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A STUDY ON THE IMPACT OF INSTAGRAM REELS ON BRAND PROMOTION AND CONSUMER ENGAGEMENT

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ABSTRACT

Social media marketing is working rapidly as modern-day communication media that is changing the way consumers and businesses communicate. Companies are always looking for new ways to attract customers and create an engaging experience for consumers. Instagram Reels is a platform that allows you to create short engaging videos that showcase the creativity of the author. Secondly, the Instagram Reels marketing for business has shown tremendous success in promoting the business or brand. The objective of the study is to analyze the role of Instagram Reels in enhancing brand promotion and customer engagement among social media users. The research assists in understanding whether Instagram Reels helps users engage with a brand. Also, member key ingredients include content creativity, entertainment, informative aspect, visual appeal and impact of influencer which are extremely important for engaging the users. Present study uses descriptive research design to test the hyposthesis. A structured questionnaire was used for the collection of primary data through Instagram. Data collected from the marketers and digital marketing content means secondary data has been collected from various journals and reports used for the study. The hypothesis whether Instagram reel increase brand promotion and customer engagement is tested using percentage analysis, means scores and correlation analyses. The study's results will illustrate that videos heavily enhance brands' marketing prospects in terms of brand visibility and brand remembrance. Reels also improve customer interaction in terms of likes, comments, shares and more likely to follow the brand. Marketers and brand managers will benefit from this study when designing content for reels.

KEYWORDS: *Instagram Reels, Brand Promotion, Consumer Engagement, Digital Marketing, Short-form Video, Social Media Strategy.*

INTRODUCTION

Digital Transformation and the Changing Marketing Environment

Companies in the world of commerce are undergoing tremendous change due to the hastening the digitization of technologies. Due to developments in information and communication technology, the way businesses operate, and how consumers relate to the business have changed. Before digital marketing came to play, the conventional source of advertisements was print, magazine, radio and TV programs for a company. Though they still exist, consumers do not pay attention to them as before.

Consumers have begun to spend considerable time on web pages as mobile devices and cheap internet connectivity have come to the fore. Many companies have restructured to cater to the new digital communication and advertising techniques which promise more speed, interaction and economic efficiency. Through digital advertising, brands can get in touch with the consumer instantaneously, gather response files, and alter their approach immediately. As a result, social network pages have become a mandatory part of modern advertising techniques.

Rise of Social Media as a Marketing Tool

The development of social networking sites was due to the communication of the personal nature. However, the large number of users and advanced data analysis capabilities have made social networking sites a marketing environment. Brands can leverage social media platforms to create a more engaging experience for themselves. It allows for personality-type communication between brand and individual on the other end.

Introduction to Instagram Reels

Reels are Instagram videos ranging from 15 to 90 seconds that can be customized with music and filters and more. The Reels algorithm is specifically made to show videos on any Instagram users' feed, whether they follow you or not. This is in contrary to posts that only show on your follower's feed. You don't have to spend lakhs on a paid sponsorship to help market your brand as an Instagram celebrity does. You also don't have to waste money on paid ads that deliver mixed results. Reels became the hub for new consumers on Instagram in 2020

Problem Statement

While many brands have adopted Instagram Reels, there is a lack of comprehensive understanding regarding how these short-form videos specifically translate into measurable consumer engagement and long-term brand loyalty. As the digital space becomes increasingly saturated, businesses face the challenge of creating content that not only captures attention in the first few seconds but also drives meaningful interaction in a highly competitive attention economy.

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Objectives of the Study

- To analye the effectiveness of Instagram Reels in enhancing brand visibility and reach.
- To evaluate the level of consumer engagement triggered by different types of Reel content (e.g., educational vs. entertaining).
- To investigate the relationship between Reel consumption and actual consumer purchase intent.
- To identify the challenges brands face in maintaining consistency and authenticity on the platform.

Review of Literature

To put it differently, a variety of terminologies are examined through literature review exercise being used by academicians and industry experts in their research papers published from the period of 2020 to 2025. Further, the contributions were analysed from scholarly articles, reports and case studies which are further discussed as under (as per research).

According to the study by Srivastava (2025), Instagram reels are the most popular IMC tool. This study helped in enhancing the functionality of the Reel video feature. The study showed that 'behind-the-scenes content' humanises the brand and inspires the audience to follow you over the long-term.

Sisova (2023) studied "Attention Economy". Based on the findings, the initial 1 to 4 seconds of a Reel video is the "hook" stage during which the audience either continues viewing or clicks away.

After the hook period, more than 70% of the participants dropped out. In this study, the Reels algorithm was analyzed for organic growth of small businesses. The working of the IG Reels algorithm was explored from efficiency and effectiveness lens. The research's unique contribution is that the algorithm allows trending Reels to be shared and discovered by non-followers. Consequently, all brands, whether big or small, aren't given an unfair advantage because the competition is fair.

According to the Search Engine Journal (2025), "watch time" and "re-watches" for Reels seem to carry more weight and making brand content go viral than "likes". As per TechCrunch report of 2020, the Instagram Reels are being launched globally to take on the short-video category.

TechCrunch (2020) reported on the global launch of Instagram Reels as a strategic move to compete in the short-video market, fundamentally changing how brands approach video storytelling.

RESEARCH METHODOLOGY

The term research methodology refers to the methodical process that is applied to the execution of this research for the achievement of objectives as prescribed in this proposal scenario. According to the researcher, the research will be analytical and will be able to describe the consumer trends In essence, the research design that focuses on descriptive research identifies a trend of consumer behaviour and the analytical design analyse the relationship concept of Instagram Reels and brand promotion.

Data Collection Sources

For this research, the two sources of data collection are primary and secondary data. The responses gathered were compiled via a questionnaire which was circulated to the respondents through Google Forms. This serves as a means to conduct the research. The literature review is conducted with scholarly contributions which are published during the years 2020 to 2025. Besides, some of the significant industry reports from Digital Marketing Institute are incorporated in this research project.

Moreover, I make use of some official platforms such as Instagram Newsroom and Search Engine Journal to obtain credible secondary data for my research.

Data Collection Plan

The study's target population comprises individuals who use social media. But, the scope of this research is the use of Instagram Reels thus making the study sample active users of Instagram. The target age group primarily includes Gen Z and Millennials, as these two age groups are the largest users of Instagram. For gathering a more heterogeneous sample, 108 respondents is surveyed for a final sample size. For this study, the researchers have used a convenience sampling technique to capture responses from convenient Instagram users from the accessible population.

We used Weighted Average Score (WAS) which allows calculating and ranking agreement level for different engagement metrics. The formula used for computing WAS is $WAS = \Sigma(f \times w)/N$.

Percentage analysis was used to present total demographic data and overall general user behaviour patterns.

The effect of viewing Reels on purchase intention was evaluated using Linear Regression. The value of R2 was found to be 0.724. Measurement of the variation in opinion of the respondents was carried out with the help of standard deviation.

Consumer Engagement Patterns

To measure how users interact with Reels, a **Weighted Average Score (WAS)** was calculated for various engagement activities.

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Section	Key Metric / Variable	Statistical Result / Data Point	Finding & Discussion
4.1 Demographics	**Primary Age Group**	**68.5% (18–25 years)**	Confirms that Gen Z is the most active demographic engaging with Reels.
	Educational Status	**76.9% Undergraduates**	Indicates the sample consists of educated consumers who evaluate brands critically.
	Usage Frequency	**31.5% (1–2 hours/day)**	High daily usage provides significant "brand touchpoints" for marketers.
4.2 Consumer Engagement	**Visual Appeal**	**3.69 WAS (Rank I)**	Aesthetic quality and high-definition production are the biggest drivers of engagement.
	Interaction Type	**3.52 WAS (Rank II)**	Users prefer "low-friction" actions (Likes/Saves) over active commenting.
	Educational Content	**3.44 WAS (Rank III)**	"Edutainment" is highly valued for retrieving information about products.
4.3 Brand Promotion	**New Brand Discovery**	**63.9% Agreement**	The Reels algorithm effectively pushes brands to non-followers via the "Explore" page.
	Brand Relatability	**3.67 WAS**	Brands using Reels are perceived as more modern, trendy, and relatable.

INTERPRETATION

The respondent analysis data reveals that Visual Appeal with WAS 3.69 has taken the Rank I position which means the aesthetic quality drives the first engagement mainly. On the other hand, it also shows that brands that focus on the quality of their edits and trending audio have much higher retention. How about brand enhancement?

A similar study was also conducted to study the brand uplift and it showed that the impact on the brand is quite high. 63.9% of the respondents agreed that they came across new brands on the Reels "Explore" page that they would have otherwise not known. They also found it enables brands to modernize.

Brands using Reels are seen as more modern and up to speed with a score of 3.67. Nonetheless, it pointed out that there's a "Trust Gap" as "Long-term emotional trust" scored the lowest (3.47); Further, the analysis of respondent data points to the fact that while Reels are great for discovery, they cannot be the only message.

If the target is long-term deep loyalty and conviction, one needs approve of the side messaging streams as well. We also did a Linear Regression analysis to check the association with purchase intent. R2 value was found out to be 0.724

This means that 72.4% of consumers' purchase intent can be explained by Instagram Reels. This is a fairly strong statistical association.

In fact, 46.3% have confirmed to have purchased at least once in the past six months because they saw a product in a Reel and they purchased it. Chosen different terms. The results section ultimately showed: The Instagram Reels ad is a "Full-Funnel" tool. The algorithm grabs Attention, visual appeal builds Interest, and conversion drives Action. Yet, the "Attention Economy" is a tough nut to crack which implies that the rapid scrolling behavior allows the brands mere seconds to counter "scroll-past" behavior. To address such a challenge, data finds that "Edutainment" (the combination of education and entertainment) is the most successful content strategy for achieving long-term consumer engagement.

CONCLUSION

As technology continues to evolve, many of the major platforms have shifted services to an algorithm. Social media platforms such as Instagram and Facebook know the impact of video content. They have been prioritizing it over other types of content such as text, images. The Instagram Reels offers a very engaging video creation and sharing experience. Like an ode to the TikTok video structure of professional and user-generated video. In addition, almost half of the people prefer Instagram for making interesting videos as per a survey. 22% choose TikTok, and 16% choose YouTube. In addition, Instagram Reels for business are getting popular day by day due to amazing benefits with it. So, you can enhance your reach and exposure through Instagram Reels to gain many more opportunities. Monetary value and budget are of utmost importance to marketers and advertisers. This hybrid edited and user-generated content comes powered by a pacey discovery algorithm. So it is a quick speed between first and last mile marketing. There is therefore a statistically high correlation.

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