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IMPACT OF INSTAGRAM REELS ON BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT
The study titled Impact of Instagram Reels on Consumer Buying Behaviour with Special Reference to Coimbatore City aims to analyze how social media content influences consumer purchase decisions. Instagram Reels have become one of the most popular short-video features that allow businesses, influencers, and marketers to promote products creatively. Through attractive videos, product demonstrations, and influencer recommendations, Instagram Reels help consumers discover new products and develop interest in purchasing them.

This study focuses on consumers in Coimbatore to understand how Instagram Reels influence product awareness, purchase intention, and buying behaviour. The research is based on primary data collected through questionnaires from social media users. Tools such as percentage analysis, ranking analysis, and correlation analysis are used to interpret the collected data. The findings reveal that Instagram Reels significantly influence consumer awareness, product interest, and impulse buying behaviour. The study concludes that Instagram Reels act as an effective digital marketing tool that impacts consumer buying behaviour in Coimbatore city.

KEYWORDS: *Consumer Buying Behavior ,Social Media Marketing ,Online Advertising, Purchase Intention ,Digital Marketing.*

1.1 INTRODUCTION

Consumer buying behaviour refers to the process by which individuals select, purchase, and evaluate goods or services to satisfy their needs and wants. In the modern digital world, social media has become an important platform that influences consumer purchasing decisions.

Among various social media platforms, Instagram has gained immense popularity, especially among young consumers. The introduction of Instagram Reels has changed the way products are promoted online. Reels allow users to create short, engaging videos with music, effects, and creative visuals. These videos quickly capture viewers' attention and encourage them to explore products.

Businesses, influencers, and marketers use Instagram Reels to demonstrate products, provide reviews, and share promotional content. These videos often influence consumer perceptions and encourage them to try new products. Attractive visuals, engaging storytelling, and influencer endorsements increase consumer interest and trust in products.

Coimbatore is one of the rapidly growing commercial cities in Tamil Nadu with increasing internet and smartphone usage. Many consumers in Coimbatore actively use Instagram to explore fashion, beauty, food, and lifestyle products. Therefore, studying the impact of Instagram Reels on consumer buying behaviour is important to understand how digital marketing influences purchasing decisions.

1.2 RESEARCH OBJECTIVES

- To study the impact of Instagram Reels on consumer buying behavior.
- To analyze how Instagram Reels create product awareness among consumers.
- To identify the factors that influence purchase decisions through Instagram Reels.
- To examine the relationship between Instagram Reels and impulse buying behavior.
- To understand how social media marketing influences consumers in Coimbatore city,

1.3 SCOPE OF THE STUDY

The study focuses on understanding the influence of Instagram Reels on consumer buying behavior in Coimbatore city. It examines how consumers discover products, develop interest, and make purchase decisions through Instagram Reels.

The study mainly focuses on social media users who actively watch Instagram Reels. It analyses factors such as product awareness, influencer recommendations, product demonstrations, and promotional content shared through Reels.

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Geographically, the study is limited to consumers residing in Coimbatore city. The findings help businesses and marketers understand how Instagram Reels influence consumer purchasing behaviour and help them develop effective digital marketing strategies

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1.4 STATEMENT OF THE PROBLEM

With the rapid growth of social media, businesses increasingly rely on digital platforms to promote their products. Instagram Reels have become one of the most powerful marketing tools for attracting consumers and increasing product awareness.

However, consumers are exposed to a large amount of online content, making it difficult to understand how much influence these videos have on actual purchasing decisions. Many consumers watch product-related Reels, but it is unclear whether these videos directly influence their buying behaviour.

Therefore, this study attempts to analyse how Instagram Reels influence consumer buying behaviour and identify the factors that encourage consumers to purchase products after watching Instagram Reels.

1.5 RESEARCH METHODOLOGY

Research methodology refers to the systematic process used to collect and analyze data for the purpose of conducting research and drawing meaningful conclusions.

1.5.1 Data Collection

Data is collected through both primary and secondary sources.

1.5.1.1 Primary Data

Primary data is collected using a structured questionnaire from Instagram users.

1.5.1.2 Secondary Data

Secondary data is collected from journals, books, websites, and research articles.

1.5.2 Sample Design

The sample size of the study is 120 respondents.

1.5.2.1 Sample Population

The sample population of the study consists of consumers who actively use Instagram in Coimbatore.

1.5.2.2 Sample Size

The sample size of the study is 120 respondents.

1.5.2.3 Sampling Technique

Convenience sampling technique is used for collecting responses.

1.5.3 Tools for Analysis

- Percentage Analysis
- Rank Analysis
- Correlation Analysis

2.REVIEW OF LITERATURE

- **Philip Kotler and Kevin Lane Keller (2016)** explained that social media marketing plays an important role in influencing consumer buying behaviour. They stated that digital platforms help businesses promote products effectively and create strong brand awareness among consumers.
- **Michael R. Solomon (2018)** discussed that consumer buying behaviour is influenced by psychological, social, and cultural factors. Social media platforms provide information, reviews, and recommendations that affect consumers' purchase decisions.
- **Emily Djafarova and Chloe Rushworth (2017)** studied the credibility of social media influencers and found that influencer recommendations on platforms like Instagram significantly impact the purchasing behaviour of young consumers.
- **Marlene De Veirman, Verline Auberge, and Liselot huddlers (2017)** highlighted that influencer marketing on Instagram positively affects brand attitude and purchase intention among consumers.
- **Marginataet al. (2025)** found that social media promotions and attractive product presentations increase impulse buying behaviour among consumers, particularly in urban markets such as Coimbatore.

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3.DATA ANALYSIS AND INTERPRETATION ANALYSIS

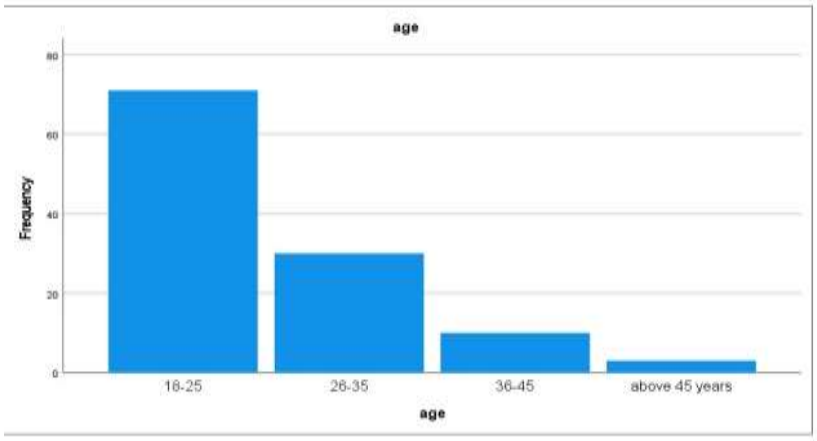
3.1 AGE OF THE RESPONDENTS

S.NO	AGE OF THE RESPONDENTS	NO.OF. RESPONDENTS	% OF TOTAL NO.OF.RESPONDENTS
1	18-25	72	62.6
2	26-35	30	26.1
3	36-45	10	8.7
4	Above 45 years	3	2.6
	TOTAL	115	100

SOURCE: PRIMARY DATA

INFERENCE

The data indicates that the majority of respondents are young adults, with 62.3% falling into the 18-25 age group. Overall, there is a clear downward trend in participation as age increases, as those over 45 represent only a tiny fraction (2.6%) of the total sample.



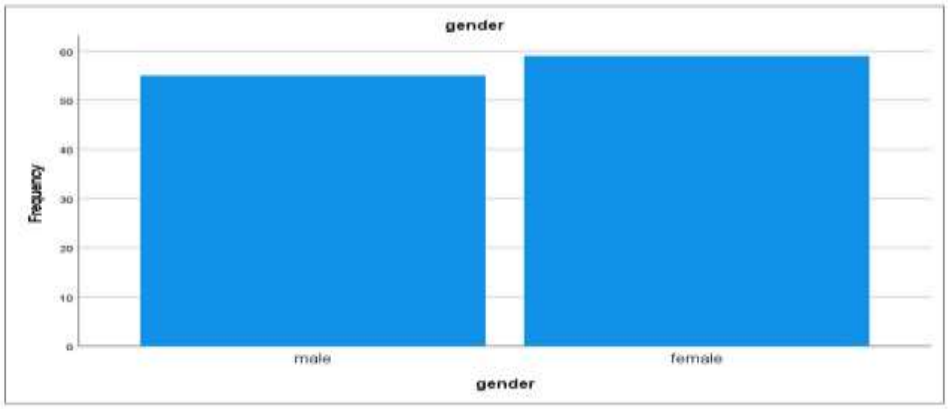
3.2 GENDER OF THE RESPONDENTS

S.NO	GENDER OF THE RESPONDENTS	NO.OF. RESPONDENTS	% OF TOTAL NO.OF. RESPONDENTS
1	Male	55	47.8
2	Female	60	52.2
	TOTAL	115	100

SOURCE: PRIMARY DATA

INFERENCE

The gender distribution of the 114 respondents is nearly balanced, with a slightly higher representation of females at 51.8% compared to males at 48.2%. This marginal difference of 3.6% suggests that the primary data collected represents both genders almost equally within the study.



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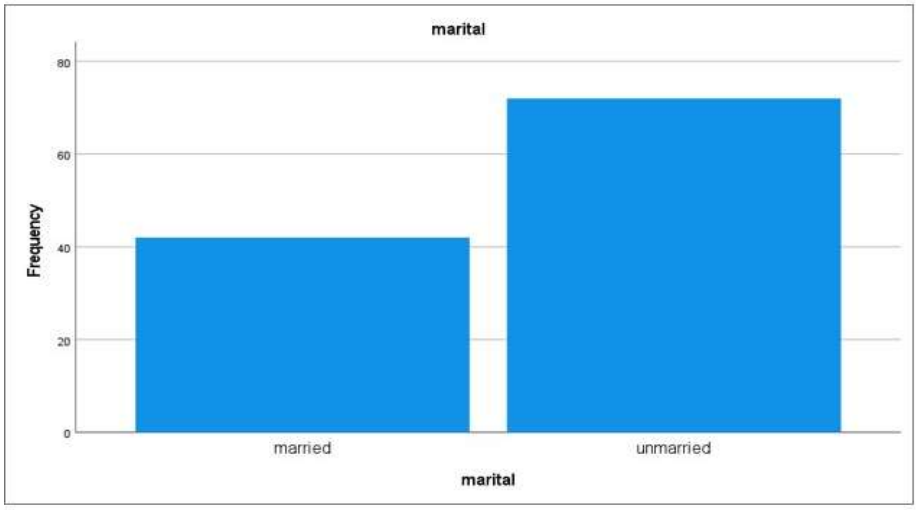
3.3 MARITAL STATUS

S.NO	MARITAL STATUS	NO.OF. RESPONDENTS	% OF TOTAL NO.OF.RESPONDENTS
1	Married	42	36.5
2	Unmarried	73	63.5
	TOTAL	115	100

SOURCE: PRIMARY DATA

INFERENCE

A significant majority of the respondents are unmarried, accounting for 63.2% of the total sample. This suggests that the study primarily captures the perspectives of single individuals, with married respondents making up the remaining 36.8%.



3.4 MONTHLY INCOME

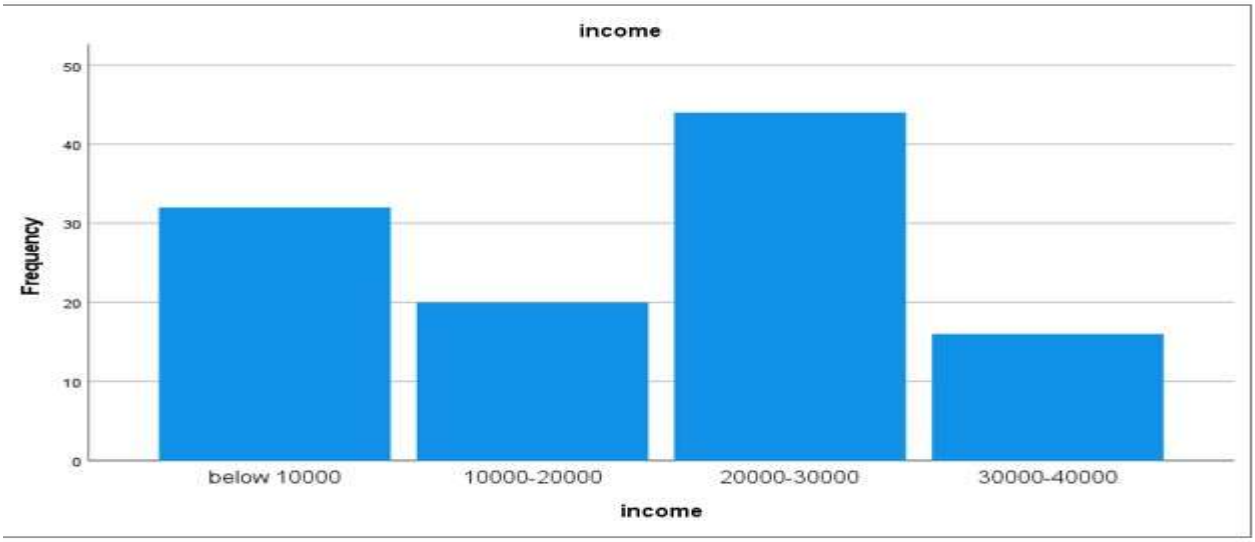
S.NO	MONTHLY INCOME	NO.OF. RESPONDENTS	% OF TOTAL NO.OF. RESPONDENTS
1	Below 10000	34	29.6
2	10000 - 20000	22	19.1
3	20000 - 30000	21	18.3
4	30000 - 40000	23	20
5	Above 40000	17	14.8
	TOTAL	115	100

SOURCE: PRIMARY DATA

INFERENCE

The largest segment of respondents earns a monthly income between 20,000–30,000, representing 38.6% of the total sample. Conversely, those in the highest bracket of 30,000– 40,000 constitute the smallest group at 14%, indicating that the majority of the surveyed population earns below 30,000.

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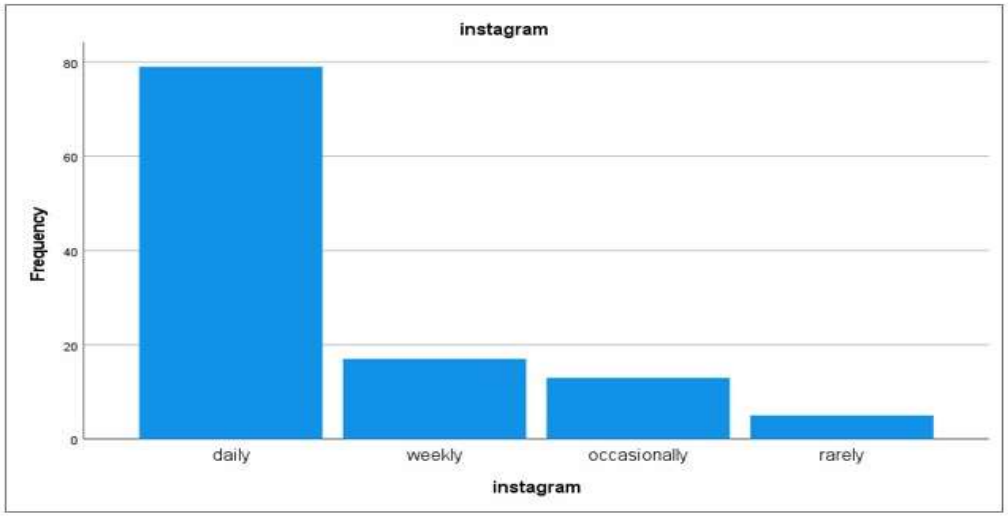
3.5 FREQUENCY TO USE INSTAGRAM

S.NO	TO USE INSTAGRAM	NO.OF. RESPONDENTS	% OF TOTAL NO.OF. RESPONDENTS
1	Daily	80	69.6
2	Weekly	17	14.8
3	Occasionally	13	11.3
4	Rarely	5	4.3
	TOTAL	115	100

SOURCE: PRIMARY DATA

INFERENCE

The vast majority of respondents are highly active on Instagram, with 69.3% using the platform on a daily basis. This indicates a high level of social media engagement among the surveyed group, as less than 5% of respondents reported using the app rarely.



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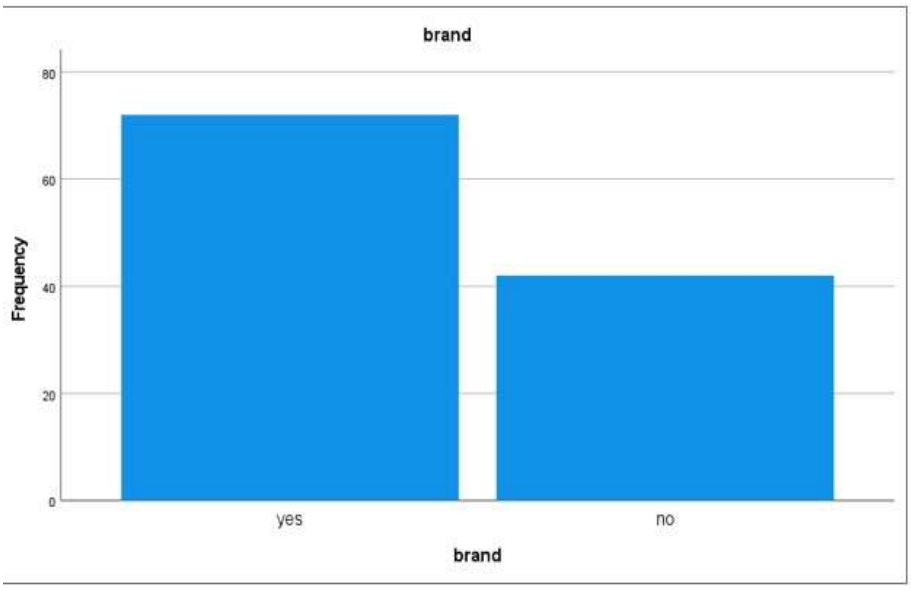
3.6 BRAND INFLUENCERS ON THE INSTAGRAM

S.NO	FOLLOW THE INFLUENCERS	NO.OF. RESPONDENTS	% OF TOTAL NO.OF. RESPONDENTS
1	Yes	42	36.5
2	No	73	63.5
	TOTAL	115	100

SOURCE: PRIMARY DATA

INFERENCE

A significant majority of respondents (63.2%) indicated a preference or awareness related to brands, while the remaining 36.8% did not. This suggests that brand influence is a prevalent factor among the surveyed population, aligning with the high engagement levels seen in their social media usage.



3.7 TYPES OF INSTAGRAM REELS

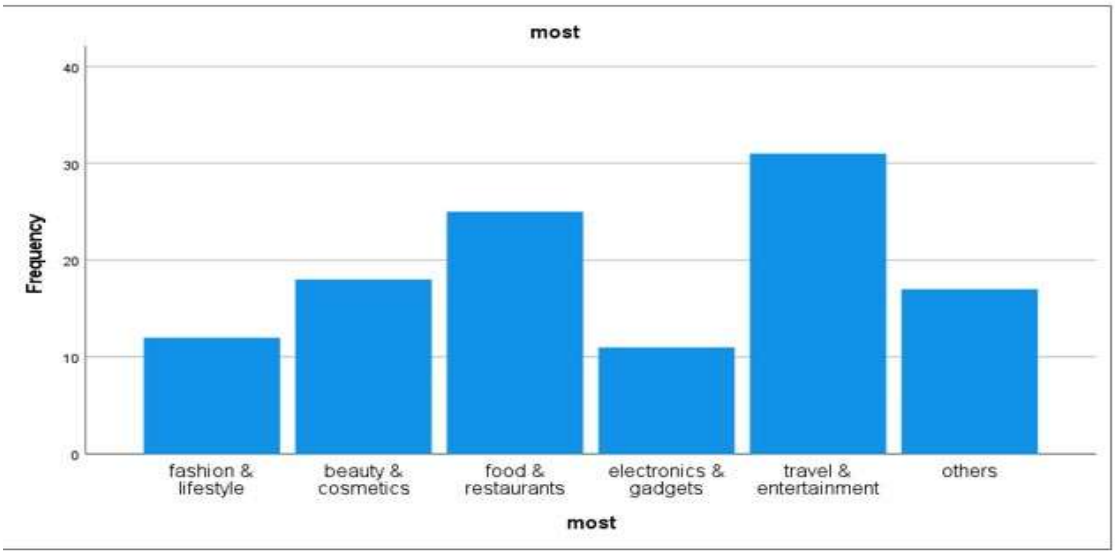
S.NO	INSTAGRAM REELS DO YOU WATCH MOST	NO.OF. RESPONDENTS	% OF TOTAL NO.OF. RESPONDENTS
1	Fashion &lifestyle	12	10.4
2	Beauty &Cosmetics	18	15.7
3	Food & Restaurants	25	21.7
4	Travel & Entertainment	32	27.8
5	Others	17	14.8
	TOTAL	115	100

SOURCE: PRIMARY DATA

INFERENCE

Travel & entertainment is the most popular category among respondents, accounting for 27.2% of the total. This is closely followed by food & restaurants (21.9%), while electronics & gadgets represent the least preferred category at only 9.6%.

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4.FINDINGS

4.1 SIMPLE PERCENTAGE ANALYSIS

- Majority (48.3%) of the respondents belong to the age group 18-25 years.
- Majority (52.5%) of the respondents are female.
- Majority (36.8%) of the respondents are married.
- Majority (69.3%) of the respondents are reported using the app rarely.
- Majority (38.6%) of the respondents earn ₹20,000 – ₹30,000 per month.
- Majority (40.9%) of the respondents prefer offline purchase of electronic devices.
- Majority (27.2%) of the respondents travel and entertainment.

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4.2 SUGGESTIONS

- Businesses should create attractive and engaging promotional content through Instagram Reels to capture consumer attention and increase product awareness.
- Companies should collaborate with influencers and content creators to promote products, as influencer marketing strongly impacts consumer purchase decisions.
- Brands should provide clear product demonstrations, reviews, and usage information in Instagram Reels so that consumers can easily understand the product features.
- Businesses should regularly post new product launches, offers, and discounts through Instagram Reels to attract more customers and encourage impulse buying.
- Marketers should focus on creating short, creative, and informative videos that can quickly influence consumers' buying decisions.
- Retailers should interact with consumers through comments, likes, and feedback on Instagram Reels to build stronger relationships and brand loyalty.
- Awareness about responsible social media marketing should be maintained to ensure that product information shared through Instagram Reels is accurate and trustworthy.

CONCLUSION

The study titled "Impact of Instagram Reels on Consumer Buying Behaviour with Special Reference to Coimbatore City" highlights the growing influence of social media platforms on consumer purchasing decisions. In recent years, short-form video content on Instagram Reels has become an effective marketing tool for businesses to promote their products and services.

The results of the study show that a significant number of consumers, particularly young people, are influenced by Instagram Reels when making purchasing decisions. Factors such as product demonstrations, influencer promotions, creative content, and attractive offers presented through Reels play an important role in shaping consumer interest and purchase intention.

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The findings also reveal that Instagram Reels help in increasing product awareness, building brand image, and encouraging impulse buying behaviour among consumers in Coimbatore. Many respondents stated that they often discover new products and brands through Instagram Reels, which later influences their buying decisions.

Therefore, businesses and marketers should effectively use Instagram Reels as a digital marketing strategy to reach potential customers. By creating engaging, informative, and trustworthy content, companies can strengthen consumer relationships and enhance overall marketing performance in the competitive business environment.

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