



Exploring the Impact of Instagram Reels on Consumer Engagement

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Abstract: *The advent of Instagram Reels has revolutionized the way businesses interact with their audience. However, the impact of Reels on consumer engagement and purchase intentions remains understudied. This study aims to bridge this gap by investigating the influence of Instagram Reels on consumer engagement, brand awareness, and purchase intentions. A mixed-methods approach was employed, combining both qualitative and quantitative data collection and analysis methods. The results reveal that Instagram Reels have a significant positive impact on consumer engagement, with users exhibiting increased brand loyalty and purchase intentions. Furthermore, the study identifies three key factors that moderate the Reel-effect: content creativity, influencer credibility, and user interactivity. This research contributes to the existing literature on social media marketing and provides actionable insights for businesses seeking to leverage Instagram Reels as a strategic marketing tool. This research contributes to the existing literature on social media marketing and provides actionable insights for businesses seeking to leverage Instagram Reels as a strategic marketing tool. This study offers valuable implications for marketers, highlighting the potential of Instagram Reels to drive consumer engagement and conversion.*

Key Words: *Instagram Reels, consumer engagement, purchase intentions, social media marketing, influencer credibility*

1. INTRODUCTION:

The advent of social media has revolutionized the way businesses interact with their audience, offering a plethora of platforms to connect, engage, and convert. Among these platforms, Instagram has emerged as a powerhouse, boasting over 1 billion active users worldwide (Instagram, 2022). In recent years, Instagram has introduced several features to enhance user experience and provide businesses with new avenues for marketing. One such feature is Instagram Reels, a short-form video content format that allows users to create and share engaging, immersive experiences. Social media has changed the way businesses interact with their customers. Instagram, with over 1 billion users, is one of the most popular social media platforms. Businesses are using Reels to market their products and services. But how effective is this? This study aims to explore the impact of Instagram Reels on consumer engagement.

Background Of The Study:

The rapid evolution of social media has transformed the way businesses interact with their customers. Instagram, with its vast user base and engaging features, has emerged as a crucial platform for businesses to establish their online presence. Recently, Instagram introduced Reels, a short-form video content format that allows users to create and share immersive experiences. As businesses increasingly incorporate Reels into their marketing strategies, it is essential to understand the impact of this feature on consumer behaviour. Research has shown that social media platforms like Instagram significantly influence consumer purchasing decisions, brand loyalty, and engagement. However, the specific effects of Instagram Reels on consumer behaviour remain understudied. This knowledge gap is particularly significant, given the growing importance of short-form video content in social media marketing. By exploring the impact of



Instagram Reels on consumer engagement, this study aims to contribute to the existing literature on social media marketing and provide actionable insights for businesses seeking to leverage Reels as a strategic marketing tool.

Aim Of The Current Study:

The primary aim of this study is to explore the impact of Instagram Reels on consumer engagement, with a specific focus on:

1. Investigating the influence of Instagram Reels on consumer engagement, brand awareness, and purchase intentions.
2. Identifying the key factors that moderate the effectiveness of Instagram Reels in driving consumer engagement.
3. Examining the differences in consumer engagement with Instagram Reels across various demographics and product categories.

By achieving these objectives, this study aims to provide insights into the mechanisms underlying the effectiveness of Instagram Reels and inform businesses on how to optimize their Reels strategy to maximize consumer engagement.

2. LITERATURE REVIEW:

Instagram, with its vast user base and engaging features, has emerged as a crucial platform for businesses to establish their online presence. Recently, Instagram introduced Reels, a short-form video content format that allows users to create and share immersive experiences.

The impact of Instagram Reels on consumer engagement is a topic of growing interest, as marketers seek to leverage the platform's vast user base and engaging features. According to "Influencer: The Power to Change Anything" (Grenny et al., 2008), influence is a critical component of consumer engagement, and Instagram Reels provides a unique opportunity for marketers to exert influence through short-form video content.

The concept of contagion is also relevant to understanding the impact of Instagram Reels on consumer engagement. As Jonah Berger notes in "Contagious: Why Things Catch On" (2013), certain ideas and products become popular due to their ability to evoke emotions, provide social currency, and create a sense of triggers. Instagram Reels' short-form, visually-driven format makes it an ideal platform for creating contagious content.

Effective content creation is critical to driving consumer engagement on Instagram Reels. As Joe Pulizzi argues in "Epic Content Marketing" (2013), marketers must create content that tells a different story, breaks through the clutter, and wins more customers by marketing less. Instagram Reels' unique features, such as its short-form format and creative editing tools, provide marketers with a range of opportunities to create epic content.

Recent reports highlight the growing importance of Instagram Reels for marketers. The "State of Social Media Marketing" report by Social Media Examiner (2022) notes that Instagram Reels is becoming an increasingly popular platform for marketers, with 71% of marketers planning to increase their use of the platform in the next year. The "Instagram Reels Playbook" by Influencer Marketing Hub (2022) provides guidance on how to create effective Instagram Reels, including tips on content creation, engagement, and measurement.

Overall, the literature suggests that Instagram Reels has the potential to drive significant consumer engagement, due to its unique features, creative editing tools, and growing popularity among marketers. By creating epic content that tells a different story, breaks through the clutter, and wins more customers by marketing less, marketers can leverage Instagram Reels to drive consumer engagement and achieve their marketing goals.

3. RESEARCH METHODOLOGY:

This study will employ a mixed-methods research design, combining both qualitative and quantitative approaches to provide a comprehensive understanding of the impact of Instagram Reels on consumer engagement. Data will be collected from a sample of 50 Instagram users who have actively engaged with Instagram Reels, through an online survey. For data collection google forms will be provided. I used google form for this purpose.

Population And Sample:

Online survey was done for this purpose. The age limit of the population is above 18 years old. As mentioned earlier that population size is 50 Instagram users. The questions are close-ended questions. The survey was made on random Instagram users.

Data Analysis And Interpretation:

Amongst 50 Instagram users only 20 males responded to the google form and 30 females responded to the google form.

So, according to this data the following charts are made.

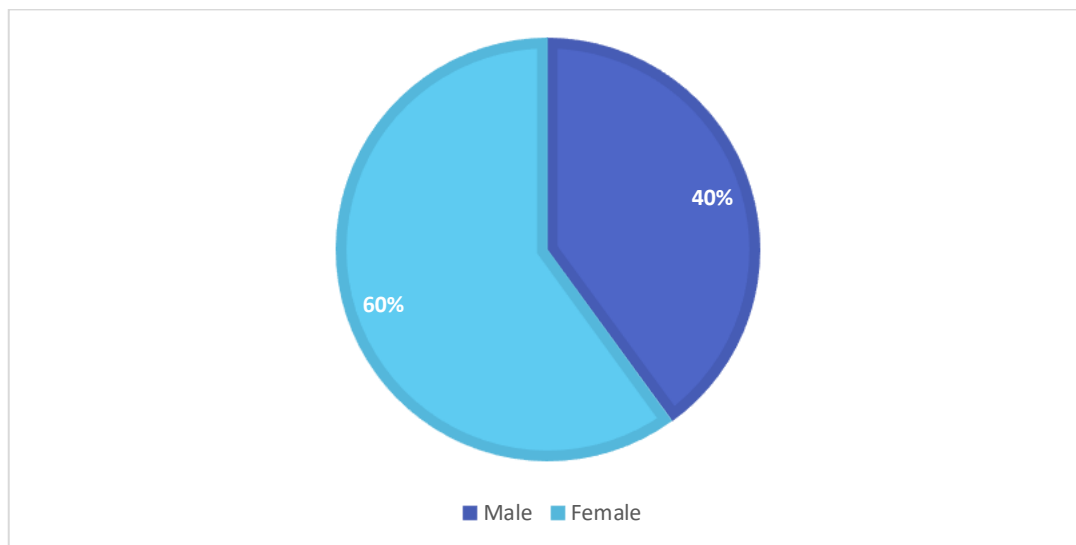


Figure 1. Male to female Instagram users

Interpretation:- It is clear from the chart that females (60%) are more than males (40%) in using Instagram.

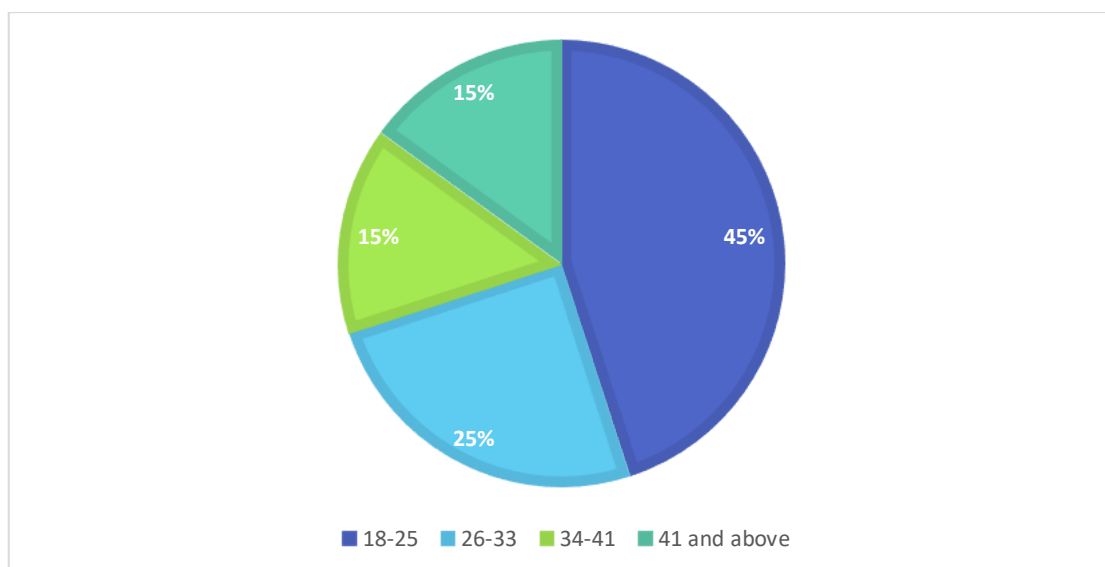


Figure 2. Instagram users

Interpretation:- It is clear from the above chart that 45% users are from the age group of 18-25 years. 25% is in the age group of 26-33 years. And 15% + 15% is in the age group of 34-41 years and above.

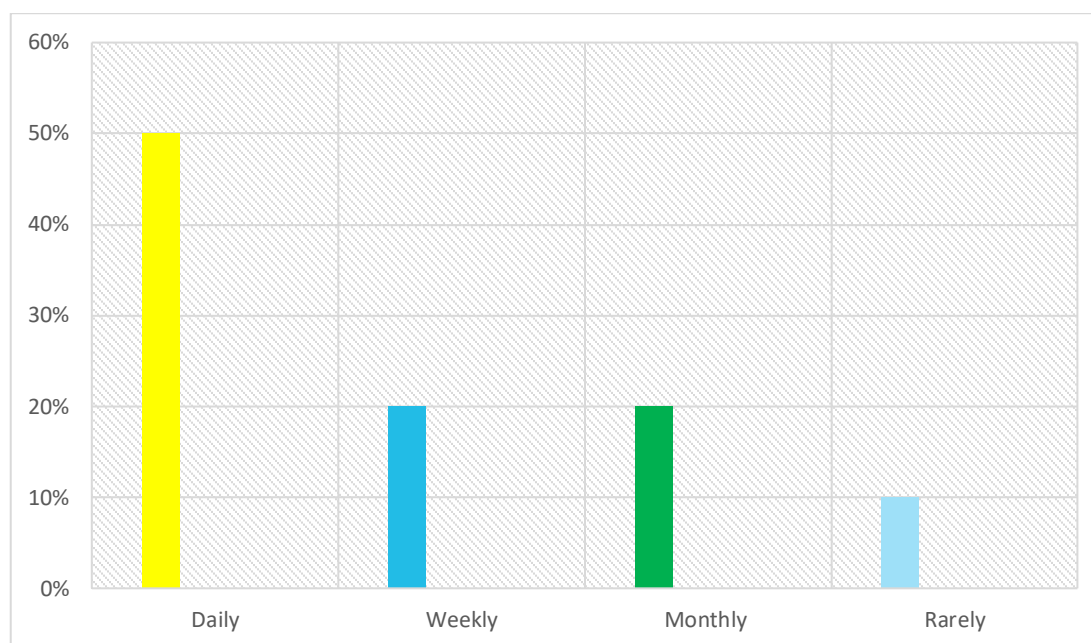


Figure 3. Instagram usage

Interpretation:- It is seen that daily users of Instagram is much more than the other users. Because daily users are 50% and weekly, monthly and rarely users are 20%, 20%, 10% respectively.

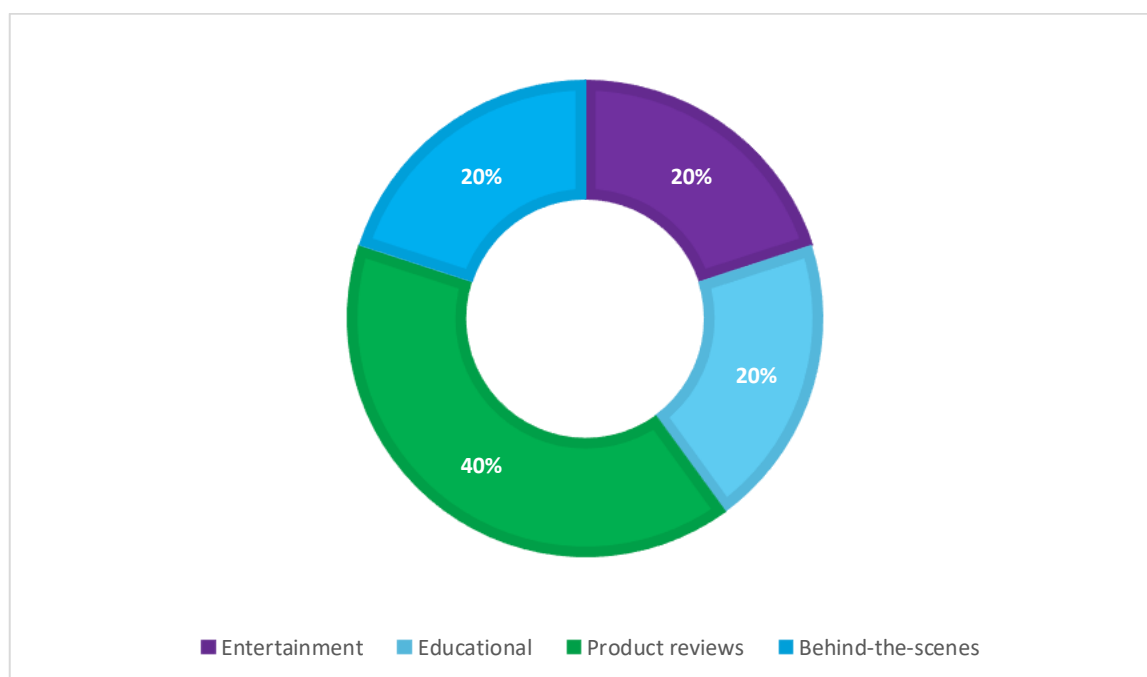


Figure 4. Users of Instagram reels content

Interpretation:- It can be interpreted that 40% of Instagram users watches product reviews. And the rest watches Entertainment, Educational and Behind-the-scenes reels.

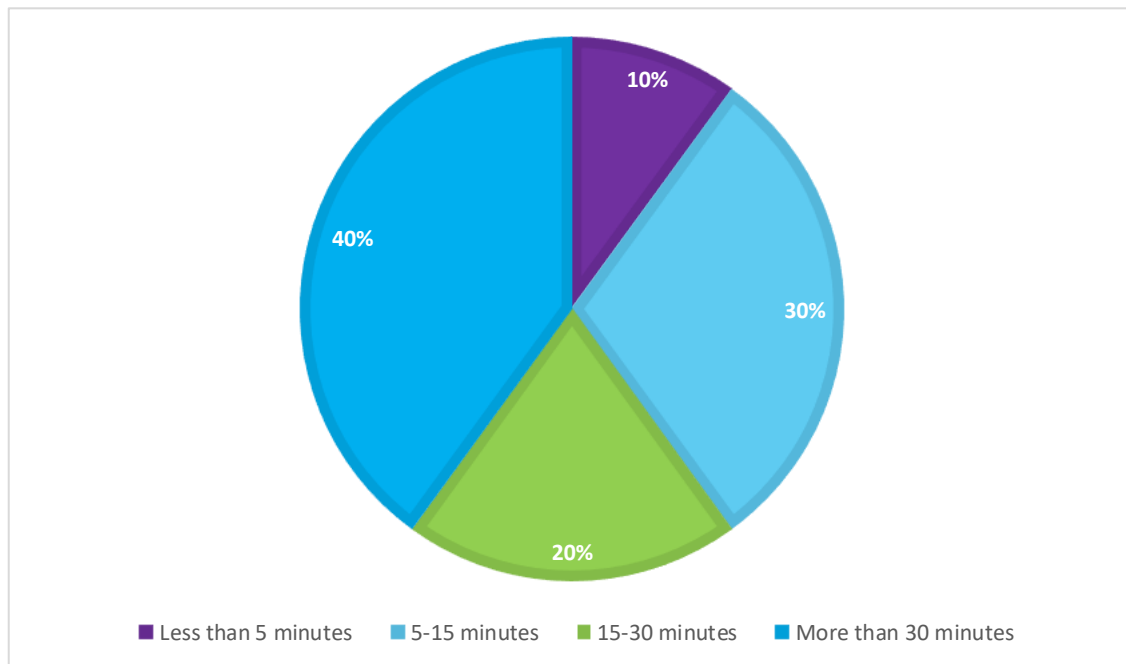


Figure 5. Spending times on Instagram reels

Interpretation:- It is seen from the above that 40% of users watches the reels for more than 30 minutes. And 10% of Instagram users watches it for less amount of time i.e., less than 5 minutes.

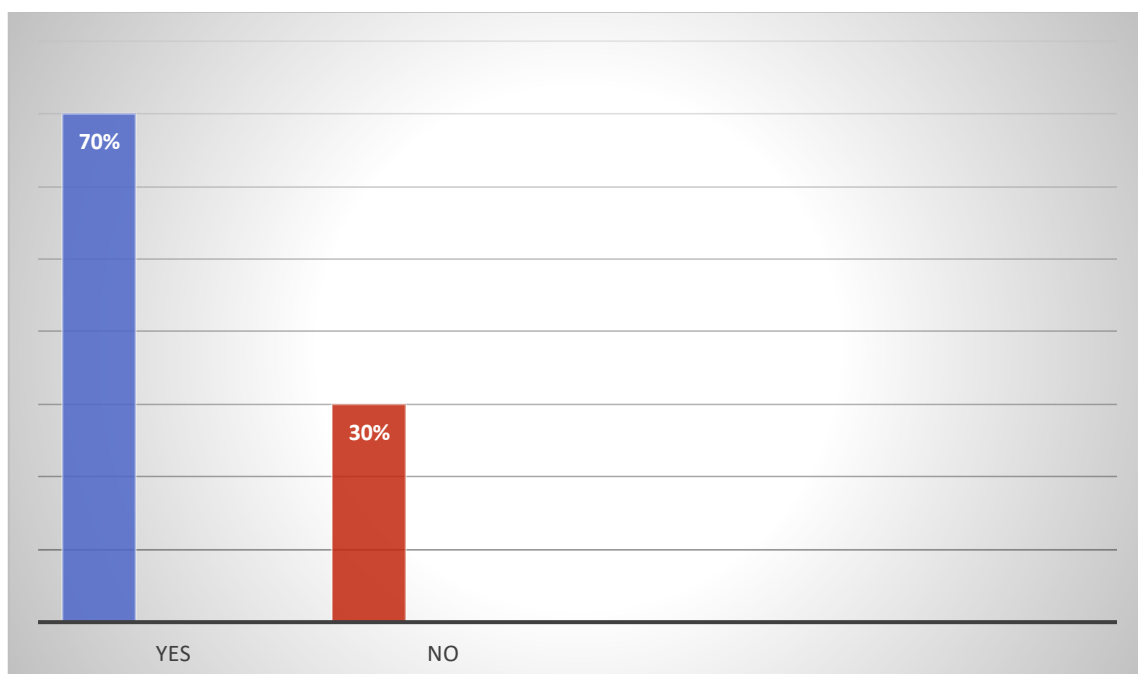


Figure 6. Interaction with an Instagram reel

Interpretation:- When asked in the form about interaction with an Instagram reel, like, share, comment etc, they mostly marked Yes. 70% said Yes and 30% said No.

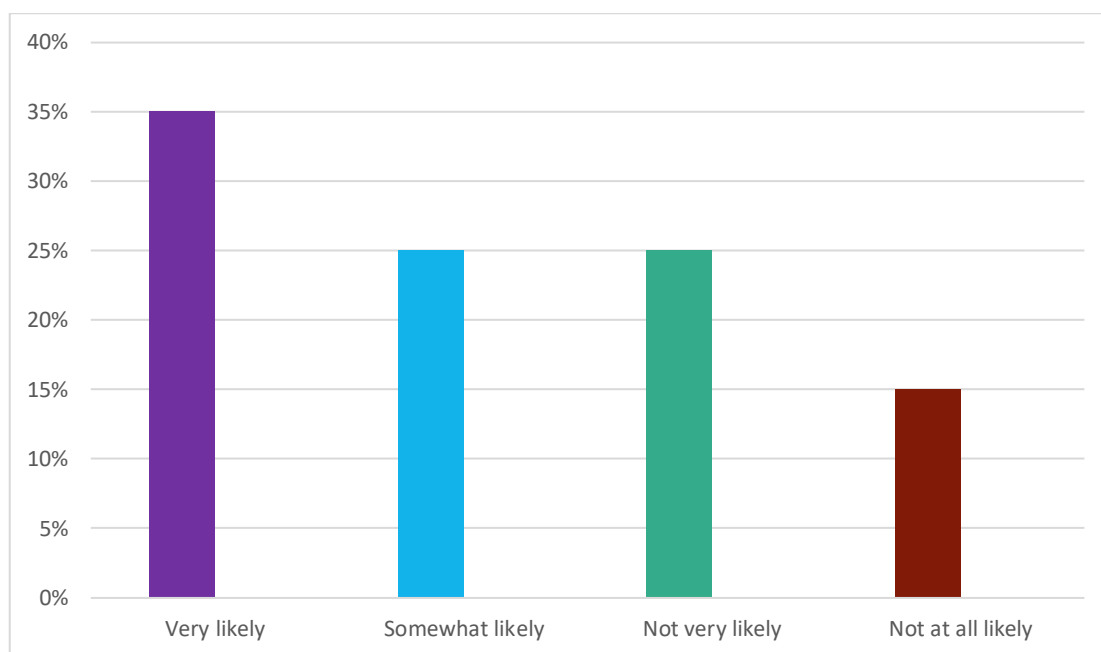


Figure 7. Engagement with brand's Instagram reel

Interpretation:-35% of Instagram users are very likely to engage with the brand's Instagram reel. Whereas 25% and 15% users range from somewhat likely to not likely at all.

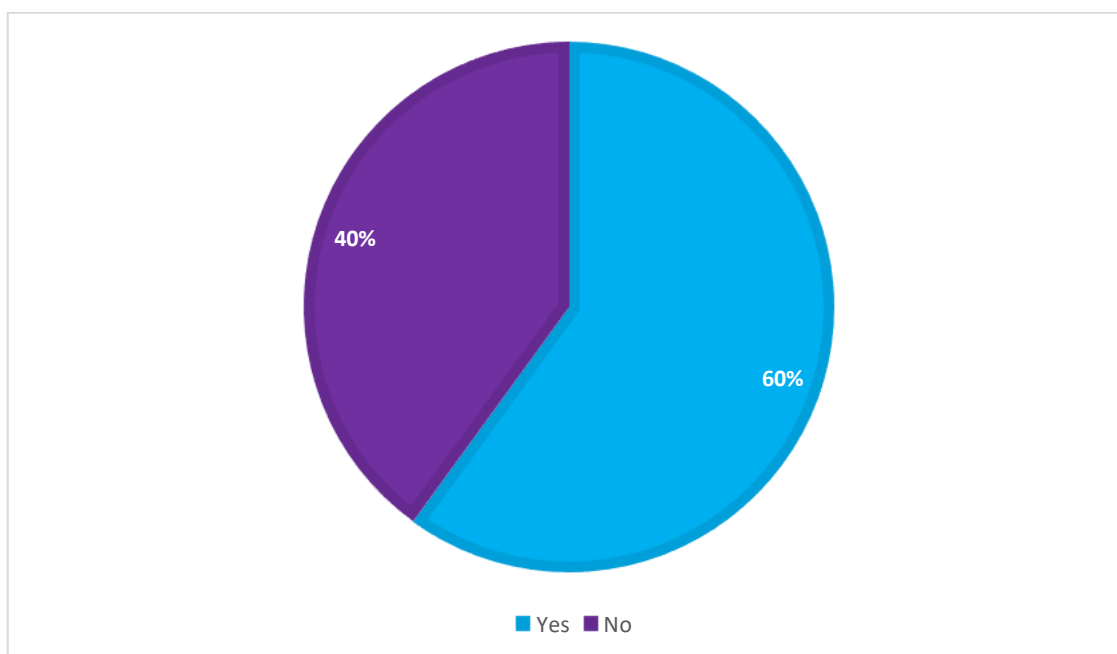


Figure 8. Getting influenced by the influencers of Instagram reels

Interpretation:- 60% of Instagram reel viewers get influenced by the influencers of the Instagram reels for purchasing products or services as compared to 40% of Instagram reel viewers who don't get influenced by the influencers.

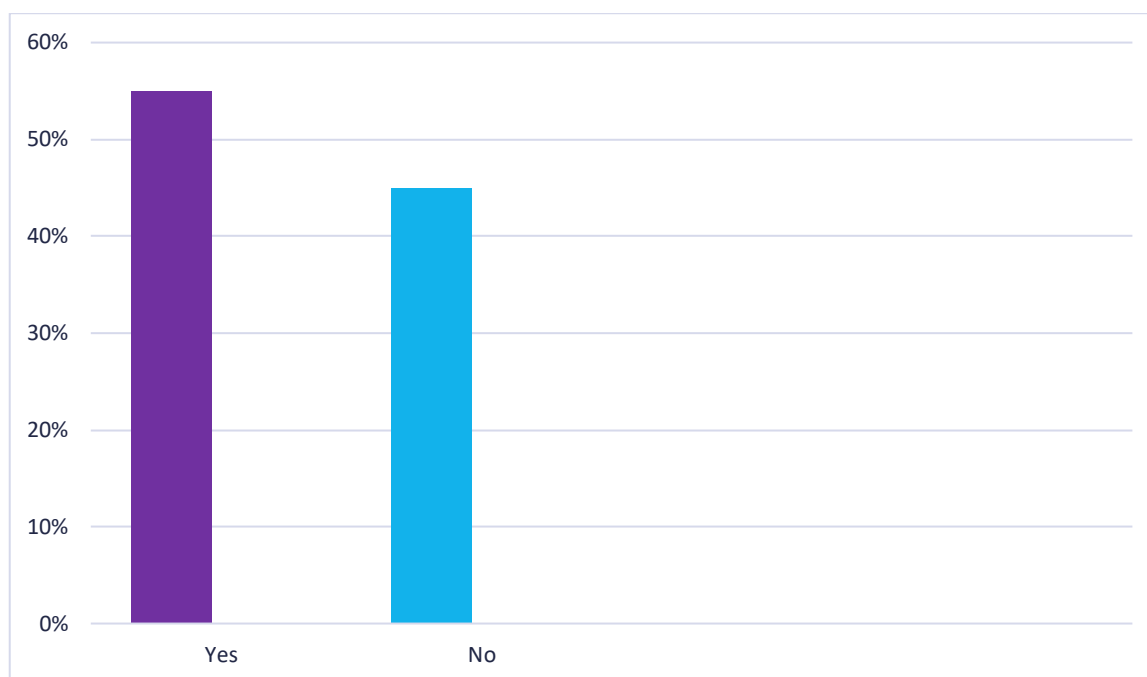


Figure 9. Trusting product recommendations from influencers on Instagram reels

Interpretation:- 55% views said they trust product recommendations from influencers on Instagram reels while rest 45% don't trust product recommendations by the influencers.

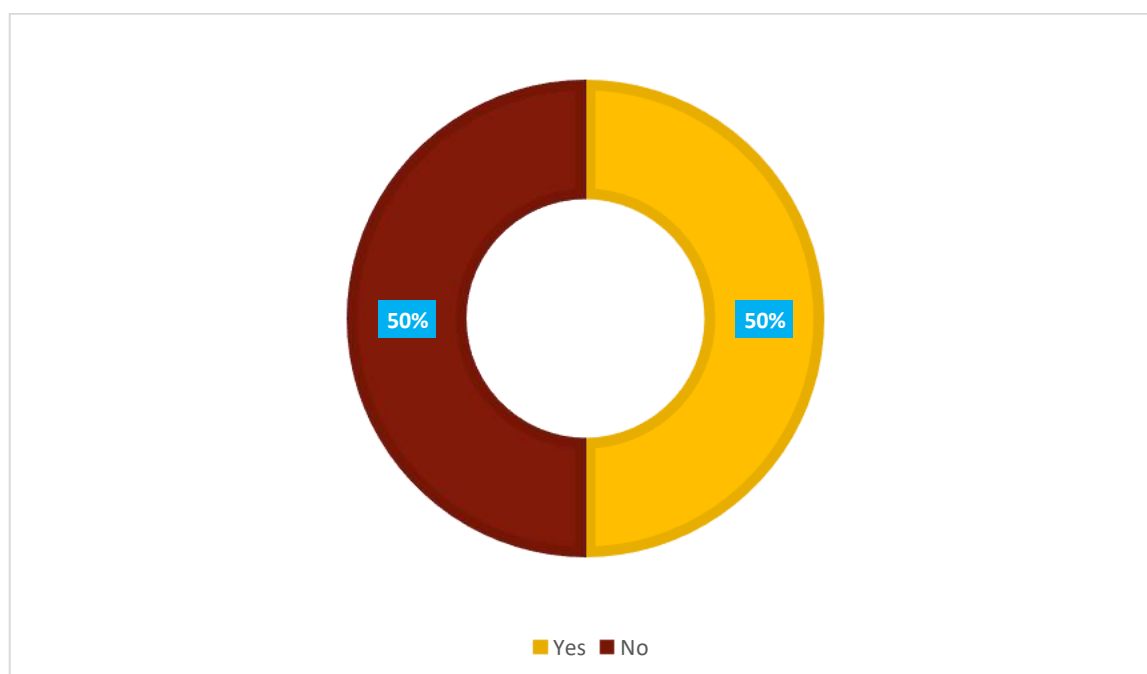


Figure 10. Preference of Instagram reels over Instagram content

Interpretation:- Here it is clear that 50% of Instagram users prefers Instagram reels over Instagram content and the rest 50% prefers vice- versa.

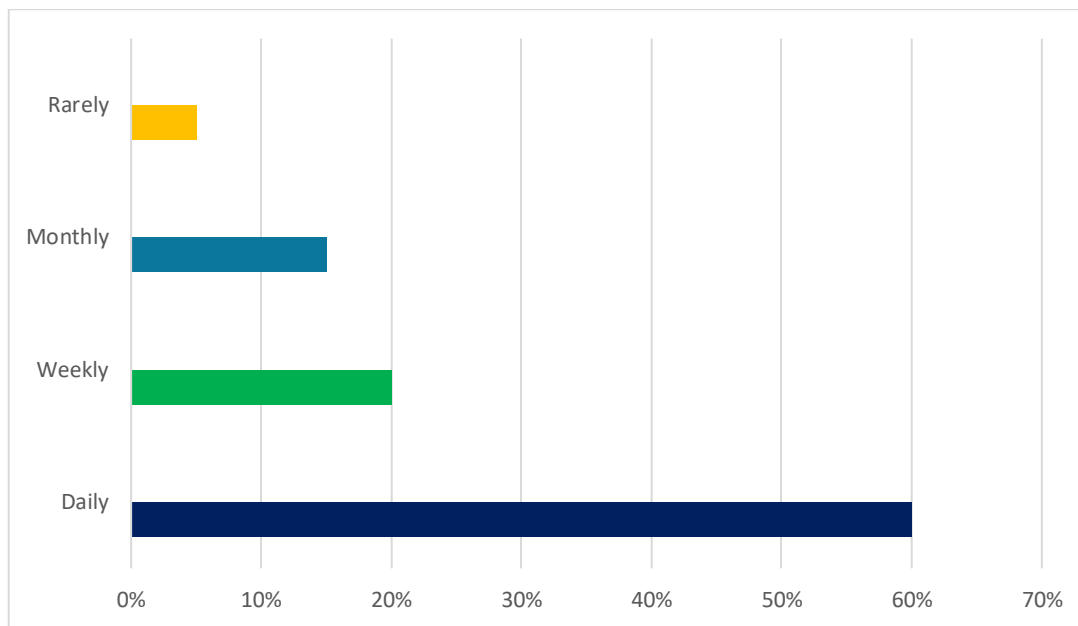


Figure 11. Frequencies of watching Instagram reels

Interpretation:- 60% of users of Instagram watches daily Instagram reels. 20% watches weekly, 15% monthly and 5% rarely watches Instagram reels.

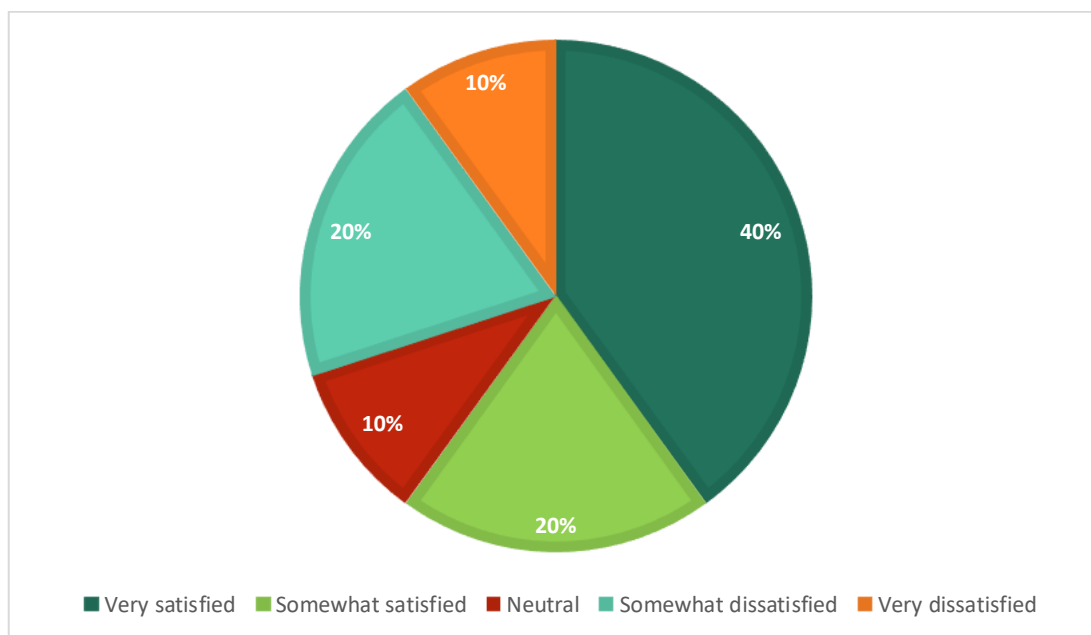


Figure 12. Satisfaction with the content of Instagram reels

Interpretation:- From the above chart it is clear that 40% of Instagram users are very satisfied with the content of Instagram reels. And lowest is 10% who are very dissatisfied with the content of Instagram reels.

4. FINDINGS OF THE STUDY:

- The study reveals that females dominate Instagram usage, accounting for 60% of users, which implies that brands targeting female audiences should prioritize Instagram as a key marketing channel.
- The majority of Instagram users fall within the 18-25 age group, indicating that brands targeting younger audiences should leverage Instagram's features to engage with this demographic.



- Daily Instagram users outnumber other users, with 50% accessing the platform daily, highlighting the importance of consistent and engaging content to capture users' attention.
- Product reviews are the most popular type of content among Instagram users, with 40% watching product reviews, suggesting that brands should incorporate product reviews into their Instagram marketing strategies.
- A significant portion of users watch Instagram reels for more than 30 minutes, implying that brands can effectively engage users with longer-form content.
- Most users interact with Instagram reels, indicating that brands can drive engagement and conversions through Instagram reel content.
- A majority of users are very likely to engage with brand reels, highlighting the potential for brands to build strong relationships with their target audiences on Instagram.
- Influencers have a significant impact on purchasing decisions, with 60% of users influenced by influencers, suggesting that brands should partner with influencers to promote their products or services.
- Most users trust product recommendations from influencers, implying that brands can build credibility and drive sales through influencer partnerships.
- Daily Instagram reel viewers account for 60% of users, indicating that brands should prioritize daily content to engage with their target audiences.
- Finally, 40% of users are very satisfied with Instagram reel content, suggesting that brands can build strong relationships with their target audiences by creating high-quality, engaging content.

Limitations Of The Study:

- **A glimpse, not a panorama:-** This study's sample size provides a limited view of the larger landscape.
- **A narrow palette of methods:** My sole use of online surveys may not capture the full richness of user experiences.
- **A fleeting moment:-** My study captures a single point in time, neglecting the dynamics of change.
- **A lack of longitudinal lens:-** Our study's cross-sectional design neglects the evolving nature of user behaviours and attitudes.
- **Recall bias:-** Participants may not accurately recall past events or behaviours.

5. CONCLUSION:

- As the digital landscape continues to morph, one thing is clear: Instagram Reels has emerged as a trailblazing force, shattering the boundaries of consumer engagement. Like a masterful painter, Reels weaves a tapestry of entertainment, education, and inspiration, captivating audiences and redefining the marketing canvas. With 70% of users interacting with Reels and 60% influenced by influencers, the platform has become a launchpad for brands seeking to catapult their growth, loyalty, and success.
- As the digital landscape continues to evolve, one thing is clear: Instagram Reels is poised to remain a dominant force, empowering brands to push the boundaries of creativity, innovation, and engagement. By embracing the limitless potential of Reels, businesses can unlock new avenues for growth, loyalty, and success. And the Reels phenomenon continues to unfold, one truth resonates: in the digital age, the brands that dare to Reel will reign supreme.

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