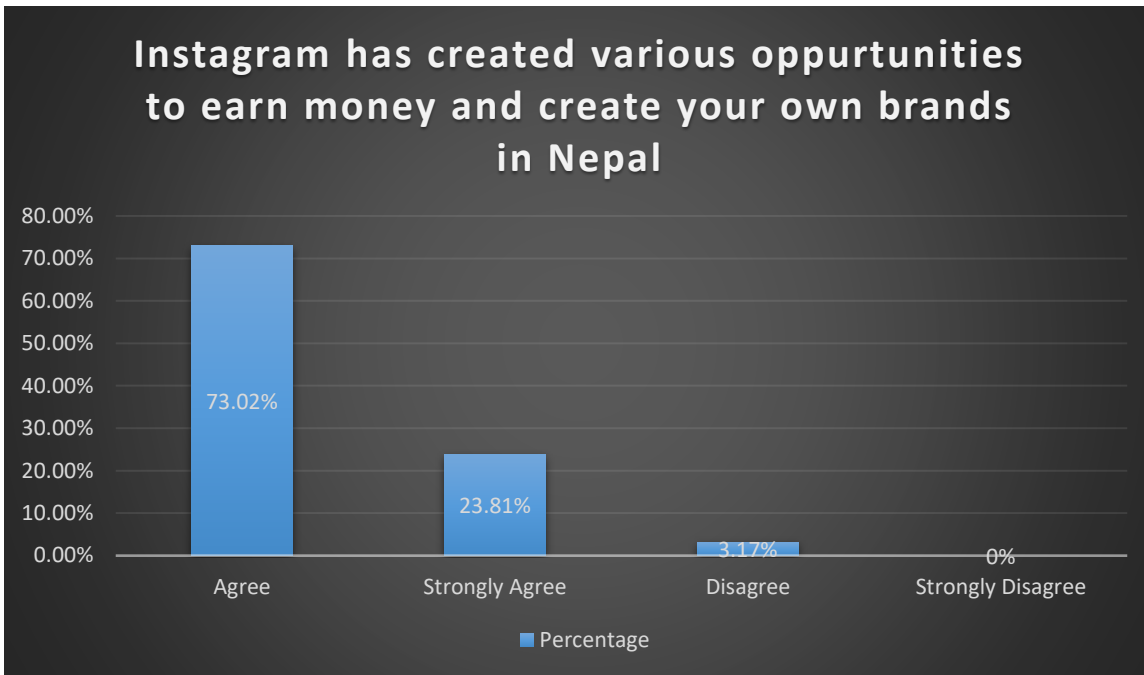


FIGURE 16 – Instagram as a platform

The sixteenth question is a statement that says Instagram has created various opportunities to earn money and create your own brands in Nepal. This question was to figure out to what extent the respondents agree or disagree with the statement and whether Instagram gives a platform to the respondents to create their brand and career. From figure 16 above, one can see that 73.02% agree with the statement, 23.81% strongly agree, 3.17% disagree and none strongly disagree. It can be seen that Instagram has given photographers a platform to create their own brand and build their career while some also disagree that Instagram is not sufficient enough to work with.

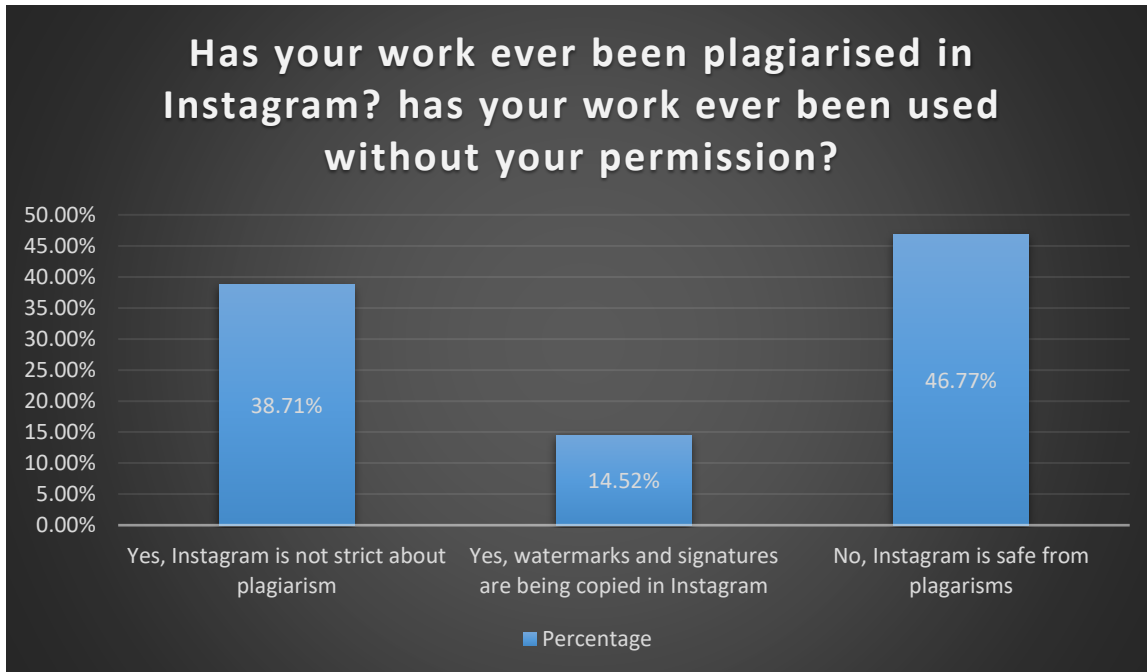


FIGURE 17 – Plagiarism on Instagram

The seventeenth question is about the plagiarism faced by the respondents on Instagram. This question was to figure out the potential threats Instagram could give to the respondents and to know about the safety and plagiarisms of Instagram. From figure 17 above, it is seen that 38.71% said Instagram is not strict about plagiarisms and their work has been hampered, 14,52% said their work has been plagiarized, watermarks and signatures are being copied on Instagram and lastly 46.77% said Instagram is safe form plagiarisms. It is still a dilemma whether Instagram is safe from plagiarism Instagram still needs to increase their security while some find it safe to work with Instagram.

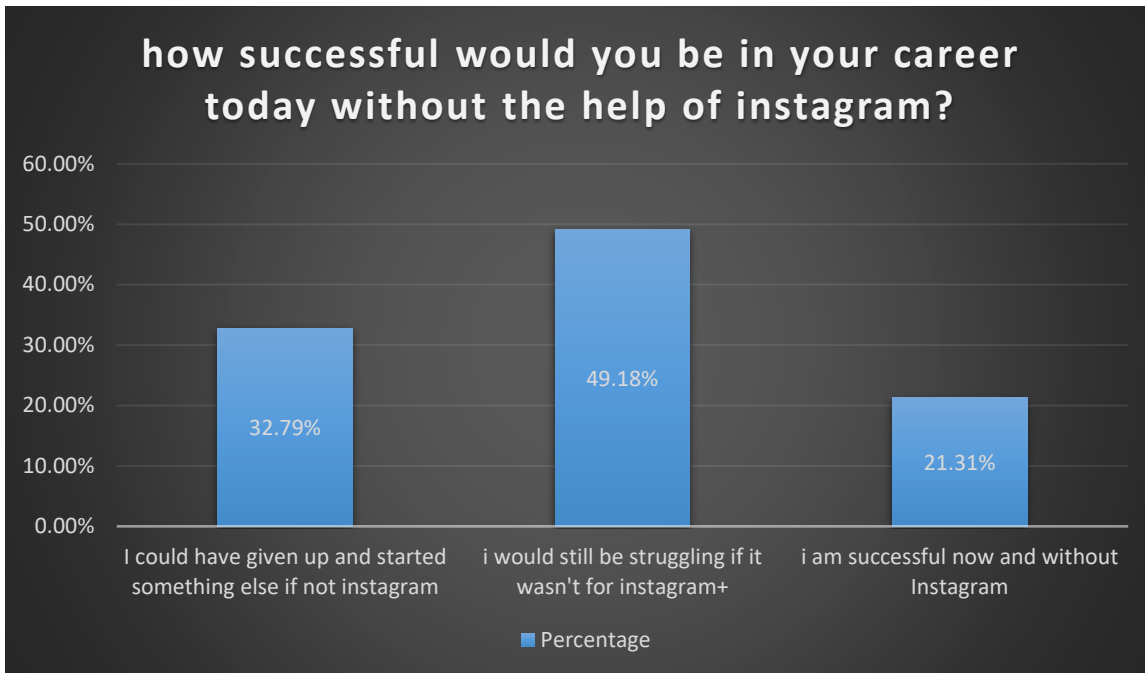


FIGURE 18 – Career on Instagram

The last and eighteenth question is about how successful respondents would be with or without Instagram. This question was to figure out the respondents' view on Instagram regarding their career. From figure 18 above, one can see that 32.79% said they could have given up and started something else if it wasn't for Instagram, 49.18% said they would still be struggling if it wasn't for Instagram and lastly 21.31% said they would be successful now and would be without Instagram. It can be seen that many of the respondents have benefitted greatly from Instagram for their fruitful career as for some they would not be needing Instagram.

8 KEY FINDINGS AND DISCUSSION

The research questions that this thesis aims to answer are how and why do photographers use Instagram in Nepal to build their personal brand? and Why do photographers of Nepal prefer Instagram as a supportive business platform?

In the following chapter the key findings of the questionnaire and interview will be presented and followed up with discussions on the key findings.

8.1 Key findings

The findings of the questionnaire were quite fascinating. The importance of Instagram for photographers is portrayed as an essential tool for branding and making career after the survey. Based on the data collected from the questionnaire survey, most of the respondents were male as of figure 2 and respondents aged 20 -30 are the most active users on Instagram. Out of 60 respondents 51 were highly engaged on Instagram. Photographers who represent a company are also active users on Instagram as from the study, most of the photographers were either freelancers or self-employed.

According to the interview, the most active age group taking Instagram as a supportive tool for their business growth is 23-34-year-old. The interviewees are from the age group of 19-30 in which five of them are male photographers and one is female. The most communal photography style on Nepalese Instagram was travel and nature photography followed by lifestyle, adventure and wildlife photography.

Photography that is influenced the most on Instagram is portrait photography being superior to other types as shown in figure 5. Perhaps after the study we can conclude that most of the photographers are involved in branding on Instagram resulting in 68.25% owning a personal brand in Instagram. The scale of growth in their branding on Instagram is satisfying which shows why photographers prefer Instagram over other social medias as shown in figure 12. It can also be seen that Facebook is really competent against Instagram among the Nepalese photographers but due to Instagram's features being suitable for the photographers it is the dominant media as compared to Facebook.

Features like highlights, IGTV and photo effects are only available on Instagram which help photographers to attract potential customers as shown in figure 6. Furthermore, we can also analyse how photographers use Instagram to build their brands. Instagram gives an opportunity to work with clients and find potential customers as it is shown in figure 15, Instagram provides photographers benefits towards customers and branding through optimized posts and feeds resulting in 51.61%. From figure 13 we can see the regularity of Instagram use.

The majority of the interviewee gets their clients through Instagram. The most common number of followers, when the users first started getting clients and business deal on Instagram, was 1000 to above. All the interviewees had 1000-10,000 followers when they first started getting jobs on Instagram.

Instagram is the most used social application followed by YouTube and Facebook in Nepal for linking photography business. Authenticity, unique content with a clear bio to colour palette, and having a particular style is essential to create a personal brand according to interviewees. Also, consistency is the key to success on Instagram, regular posting, interacting with other Instagram users helps to good Instagram reach and retention.

Respondents who showcase their work regularly results in 42.62% thus it is vital to maintain good attendance to build good branding on Instagram. It can also be analysed why Instagram is used by Nepalese photographers to build brands, figure 9 shows respondents answered that on Instagram it is easy to create their own brand and portfolio resulting in 47.46% also from figure 11 we can see why Instagram is important for branding as it gives a visual content to personal branding resulting in 47.17% of the respondents. Concluding as from figure 16 we can see if Instagram is a good platform for Nepalese photographers to make their own brand and career which results in 73.02% of the respondents agreeing that Instagram has created various opportunities to create brands and earn money from which we can say Instagram has been a good platform for photographers in Nepal for creating brands and make a career out of it.

8.2 Discussion

Creating brands has become a lot easier since Instagram has been introduced to photographers. Many photographers in Nepal prefer Instagram to take their career to a new level as Instagram provides one of the most unique and effective features to influence all the potential customers.

From the questionnaire survey we can see the most active users who create brands are aged 20-30 and most of them are males. The most preferred style of photography is portrait photography on Instagram. There are possibilities for Nepalese photographers to make most out of their career on Instagram because it's one of the easiest photos and video sharing platforms and a great place to connect with new audience and customers.

Based on the questionnaire 68.25% respondents create their own brands on Instagram. Most of the audience on Instagram at least follow one brand which makes branding a very essential component for photographers to make a good career. Features based on Instagram have unique abilities like highlights and you can open any brand related story even after a specified time in a personal account on Instagram. These facilities are not available on other platforms and this may also be the reason for photographers to keep using Instagram for branding purposes.

From the questionnaire it can also be seen that 73% have agreed that Instagram has given various opportunities to create brands and earn money. Photographers get chances to work with new clients and brands mostly through optimized posts and feeds followed by new business account on Instagram and also with hashtags. Nepalese photographers have maintained a quite good reputation on Instagram by getting well connected with their audience by also being able to influence them daily through different features provided by Instagram.

Based on interviewees, half of the respondents use Instagram advertisement service to advertise themselves whereas the other half has grown purely through their contents. However, most of the interviewed photographers agree that advertising helps to reach a great audience and gain potential customers.

In the interviewees' opinion, the benefits of Instagram over other social media platforms were that Instagram is very easy and fast to use, as it is mostly about pictures and short videos. It is easy to share content and to interact with people. Instagram is a great place to find motivation, inspiration, people who share same vision and it is structured well. Facebook and other social platforms are a lot messier and more complex to use. Everything is mixed together and confusing. Most respondents said that they would not be in the same position they are today if they were not using Instagram, because they are getting exposure there, getting job opportunities, inspiration to work on their dream projects and they said their brand grew purely through Instagram.

9 CONCLUSION

This research aimed at finding two particular answers, the first one is why Nepalese photographers can create brands on Instagram and how they do it and the second one denotes why Nepalese photographers prefer Instagram as a supportive business platform. Based on the study it can be analysed that photographers in Nepal use branding on Instagram as it provides them a lot of potential customers, other brands and clients to work with. It can be seen that many of the respondents have achieved a lot of brand promotions and growth in their career through Instagram. Photographers use various features like hashtags, highlights, IGTV and new business account which is provided by Instagram to increase their brand awareness, their presence on Instagram as a photographer and noticeability by people around the world.

As competition can be seen among the social media giants, Nepalese photographers tend to believe in Instagram solely. From the study it can also be concluded that Instagram is superior among other platforms because they get the best engagement, higher chance of getting audience and a very easy platform to work with. This maybe the reason which attracts Nepalese photographers to use Instagram and build their personal brands.

Many of the freelance and unemployed photographers in Nepal struggle to meet the requirements of skills in order to join a well-known company. Some of the photographers in Nepal want to build their own brand but cannot advertise, meet the expected audience or fulfil any achievements they want to meet. Perhaps from this study we can conclude that photographers in Nepal can use Instagram to exploit a particular group of audience and that audience does not necessarily have to be within the territories of Nepal or any specific country. A global audience reach is possible if photographers in Nepal use Instagram and there will not be any geographical boundaries limiting them. Instagram will also help photographers to meet their target audience. It is also possible that Nepalese photographers can meet other fellow photographers which can create a chance of strong networking. In the future it is not sure whether photographers in Nepal will always use Instagram as we are in the digital age where the availability of different media is increasing it can be presumed that if the photographers in Nepal are established on Instagram, they can create a successful journey ahead in this digital era.

10 RECOMMENDATIONS AND FURTHER RESEARCH IDEAS

The study on this thesis can be taken further if there was a larger response rate to the survey. The data collected could be a lot more precise if there were 100 or more response to the survey. Also, some of the well-known Instagram influencers cancelled the interview due to lack of time due to their eventful life. It would be noteworthy to have a conversation with an influencer, who has over one million followers and is successful on Instagram. Moreover, the same topic can be useful to other groups of Instagram users, that are not necessarily photographers. A couple of key words for further researchers to look into are Instagram influencers, affiliate market and Instagram business.

11 REFERENCES

- Abboye, 2020. A photographer / an Instagram influencer. Interview 03 December 2020.
- Bryan Rai, 2020. A photographer / an Instagram influencer. Interview 15 February 2021
- Brandi. 2019. Social media sites for business. Lyfemarketing.com Available on <https://lyfemarketing.com/blog/social-media-sites-for-business/> Accessed on 16/10/2020
- Chesher C. 2012. Between Image and Information: The iPhone Camera in the History of Photography. In: Hjorth L, Burgess J and Richardson I (eds) Studying Mobile Media: Cultural Technologies, Mobile Communication, and the iPhone. New York: Routledge, 98-117
- Desha Lahib. 2017. Instagram Unmasked: Your step-by-step guide to dramatic Instagram growth, Canada
- Grant, S. 2017. Is Instagram The New Gateway to Photography? WorldPressPhoto.org Available on <https://witness.worldpressphoto.org/is-instagram-the-new-gateway-tophotography-a74485eb10a1/> Accessed on 12/10/2020
- Green Mitch. 2017. Instagram for photographers: the good, the bad, and the ugly. Harrydwyer.com Available on <https://harrywdwyer.wordpress.com/2017/03/04/blog-by-mitch-green/> Accessed on 20/04/2020
- Hansson, C. & Eriksson, E. 2016. Fashion Brands and Engagement on Instagram. Halmstad, Sweden: Halmstad University
- Himalaya Altitude. 2020. Photography in Nepal. Altitudehimalaya.com Available on <https://altitudehimalaya.com/activity/photography-in-nepal/> Accessed on 18/09/2020
- Hudson Matthew. 2020. What is social media. thebalancesmb.com Available on <https://www.thebalancesmb.com/what-is-social-media-2890301> Accessed on 20/7/2020
- Herman's Joris, 2018. Instagram for photographers: Is it useful to promote your work? Jorishermans.com] Available on <https://www.jorishermans.com/blog/instagram-for-photographers> Accessed on 20/08/2020
- Jholey, 2021. A photographer / Filmmaker / an Instagram influencer. Interview 03 March 2021
- Johnson Stephen. 2019. Social Media Marketing in 2020: Secret Strategies for Advertising Your Business and Personal Brand on Instagram, YouTube, Twitter, And Facebook. A Guide to being an Influencer of Millions In 2020, USA: Washington DC
- Khaling, 2020. A photographer / an Instagram influencer. Interview 05 December 2020
- Lucas Paul. 2020. Importance and Benefits of Social Media in today's world. Inspirationfeed.com Available at: <https://Inspirationfeed.com/importance-and-benefits-of-social-media-in-todays-world/> Accessed on 14/08/2020

- Mack, N., Woodson, C., MacQueen, K., Guest, G. & Namey, E. 2005. Qualitative Research Methods: A Data Collector's Field Guide. North Carolina, USA: Family Health International
- Mathews Tony. 2020. Instagram Marketing Guide: Learn the Power of Social Media Advertising Secret to Take Advantage and Grow Your Instagram Account, Gaining Following and Market it for your Business, USA: Seattle, Washington, Author's Republic Audio
- Miles, J. 2014. Instagram Power: Build Your Brand and Reach More Customers with The Power of Pictures. USA: New York, McGraw-Hill Education
- Mr. Adhikari, 2021. A photographer / an Instagram influencer. Interview 18 February 2021
- Mr. Shrestha, 2021. A photographer / an Instagram influencer. Interview 15 February 2021
- Number of monthly active Instagram users from January 2013 to September 2017. 2017. Statista.com Available on <https://www.statista.com/statistics/253577/number-of-monthly-activeinstagram-users/> Accessed on 13/11/2020
- Prasain Krishana. 2020. Social media marketing shines in Nepal market. Available on <https://kathmandupost.com/money/2018/11/27/social-media-marketing-shines-in-nepal-market> Accessed on 20/11/2020
- Rajbhandari Sujeet M. 2020. How Nepal uses social media. B360nepal.com Available on <https://B360nepal.com/how-nepal-uses-social-media/> Accessed on 15/11/2020
- Safko Lon. 2012. The Social Media Bible: Tactics, Tools, and Strategies for Business Success, USA: Hoboken, New Jersey, Charles Wiley
- Sterling Charlotte June 7, 2019. Instagram Influencer Secrets: The Ultimate Strategy Guide to passive income, social media marketing & growing your personal brand or business. Accessed on 15/06/2019
- Viggers Rilee. 2019. The benefits of using social media for business. Business2community.com Available on <https://business2community.com/social-media/the-benefits-of-using-social-media-for-business-02271447/> Accessed on 14/12/2020
- Wiggins Christina. 2020. What is freelance photography and how you succeed. Coleclassroom.com Available on <https://www.colesclassroom.com/what-is-freelance-photography/> Accessed on 18/11/2020
- Wiley June 25, 2014. Personal Branding for Dummies, 2nd edition by Susan Chritton, USA: Hoboken, New Jersey, Charles Wiley

APPENDIX 1

Questionnaires:

1. What is your age

- 20-30 30-40 40-50 50 and above

2. What is your Gender

- Male Female Others

3. What is your current employment status?

Employee

Worker

Self-employed (Free Lance)

4. You prefer Photography as

Hobby

Professionalism

Income source

5. What type of Photography do you focus on?

Portrait Photography

Food Photography

Sports Photography

Wildlife Photography

Event Photography

6. What is the best feature of Instagram for photographers?

Hashtag

Story

Live

IGTV

Filters

Tags

All above

Others

7. Which social media platform do you often use to showcase your photography besides Instagram?

Pin Interest

YouTube

Facebook

Others

8. Do you prefer Instagram over other social media for Photography?

Yes

No

9. If you answered yes, why do you prefer Instagram?

Easy to attract potential customers

Good platform for exposure

Easy to create your own brand and portfolio

Good income source

All Above

Others

10. Do you have a preferred brand name on Instagram?

Yes

No

11. If yes how has Instagram helped in exposure of your brand

It has a higher brand engagement rate

Instagram gives a visual platform

You can reach a lot of clients through Instagram marketing

Others

12. Instagram is particularly powerful for growing and scaling your personal brand and has given you opportunity to connect with a highly engaged community of potential customers.

Agree

Strongly Agree

Disagree

Strongly Disagree

13. How often do you showcase your work on Instagram?

- Regularly
- Weekly
- Monthly
- Others

14. How big percentage of your personal branding has grown from Instagram?

- Less than 20%
- 20-40%
- 40-60%
- 60-80%

15. Where and how do you often find clients /brands to work with?

- Through optimized business Instagram account
- Through Instagram posts and feeds
- Through brand hashtags or creating own hashtags
- Through often engagement and growing Instagram audience

16. How is Instagram helping you to create your own brand?

- By promotions of brands
- Higher brand engagement rate
- Provides the required visual content for your brand
- others

17. Instagram has created various opportunities to earn money and create your own brands in

Nepal

- | | |
|----------------|-------------------|
| Agree | Disagree |
| Strongly Agree | Strongly Disagree |

18. Has your work ever been plagiarized in Instagram? Has your work ever been used without your permission?

- Yes, Instagram is not strict about plagiarisms
- Yes, watermarks and signatures are being copied in Instagram
- No, Instagram is safe from plagiarisms

19. How successful would you be in your career today without the help of Instagram?

I could have given up and started something else if not Instagram

I would still be struggling if it wasn't for Instagram

I am successful now and without Instagram

APPENDIX 2

Interview questions:

- How old are you?
- Is photography your hobby or profession?
- Are you studying or working full-time?
- Are you a self-taught photographer or you have had a photography education?
- How long have you been using Instagram? How many hours do you spend every day on Instagram?
- Do you use just Instagram or also other social platform (for example; Facebook, YouTube etc.) to market your brand?
- How did you grow your Instagram presence?
- How to stand out from the crowd on Instagram?
- How do you create a personal brand on Instagram?
- Do you get most of your clients through Instagram? Have you done paid jobs on Instagram or gotten free products through Instagram?
- How many followers did you have when you got your first deal?
- Do you pay for Instagram Ads?
- Do you often engage with another user's content?
- What are the benefits of Instagram you think over other social media networks?
- Do you think you could be in the position you are today if you did not use Instagram? Why?
- Consistency is a key to success on Instagram. What is your opinion on this and where do you get your inspiration from?