

Impact of Instagram Reels

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Major Research Project On

⁷² Impact of Instagram Reels on Brand Awareness, Consumer Engagement, and Purchase Intention: A Study of Consumers in India

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³⁴
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1.1 Background

The rapid changes in technology and internet have resulted in changes in how the business communicates with its consumers. For example, earlier the marketing techniques used by the business included things like television commercials, newspapers, radio, or even outdoor marketing tools. But now, in the era of mobile phones and the internet, digital marketing is going to be very important in business communication.

Social media are an important part of communication and marketing today. Social platforms like Instagram, Facebook, YouTube, Snapchat, and Twitter are not just for entertainment and social interaction but also for product searches, information sharing and brand interaction.

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Instagram is one of the more influential social media platforms for digital marketing among the various platforms. Instagram was a social photo sharing app, but it has slowly evolved into a multimedia app with the addition of stories, live videos, shopping, collaborations with influencers, and short-form videos. Its most popular features include its Instagram Reels.

Instagram Reels is a new feature that lets businesses and users create music-based short videos featuring filters, transitions, effects, and storyboarding. Over the past few years, short-form video has taken off in popularity, as people are drawn to content that is visually engaging, fun, and digestible. Reels are short-form, engaging, and provide entertainment and information all in one.

As Indian people are becoming more and more digital and smartphone users, the popularity of Instagram reels in the country has skyrocketed. India is a major market for users of Instagram and many of its consumers spend a considerable amount of time consuming and engaging with Instagram Reels daily. This has led to social media users becoming a video-short content consuming society.

Several companies like fashion, beauty, food, technology, fitness, travel,

educational and entertainment companies are using Instagram Reels for marketing purposes. Companies use Instagram Reels to promote their products and services, post tutorials and demonstrations, share brand messaging, collaborate with influencers, and entertain their audience. In contrast to conventional advertising, Instagram Reels offer brands an opportunity to communicate with customers in a much more interactive way.

A prime benefit of Instagram Reels is that they can grab consumer attention in no time. Users are always skimming through a lot of information, so brands need to make videos that will engage their users within the first few seconds. As a result, strong hooks, creativity, entertaining, emotional and relatable are all more important.

The kind of content posted on Instagram Reels also plays a part in consumer reactions. Entertaining Reels can create more engagement due to their playful and satisfying nature. Educational Reels can be used to teach products/services, whereas promotional Reels can be used to broadcast marketing messages and offers.

Another significant factor which has to do with the efficiency of Reels is hook power. The first few seconds of the Reel will determine whether the viewers continue to watch the video or skip it. This can be achieved through an interesting start that creates engagement like likes, comments, sharing, etc.

Another factor that affects consumer behaviour on social media sites is relatability. The content that resonates with consumers' lifestyle, emotions, interests and daily experiences generally attract them more. Content that resonates with the audience can foster emotional connections between the brand and the audience, leading to better engagement and brand recall.

Also, Instagram Reels play an equally important part when it comes to the awareness of any brand. Brand identification and recall is greatly enhanced through consistent engagement with brand content. When it comes to competitive digital marketing, having high brand awareness can help attract

consumers towards the brand and retain them as well.

Another key digital marketing factor is consumer engagement. Likes, comments, shares, saves and interactions are all examples of consumer engagement with brand content. The higher the engagement, the greater the interest of the consumer and the more effective the communication strategy.

Instagram Reels can also impact purchase intent, in addition to engagement and brand awareness. Social media content can influence consumer opinions, preferences and purchasing decisions. Product demonstrations, customer reviews, story building and visual presentation using Reels can help to inspire consumers to consider buying products and/or services.

²⁴ While Instagram Reels have emerged as a crucial marketing asset, there is still not much ²⁴ academic research on the influence of Instagram reels on consumer behaviour in India. Even though considerable efforts have been made in the short video marketing category, business organizations are yet to understand the nature of the characteristics that influence consumer behavior in terms of brand recognition and purchasing intent.

Hence this study aims ¹⁰ to explore the effect of Instagram Reels on brand awareness, engagement and purchase intention among Indian consumers. This study is particularly concerned with how the type of content, the hook, and the degree of relatability affect consumer reactions to Instagram Reels.

1.2 Problem Statement

The impact of Instagram Reels has been felt within the digital marketing sphere because it has brought about changes in the manner that companies relate to their customers. The adoption of short video marketing has enabled businesses to reach their customers and enhance brand awareness. But not all Reel content is getting the same engagement and marketing results from consumers. There is too much digital information available for consumers to take in each day, which creates a lot of competition for the consumer's attention. Such a context presents significant problems for businesses in developing content that will be of interest to their audience, that will

encourage engagement. There are a lot of brands investing in creating Instagram Reels, but not much clarity exists on which features of the content are best at building brand awareness, engagement, and purchase intent. The type of content, the “hook” and the level of “relatability” can all be significant factors in determining the receptivity of consumers to Reel content. Some Reels can be entertaining and engaging, and others can be not. Likewise, the effects of Reels on consumer buying behaviour is an area that needs further academic research. While there has been limited research that analyzes the connection between Instagram reels and consumer behavior in the Indian context, the influence of Instagram reels on consumer behavior is a topic of growing concern. Earlier studies have mostly been of a general nature and do not specifically focus on the effects of short videos on consumer behavior. Thus, the current study tries to fill the gap by exploring the effect of Instagram Reels on the brand awareness, engagement, and purchase intentions of Indian consumers.

1.3 Objectives of the Study

1. To understand how the Instagram Reels are affecting the awareness of brands among Indian consumers.

This goal is to investigate if Instagram Reels increase consumers' ability to recognize, remember and recall brands. The study aims to gain insight into how multiple exposures to Reel content affect consumers' brand, product and service awareness. Instagram Reels are very visual and engaging, and can play a major role in boosting a brand's visibility and recognition among consumers.

2. To explore how characteristics of Reel content impact consumer engagement.

This goal is to learn about how varying features of Instagram Reels affect consumer engagement and involvement. The study focuses specifically on what types of content, what kind of hook and how relatable the content is to the viewer to see how each of these aspects influences engagement activities such as likes, comments, sharing, and saving. The goal also tries to determine which Reel content receives more attention and interaction from the audience.

3. To investigate how Instagram Reels affect the buying decision of

consumer.

The aim of this objective is to explore if Instagram Reels impact consumers' willingness and intention to buy a product or service. The purpose of the study is to explore the influence of short videos on consumers' opinions, preferences and purchasing decisions. It also examines if 'engaging and relatable Reel content' helps to influence a consumer's consideration of a brand and product prior to purchase.

1.4 Scope of the Study

The present study aims to analyze the effect of Instagram Reels on the behavior of the consumer in India. This study aims to explore the effect of short-form video contents on the brand awareness, engagement, and purchase intention of Instagram users. This study also takes into account content-related factors like Level of Hook, Content Type and Relatability as significant factors influencing consumer's responses towards Instagram Reels. This research is restricted to those consumers who use Instagram and consume Reel videos. The findings of this research may help companies and researchers understand the efficiency of Instagram Reels in terms of digital marketing. These findings may help organizations to develop more effective content strategy that may engage the consumers. In this research only Instagram Reels have been considered and not the other short form video formats like YouTube Shorts, Moj, and Snapchat Spotlight. Additionally, this research considers only consumers from India and does not reflect consumer behaviour in other countries/regions. However, the study is also based on the responses gathered from a structured questionnaire and hence, the findings are dependent on opinions and perceptions of the respondents during the time of the data gathering. In spite of its drawbacks, the study aims to give valuable insights into the rising significance of short-form video marketing in the digital era.

2.1 Introduction

The review of literature is a vital component of research because it gives detailed knowledge of the theories, concepts and previous studies on the research topic. It aids in research gap identification, relationship among the variables and the theoretical support for the study. The present work aims to study the influence of Instagram Reels on the brand awareness, consumer engagement and purchase intention of the Indian consumers. For this reason, the existing studies on social media marketing, Instagram marketing, short video content, consumer engagement, brand awareness and purchase intention are reviewed.

Digital technology and social networking have revolutionized how communication and marketing is done globally. Social media are being leveraged by businesses to engage customers, maintain a relationship with them, advertise products and services, and shape their purchasing decisions. In terms of digital communications, the short video format has become one of the most effective and popular formats.

Instagram Reels has emerged as a significant addition to the social media landscape, allowing brands and content creators to connect with a wide audience with engaging short videos. With the rise in Reels adoption, marketers have been heavily investing in their short-form video initiatives. But the behaviour that users exhibit when interacting with such content is still a key field of academic research.

This chapter reviews the literature in detail on previous studies and key outcomes for the study that addresses the social media marketing, consumer behavior, engagement and digital content strategies.

2.2 Concept of Social Media Marketing

Social media marketing is the promotion of products, services and brands in social media, including digital interaction and communication. With the growing reliance on digital media platforms by consumers, it has emerged as one of the most critical elements of today's marketing plans. Social media is a hybrid element of the promotional mix, as it brings together traditional and consumer-generated communication, wrote Mangold and Faulds (2009). The

authors said there are now more ways for consumers to use peer communication, reviews on the Web and social interaction to inform their buying decisions than information provided by the company. Social media allows for two-way communication between business and consumer, increasing the interactivity of marketing communication and making it more customer-oriented. According to Kaplan and Haenlein (2010), social media are defined as applications that allow for user-generated creation and sharing of content on the internet. The authors pointed out that social media has shifted communication from a unidirectional process to a collaborative and interactive process. They also pointed out the need for enterprises to use social media strategies with caution to develop a strong relationship with the consumers and secure a competitive edge. Kotler and Keller (2016) highlighted the significance of digital marketing and claimed that social media sites are the way in which organizations can engage with customers in real time. The authors say that social media marketing increases customer engagement, visibility of the brands, and effective targeting of specific audiences. According to Tuten and Solomon (2017), social media marketing is the process of creating value for organizations and stakeholders through social technologies and social communications. They stated that the key to a successful social media marketing strategy is to produce engaging, entertaining and informative content that invites the audience to interact with the content and get involved. By fostering the constant interaction with consumers, social media platforms enable brands to create long-lasting relationships with consumers and establish trust with them, according to Evans (2012). Because visual and video-based content capture audiences' attention and engages them, it is used by businesses more and more. It is evident from the literature that social media marketing is an integral part of business strategy in the digital world. With the growing popularity of so many visual and short-form content formats, social media has continued to shape consumer behavior and marketing communication practices.

2.3 Evolution of Instagram as a Marketing Platform

Instagram has become one of the strongest ways to communicate in a visual way in the digital world. Instagram started as a photo sharing site and slowly became a platform that enables stories, live videos, shopping integration,

collaborations with influencers, and short-form videos. Hu, Manikonda, and Kambhampati (2014) did an initial study on the content of Instagram and classified various categories of users and the content on the site. The research found that ⁵ the use of visual elements plays a significant role in user interaction and engagement. The users like the content that was aesthetically pleasing and had that emotional gist to it, making Instagram an ideal platform for digital marketing activities. Lee, Lee, Moon, and Sung (2015) researched the motivations for using Instagram and determined that consumers use Instagram mainly for entertainment, social interaction, self-expression, and information sharing. The authors found that the visual nature of Instagram is more effective in creating a deeper emotional connection and more engagement with viewers than the text based platforms. Phua, Jin and Kim (2017) conducted a study of social networking platforms to discover that Instagram users have a greater sense of social bonding and community interaction than users of other social networking platforms. The study revealed that Instagram fosters greater emotional and social interaction with its users. Djafarova and Rushworth (2017) studied the credibility of Instagram online celebrities/influencers. The authors discovered that consumers feel more connected to and more authentic with the Instagram influencers than with traditional celebrities. This means that there are positive impacts on consumer trust and customer buying decisions when they hear what influencers have to say. Casaló, Flavián and Ibáñez-Sánchez (2018) analyzed opinion leadership on Instagram and discovered that opinion leaders ⁷ have a significant impact on consumer attitudes and engagement. The result of the research indicated that audiovisual storytelling and personal communication can enhance audiences' trust and engagement with brands. The studies reviewed suggest that Instagram has emerged as a relevant marketing platform due to its ability to communicate visually, the high engagement level of its users and the impact it has on consumer attitudes and decision-making.

⁷³ 2.4 Emergence of Short-Form Video Content

In recent years, short-form videos have emerged as one of the fastest-growing video media formats. With shorter attention spans and changing consumption patterns, consumers now want shorter, more engaging and visually appealing content. To meet this demand, the social media platforms have started to optimize their algorithms and designs for short videos. Some of the reasons for

the popularity of short videos are entertainment, the speed of the information, their emotional appeal, and the fact that they are accessible through mobile devices. Short videos enable customers to watch them quickly and remain interested and engaged. Instagram launched Reels, a short-form video feature, because consumer preferences have changed and Instagram recognizes the intrusive short video platforms. Instagram launched Reels, a short video feature, due to evolving consumer preferences and the competitive intrusion of new short video platforms. The reels feature various transition, effect, filters, music and editing options so that the user and the brand can produce engaging videos. The algorithmic structure of Reels also helps to promote content to wider audiences outside of followers. In an exploratory study, Sharma (2024) investigated the effect of short-form video on consumer engagement and brand communication by exploring the effect of Instagram Reels. The research revealed that engaging and relatable content does better on engagement and audience reach. Ashley and Tuten (2015) examined the subject of creative tactics in social media marketing, and discovered that customers are more engaged with emotionally appealing and visually attractive branded content. Their research indicated that stories and entertainment play a crucial part in enhancing audience involvement and engagement. Smith, Fischer and Yongjian (2012) conducted a comparison among user-generated contents on various social media platforms, and concluded that, when it comes to interaction, anything based on pictures or videos beats anything written. The authors noted that dynamic, emotional content is easier to attract the consumer. The examined literature suggests that, with its ability to attract the attention of the audience quickly and catch them up for participation, short-form video content has gained a tremendous influence on digital marketing.

2.5 Consumer Engagement on Social Media Platforms

Consumer engagement is the level of consumer interaction, participation, involvement and emotional connection with brand-related content on social media platforms. Engagement is typically calculated based on likes, comments, saves, shares, clicks and interactions.

De Vries, Gensler, and Leeftang (2012) studied how popular brand posts are on social networking sites and concluded that consumers are more engaged with content that is vivid, interactive and entertaining. The study indicated that the quality of the content and entertainment value has a strong influence on the

interaction of users.

Based on their research of social media engagement with social media advertising, Voorveld et al. (2018) found that active engagement enhances the effectiveness of advertising and consumer involvement. Engaging more with social media content results in stronger brand relationships for consumers.

Kaur, Dhir, Rajala and Dwivedi (2018) studied online social media brand communities and concluded that consumers join brand communities for social interaction, entertainment and information sharing. The study emphasized the role of emotional satisfaction and community belongingness on engagement behaviour.

Bazi, Filieri and Gorton (2020) examined the motivations consumers have for interacting with luxury brands on social media and discovered that the motivations of entertainment, self-expression and emotional attachment have a significant impact on consumer engagement behavior.

In addition, Ashley and Tuten (2015) noted that content that is creative and eye-catching encourages more audience engagement. People are more likely to interact with content that feels relevant, fun and feels good.

Content quality, emotional appeal, entertainment value, creativity and relatability are all found to have strong impacts on consumer engagement, according to literature. In the digital marketing realm, social media engagement has emerged as a key metric for assessing the success of marketing campaigns.

2.6 Brand Awareness through Social Media Marketing

Brand awareness is the ability of the consumers to recognise and recall a specific brand. It is one of the most crucial goals of marketing and communication as it affects consumer awareness and brand recognition.

Godey et al. (2016) studied the effects of social media marketing activities on brand equity and consumer behavior. The study revealed that the communication on social media positively influences the awareness of brands and perceptions of consumers towards brands.

The study by Kaplan and Haenlein (2010) indicated that social media platforms enhance the exposure of brands and boost consumers' familiarity by enabling them to communicate with one another and to participate actively.

According to Ashley and Tuten (2015), creative social media content has a

positive impact on brand recall and audience attention. Their research indicated that the key to improved brand recognition is through the use of visually interesting and emotionally stimulating material.

Instagram Reels could potentially be a driver of brand awareness; as consumers continue to scroll through social media feeds, visual brand-related content will keep making an impact on their minds. Shots are typically shorter videos that can be more entertaining and include branding – this helps consumers to remember products and services.

It is suggested in the literature that social media marketing strategies play a major role in the creation and the maintenance of brand awareness in the extremely competitive digital markets.

2.7 Purchase Intention and Consumer Behavior

Purchase intention is the probability that consumers will think of buying a product/service in the future. Social media platforms are an increasingly important factor in consumer buying behaviour, as consumers often use digital content to discover and assess products.

Alalwan (2018) examined the use of social media advertising features and their effect on consumer purchase intention, and concluded that the features of entertainment, informativeness, credibility and interactivity positively affecting consumers' purchasing intentions.

As cited by Lim, Radzol, Cheah and Wong (2017), the study of the role of social media influencers in purchase intention was conducted.

The study discovered that buyer attitudes and the credibility of the influencers is a key factor in purchasing decisions.

Additionally, Djafarova and Rushworth (2017) discovered that the customers are more inclined to buy products that are suggested by Instagram personalities due to the sense of authenticity and relatability.

Casaló et al. (2018) proposed that the relationship between opinion leadership and trust on Instagram is positive and it has an impact on consumer attitudes towards brands and products.

According to Godey et al. (2016), social media marketing activities positively influence consumers' behavior, through enhancing brand perception, emotion,

and purchase consideration.

Studies suggest that social media content can impact consumer buying behavior through attitude change, consumer perception, consumer trust and consumer emotional engagement with brands.

2.8 Research Gap

The literature review reveals that significant research has been done in the areas of social media marketing, Instagram marketing, influencer communication, consumer engagement and purchase intention. In the past, other research works have emphasized the relevance of visual content and digital communication strategies in consumer behaviour.

But there is not much research that specifically talks about Instagram Reels and short-form video marketing in India. The majority of the works so far have been talking about social media platforms, but not the characteristics of Reel content (content type, hook strength, etc.), and relatability.

Moreover, a limited empirical evidence of how Instagram Reels affects the Indian consumers' brand awareness, engagement, and purchase intention together. A comprehensive examination of the relationships between Reel characteristics and consumer interaction and marketing outcomes has been lacking in previous studies.

Hence, the aim of the current study is ⁶⁵ to address this research gap by investigating the effects of Instagram Reels and content features on brand awareness, consumer engagement and purchase intent among Indians.

3.1 Research Design:

Research Design is the design of the whole research study or the blueprint of the study. It offers a systematic approach to gathering data, measuring and analysing it to accomplish the goals of the study effectively. To increase reliability, validity and accuracy of the research findings, a well-structured research design should be adopted. The present study used descriptive and analytical research design to analyse the influence of Instagram Reels on brand awareness, consumer engagement and purchase intention on consumers in India. Descriptive research design is found to be suitable as the study aims to describe the consumer perceptions, attitudes, and behavioral reactions to Instagram Reels. The study also employed the analytical approach to investigate the relationships between the independent variables (content type, hook strength, and relatability) and dependent variables (brand awareness, consumer engagement, and purchase intention). The study aimed to gain insights into the effect of various attributes of Instagram Reels on consumer reactions in the digital marketing context. The study was to gather quantitative data from the consumers using structured questionnaires; hence descriptive survey research design was found appropriate. The study was conducted cross sectionally as the data collected from the respondents was at one point in time. The study aimed to understand the existing perceptions of customers and their engagement with Instagram Reels.

This research design helped me in:

- Identifying consumer perceptions toward Instagram Reels.
- Measuring the influence of Reel characteristics on engagement behavior.
- Examining the relation between Reels and purchase intention.
- Testing proposed hypotheses systematically.

Thus, the descriptive and analytical research design provided a suitable framework for conducting the present study.

3.2 Research Approach

Research approach is the general method used by a researcher in doing his research and fulfilling his research goals. Research approaches are generally classified into qualitative, quantitative, or mixed-method approaches. The present study was quantitative in nature, as the study sought to gather quantitative data about the perceptions, engagement behavior, and purchase intentions of consumers regarding Instagram Reels. In quantitative research, numbers are used to analyze the data statistically and come to an objective conclusion.

The quantitative approach was deemed to be suitable as:

- The study involved structured questionnaires.
- Consumer responses were measured using Likert scale statements.
- Statistical techniques were used for hypothesis testing and data analysis.
- The study aimed to identify relationships among variables.

The research approach enabled the collection of standardized responses from a large number of respondents, ensuring consistency and comparability in data analysis.

The study examined the attitudes and behavioral reactions of the consumers regarding Instagram reels by analyzing variables and hypotheses set beforehand. Hence, the quantitative approach gave a scientific and systematic approach in conducting the research.

3.3 Data Collection Method

Data collection is a crucial phase in a research process, wherein information needed for analysis and interpretation is gathered. Both primary and secondary sources of data have been used in the present study.

Primary Data

Primary data are data that are original data collected from the respondents for a particular research project. The present study revolved around primary data collection, which was done using a structured questionnaire format created using Google Forms.

The questionnaire has:

- Demographic questions
- Questions related to independent variables
- Questions related to dependent variables

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The questionnaire used a five-point Likert scale ranging from:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

The questionnaire was spread online through social media platforms, WhatsApp groups, and personal contacts and collect responses from users of Instagram in india.

The structured questionnaire helped in:

- Collecting standardized responses
- Measuring consumer perceptions accurately
- Conducting statistical analysis efficiently

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Secondary Data

Secondary data is the data being collected from already existing sources. For this study, secondary data was collected from:

- Research journals
- Books
- Articles
- Published research papers
- Websites
- Academic databases

The secondary data helped in understanding theoretical concepts and previous studies related to:

- ²³ Social media marketing
- Instagram marketing
- Consumer engagement
- Brand awareness
- Purchase intention
- Short-form video content

The literature review was developed using relevant academic sources and previous research studies.

3.4 Sampling Design

Sampling design is the process of selection of respondents from a target population to conduct study. As it is not practically viable to collect data from the entire population, it helps in selecting representative respondents for research purposes.

Target Population

The target population for the study consisted of consumers in India who actively use Instagram and watch Instagram Reels.

Sampling Technique

The present study used convenience sampling technique under non-probability sampling methods. Convenience sampling was selected because respondents were easily accessible through online platforms and social media networks.

The sampling method was considered appropriate because:

- The study required responses from active Instagram users.
- Online data collection allowed faster response gathering.
- The method was cost-effective and time-efficient.

Sample Size

For the present study, data was collected from 120 respondents who actively use Instagram and watch Instagram Reels. The sample size was considered appropriate for conducting quantitative analysis and testing the proposed hypotheses.

The responses collected from the respondents helped in:

- Understanding consumer perceptions toward Instagram Reels
- Examining engagement behavior
- Analyzing the relationship between Reel characteristics and purchase intention
- Conducting statistical analysis and hypothesis testing

The selected sample size was considered sufficient for:

- Descriptive analysis
- Correlation analysis
- Regression analysis

- Hypothesis testing

Sampling Unit

The sampling unit for the study consisted of individual Instagram users residing in India who regularly watch Instagram Reels.

3.5 Variables used in this study²¹

Variables are those characteristics or factors⁷⁰ which are measurable, examined in research studies. The present study included independent and dependent variables.

Independent Variables

Independent variables are factors that influence or affect dependent variables.

1. Content Type

Content type refers to the nature of Reel content viewed by consumers, such as:

- Entertaining content
- Educational content
- Promotional content

2. Hook Strength

Hook strength refers to the effectiveness of the opening few seconds of a Reel in capturing audience attention.

3. Relatability

Relatability refers to a extent to which consumers find Reel content personally relevant and emotionally connected to their experiences or interests.

Dependent Variables

Dependent variables are outcomes influenced by independent variables.

1. Brand Awareness¹

Brand awareness refers to consumers' ability to recognize and recall brands through Instagram Reels.

2. Consumer Engagement

Consumer engagement refers to audience interaction with Reels through:

- Likes

- Comments
- Shares
- Saves

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3. Purchase Intention

Purchase intention refers to consumers' willingness or likelihood to purchase products or services after viewing Instagram Reels.

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3.7 Hypotheses of the Study

A hypothesis is a tentative assumption or predictive statement that explains the possible relationship between variables in a research study. Hypotheses are formulated based on theoretical understanding, previous research findings, and research objectives. They help researchers test relationships among variables scientifically through statistical analysis.

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In the present study, hypotheses were developed to examine the relationship between Instagram Reel characteristics and consumer responses such as brand awareness, consumer engagement, and purchase intention.

The study includes both:

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Null Hypothesis (H_0)

Alternative Hypothesis (H_1)

The null hypothesis assumes that no significant relationship exists between variables, whereas the alternative hypothesis assumes that a significant relationship exists between variables.

The hypotheses formulated for the present study are explained below:

Hypothesis 1

Impact of Instagram Reels on Brand Awareness

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H₀1: Instagram Reels do not have a significant impact on brand awareness among consumers.

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H₁1: Instagram Reels have a significant impact on brand awareness among consumers.

This hypothesis aims to examine whether Instagram Reels significantly influence brand awareness among consumers. Brand awareness refers to consumers' ability to recognize and recall brands after viewing Reel content.

Instagram Reels offer opportunities for consistent exposure to visual and engaging branded content, potentially enhancing consumer awareness of products and services. Fun and engaging Reel imagery can make it easier for consumers to recall brand names and marketing messages.

Hypothesis 2

Effect of Hook Strength on Consumer Engagement

H₀2: There is no significant difference between the level of engagement of consumer with strong hooks in Instagram Reels and that of consumer with weak hooks in Instagram Reels.

H₁2: Hooks that have a strong effect in Instagram Reels will positively influence the engagement of consumers.

The hypothesis of this study is that powerful hooks in Instagram Reels have a positive effect on the engagement of consumers. Hook strength is a measure of how well a Reel's first few seconds grab viewers' attention. There is a vast amount of material on social media that people see, so captivating beginnings are crucial to keeping the viewer's attention. Effective hooks can motivate consumers to finish the Reel and engage with the material by liking, commenting, sharing, and saving it.

Hypothesis 3

Effect of Relatable Content on Consumer Engagement

H₀3: There was no significant difference between the engagement of the consumers when exposed to Relatable Reel content compared to the engagement of the consumers when exposed to Non-Relatable Reel content.

H₁3: Consumers have a positive reaction to Relatable Reel content.

This hypothesis is to investigate the positive effect of relatable Reel content on consumers' engagement. Relatability relates to the degree to which a consumer feels that they have experienced something, felt something or have an interest in something or they would like to have a lifestyle like that of Reel content. Users tend to engage more with content that mirrors their real life situations, social trends, humor or emotional experiences. Audiences might engage more and connect with the content emotionally better when it's relatable.

Hypothesis 4

Influence of Instagram Reels on Purchase Intention

H₀4: Instagram Reels have no significant effect on the purchase intention of consumers.

H₁4: Instagram reels have a significant impact on consumers' buying intentions.

This hypothesis is designed to explore the impact of Instagram Reels on consumers' buying decision. Purchase intention -- consumers' willingness to buy or likelihood to buy products or services after viewing Reel content. Instagram Reels can be used for product demonstrations, brand communication, tutorials, customer experiences, and influencer recommendations, all of which can impact consumers' purchase decisions and brand preferences.

3.8 Measurement Scale

It is the method through which we can measure the opinions, attitudes, and perceptions of respondents.

This study used a five-point Likert scale to measure responses of Instagram Reels and consumer behavior.

The response categories included:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Likert scale was selected due to following reasons :

- It is simple and easy for respondents to understand.
- It helps measure attitudes and perceptions effectively.
- It allows statistical analysis of responses.

The questionnaire has questions related to:

- Content type
- Hook strength
- Relatability
- Brand awareness

- Consumer engagement
- Purchase intention

3.9 Data Analysis Tools and Techniques

Data Analysis is the arrangement, interpretation, and examination of data gathered to uncover meaningful conclusions and to reach the purpose of the study. Data analysis is important in establishing patterns, relationships, trends and consumer behavior related to the research variables.

This study was quantitative as the research was based on numerical data gathered from a structured questionnaire. The answers provided by the respondents were carefully coded, classified, ¹¹ tabulated and analyzed with the help of statistical tools and techniques.

Data from 120 respondents was analysed systematically to understand how Instagram Reels affected the brand awareness, engagement and purchase intent among Indian consumers.

The following tools and techniques were used for data analysis in the present study:

⁷⁵ 3.9.1 Data Processing

The data was collected, ⁹³ processed and properly organized before performing the statistical analysis to obtain the accuracy and reliability of the data.

The data was processed as follows:

1. Editing

Responses that were incomplete, inconsistent or duplicated were carefully reviewed using Google Forms. Responses were only included for analysis if there was no evidence of being invalid or incomplete.

2. Coding

The answers were recorded as numbers for ease of statistical analysis. The answers to the Likert scale questions were given a numerical value as detailed below:

Scale	Meaning
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree

3. Classification and Tabulation

The data gathered were grouped into categories according to variables and characteristics of the respondents. The results were then tabulated and presented in a spreadsheet to facilitate the interpretation and analysis.

3.9.2 Statistical Tools Used

This study used the following software tools to analyse data:

1. Microsoft Excel

Microsoft Excel was used for:

- Organizing raw data
- Data coding and tabulation
- Preparing charts and graphs
- Calculating frequencies and percentages
- Basic statistical analysis

2. SPSS (Statistical Package for Social Sciences)

Used for advanced analysis of statistics and hypothesis testing. SPSS is a widely used software for conducting academic and business research due to its ability in accurate statistical calculations and data interpretation.

It was used for following analysis:

- Correlation analysis
- Regression analysis
- Descriptive statistics
- Hypothesis testing

The use of SPSS improved the accuracy and reliability of the research findings.

3.9.3 Descriptive Analysis

The characteristics of the data collected were summarized and presented in a meaningful way using descriptive analysis.

It helped to understand:

- Respondent demographics

- Consumer behavior patterns
- Overall response trends
- Consumer perceptions toward Instagram Reels

The following descriptive statistical measures were used:

1. Frequency Analysis

The number of respondents choosing each response category was determined using a frequency analysis. It facilitated the understanding of the distribution of responses and consumer preferences.

Tables for:

- Gender
- Age group
- Instagram usage
- Consumer opinions regarding Reel content

2. Percentage Analysis

Percentage analysis was used to convert frequency data into percentages for easier interpretation and comparison.

Percentage analysis helped in identifying:

- Proportion of respondents
- Dominant consumer opinions
- Behavioral patterns among consumers

3. Mean Analysis

The mean analysis was conducted to find the average response value of the questions in the questionnaire. The mean score was used to gain an understanding of the level of agreement or disagreement of the respondents with the general score.

The higher the mean, the more agreement there was for a statement regarding Instagram Reels.

4. Standard Deviation

The degree of variability or dispersion in responses was measured by using standard deviation. It aided to grasp the uniformity of the respondents' opinions.

Smaller standard deviation values implied uniformity in responses and higher standard deviation values implied the variability in perceptions of the respondents.

3.9.5 Correlation Analysis

The correlation analysis was carried out to look into the relation between the independent and dependent variables.

In this study, it was used to find relationships between:

- Content type and consumer engagement
- Hook strength and engagement
- Relatability and engagement
- Instagram Reels and brand awareness
- Instagram Reels and purchase intention

Correlation analysis helped in determining:

- Direction of relationship
- Strength of relationship
- Degree of association among variables

The correlation coefficient value ranges between:

- +1 (Perfect positive relationship)
- 0 (No relationship)
- -1 (Perfect negative relationship)

3.9.6 Regression Analysis

The impact of the independent variables on the dependent variables was analysed through regression analysis.

In this study, it is used to analyze how:

- Content type
- Hook strength
- Relatability

influence:

- Brand awareness
- Consumer engagement

- Purchase intention

Regression analysis helped in:

- Measuring the degree of influence of independent variables
- Predicting dependent variable outcomes
- Testing research hypotheses

The regression model enabled the researcher to identify which factors significantly influence consumer responses toward Instagram Reels.

3.9.7 Hypothesis Testing

Hypothesis testing was carried out to test the statistical significance of the proposed relationships between the variables.

The hypotheses developed for the study were tested using statistical analysis techniques such as:

- Correlation analysis
- Regression analysis

The significance level for hypothesis testing was considered at:

5% significance level ($p < 0.05$)

Decision rules followed were:

- If $p\text{-value} < 0.05 \rightarrow \text{Reject Null Hypothesis } (H_0)$
- If $p\text{-value} > 0.05 \rightarrow \text{Accept Null Hypothesis } (H_0)$

Hypothesis testing helped in determining whether Instagram Reels and their characteristics significantly influence brand awareness, consumer engagement, and purchase intention among consumers.

3.9.8 Graphical Representation of Data

Data were presented graphically to make the information understandable. Charts and graphs helped in improving interpretation and presentation of findings.

Below mentioned graphical tools were used:

- Bar charts
- Pie charts
- Tables
- Frequency distribution charts

3.9.9 Interpretation of Data

After statistical analysis, the findings were analyzed based on the following:

- Research objectives
- Variable relationships
- Hypothesis testing results
- Consumer response patterns

Meaningful conclusion was drawn with the help of interpretation regarding:

- Consumer behavior toward Instagram Reels
- Effectiveness of Reel characteristics
- Influence of Reels on engagement and purchase intention

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

This chapter is about looking at the numbers from a survey that 120 people filled out. Descriptive statistic, Pearson's correlation analysis and simple linear regression analysis were used for data analysis. The results have been analysed to answer the research questions and to verify the four hypotheses that were developed for the study. The 5% level of significance ($p < 0.05$) was used to determine the statistical significance.

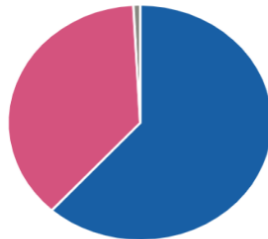
4.1 Demographic Profile of Respondents

We wanted to know more about the people who answered the survey. So, we looked at things like if they were a man or a woman how old they were, what they did for work how time they spent on Instagram and how often they watched Instagram videos. The tables and explanations, below tell us about the people who answered the survey.

4.1.1 Gender Distribution

Gender distribution

■ Male 61.7% ■ Female 37.5% ■ Other 0.8%



It is evident from Table 4.1 that the majority of individuals responding to the survey consisted of males. Males accounted for 61.7% of the respondents while the females accounted for 37.5%. There was also an individual who identified themselves with something else and this constituted for 0.8% of the total responses. Inferences drawn from the data presented above indicate that men form the category of individuals who view Instagram reels. However, there are a large number of women also watching Instagram reels. 37.5 Percent is just a number. This shows that Instagram Reels are equally popular among both males and females which is a crucial factor to consider. Therefore, companies can use Instagram Reels to contact different categories of consumers, which can turn out to be highly beneficial for them. Instagram Reels can be used by companies to connect with males as well as females since both males and females view Instagram Reels.

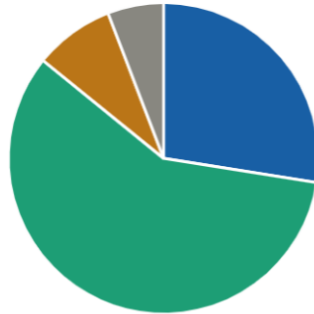
Gender	Frequency	Percentage (%)
Male	74	61.7%
Female	45	37.5%
Other	1	0.8%
Total	120	100%

Table 4.1: Gender Distribution of Respondents

4.1.2 Age Distribution

Age group distribution

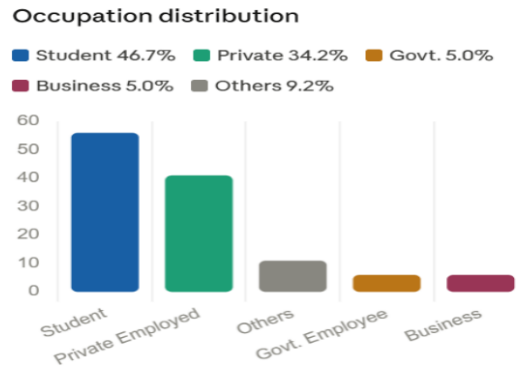
■ 18-24 yrs 27.5% ■ 25-34 yrs 58.3%
■ 35-44 yrs 8.3% ■ 45+ yrs 5.8%



Age demographics of those answering the question have been depicted in Fig 4.2 below. The majority of those answering the question are aged between 25 and 34 which accounts for 58.3% of the population answering the questions. The second largest demographic in the study is individuals aged between 18 and 24 which constitutes 27.5% of the population answering the questions. As such when both groups are combined, they constitute 85.8% of the entire population answering the question. This is an indication that Instagram Reels are largely used by people and individuals in their mid twenties to mid thirties.

⁹ Individuals in the age bracket of 35 to 44 years represent 8.3% of the total population answering the questions while those aged 45 years and above only constitute 5.8% of the total number of participants answering the survey. This is an observation shared by many stakeholders in the industry that short video content is consumed by people. This is particularly important for advertisers on the internet who are targeting millennials and Generation Z consumers of Instagram Reels.

4.1.3 Occupation Distribution



The jobs of individuals are presented in Figure 4.3. Students are the largest group among Instagram Reel users making up 46.7 percent. Individuals employed in organizations constitute the second group being represented by 34.2 percent of users. Thus, one can say that the majority of Instagram Reel users comprise individuals and employed individuals. Governmental employees and business owners represent each of the third-largest groups being 5.0 percent. The rest of individuals having various occupations represent 9.2 percent of users. Thus, the information provided proves that students and individuals employed in organizations actively use Instagram Reels. This fact indicates that Instagram Reels provide an opportunity for companies to reach individuals as well as influence their purchasing behavior. Therefore, Instagram Reels are utilized by individuals interested in education as well as having enough funds to spend on products.

It is obvious that the popularity of Instagram Reels among students and employed individuals makes them the best potential customers. Students and individuals employed in organizations make up the most popular audience among all types of Instagram Reel users.

4.1.4 Average Daily Time Spent on Instagram

Daily time spent on Instagram

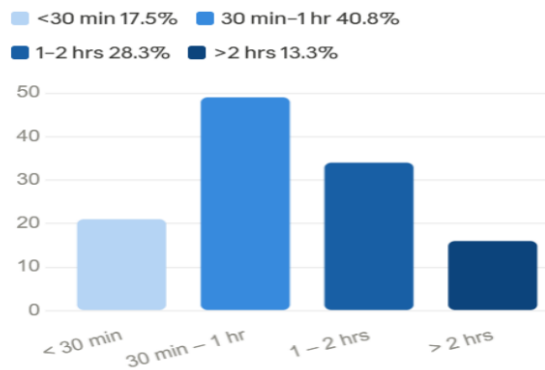
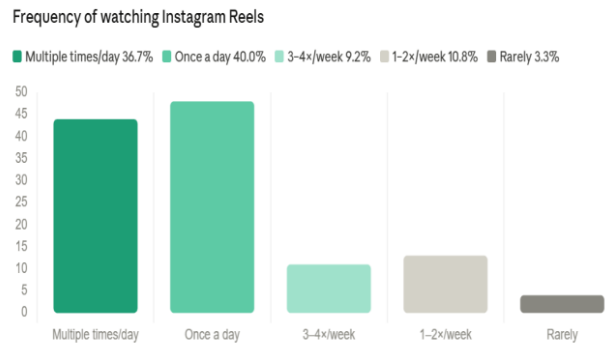


Figure 4.4 shows that Instagram users spend a lot of time on Instagram. For example 40.8 percent of the people we asked spend between 30 minutes and 1 hour on Instagram every day. Then there are the people who spend between 1 to 2 hours on Instagram, which's 28.3 percent of the people we asked. So, when you add these two groups together you get 69.1 percent of the people who spend least 30 minutes to 2 hours on Instagram every day and 13.4 percent is the remaining of the people who spend more than 2 hours on Instagram. So in total 82.5 percent of the people spend least 30 minutes on Instagram every day. This means that people are really engaged with the things they see on Instagram. This is important because the time people spend on Instagram the more they will see things that companies have posted like Instagram Reels. That means they are more likely to remember the company and think about what the company has to say about Instagram. 17.5 percent of the people we asked spend than 30 minutes on Instagram every day. This tells us that most people use Instagram a lot and it is a part of their routine, with Instagram.

4.1.5 Frequency of Watching Instagram Reels



Analysis: According to the statistics shown in Table 4.5, 40.0% of respondents watch Instagram Reels once daily, whereas 36.7% watch Instagram Reels more than once daily. Overall, 76.7% of the respondents watch Instagram Reels daily. Such consistent watching indicates the habit of consuming short videos. In addition, only 3.3% of the respondents hardly watch Instagram Reels. This demonstrates high retention of users in the chosen platform and repetitive use of the platform. Based on such results, it can be assumed that the respondents' choice was correct for the research.

4.2 Descriptive Statistics

Descriptive statistics offer numerical measures that summarize the central tendency and variation within the data concerning each construct. For each item and composite scores of constructs, mean and standard deviation have been calculated. Mean values greater than 3.50 in five-point Likert scale imply agreement, whereas mean values below 2.50 denote disagreement.

4.2.1 Item-Level Descriptive Statistics

Item	Statement (Abbreviated)	Mean	Std. Dev.	Construct
CT1	Entertaining Reels attract more attention than promotional Reels	3.708	1.184	CT
CT2	Educational Reels help understand a brand better	3.817	1.045	CT
CT3	I engage more with entertaining content than direct ads	3.858	1.154	CT
CT4	Creative Reels improve brand perception	3.917	1.026	CT
HS1	First few seconds determine whether I continue watching	3.958	1.253	85 HS
HS2	Strong opening hooks grab my attention	3.900	1.133	HS
HS3	I interact more with Reels that immediately capture interest	3.742	1.134	HS
R1	I engage more with Reels related to my daily life	3.758	1.085	R
R2	Relatable Reel content makes brands feel trustworthy	3.842	1.077	R
R3	I remember brands that create relatable Reels	3.900	0.929	R
R4	Real-life Reels influence my brand opinion positively	3.825	1.001	R
BA1	Instagram Reels help me recognize new brands easily	3.825	1.128	BA
BA2	I can recall brands featured in engaging Reels	3.900	0.938	BA
BA3	Reels increase my awareness of brand products/services	3.892	0.906	BA
CE1	I like, share, save or comment on interesting Reels	3.683	1.145	CE
CE2	Engaging Reel content encourages me to interact with brands	3.675	1.094	CE
CE3	I share Reels that are entertaining or relatable	3.875	0.992	CE
PI1	Reels influence my interest in purchasing products	3.883	1.039	PI
PI2	I am more likely to try a product after seeing it in Reels	3.650	1.113	PI
PI3	Reels increase my likelihood of considering a brand before purchase	3.775	1.016	PI

Table 4.2: Item-Level Descriptive Statistics (N = 120)

Note: CT = Content Type; HS = Hook Strength; R = Relatability; BA = Brand Awareness; CE = Consumer Engagement; PI = Purchase Intention

Interpretation: From the item-level descriptive statistics as shown in Table 4.2, it is evident that the twenty questionnaire items had mean scores between 3.65 and 3.96 on a five-point Likert scale, while their respective standard deviations were between 0.906 and 1.253. All mean scores are greater than the midpoint of 3.00, implying a general agreement by the respondents on the statements regarding Instagram Reels. The highest mean score was achieved in the item HS1 (M=3.958, SD=1.253), showing a high level of agreement by the respondents that the initial moments of a Reel are very important in determining whether users continue viewing the video. On the other hand, the lowest mean score was obtained in the item CE2 (M=3.675, SD=1.094), which shows moderate agreement that interesting Reels make users interact online with brands.

4.2.2 Construct-Level Descriptive Statistics

Construct	N	Min.	Max.	Mean	Std. Dev.	Variance
Content Type (IV)	120	1.00	5.00	3.825	0.788	0.621
Hook Strength (IV)	120	2.00	5.00	3.867	0.741	0.549
Relatability (IV)	120	2.00	5.00	3.831	0.729	0.531
Brand Awareness (DV)	120	1.67	5.00	3.872	0.806	0.650
Consumer Engagement (DV)	120	2.00	5.00	3.744	0.776	0.602
Purchase Intention (DV)	120	2.00	5.00	3.769	0.747	0.558

Table 4.3: Construct-Level Descriptive Statistics (N = 120)

Note: IV = Independent Variable; DV = Dependent Variable

Conclusion: Table 4.3 depicts the descriptive statistics of all six constructs of the current study. It was observed that all constructs possessed mean scores greater than 3.74, which showed that respondents had a consistently positive outlook about the impact of Instagram Reels on consumers' behavior. Hook Strength recorded the highest mean score of $M=3.867$ ($SD=.741$), which clearly shows that respondents were in strong agreement about the influence of the starting part of Reels on their minds. Mean score of Brand Awareness was 3.872 ($SD=.806$) and Consumer Engagement was 3.744 ($SD=.776$). The mean score of Purchase Intention was 3.769 ($SD=.747$). Mean of Content Type construct was 3.825 ($SD=.788$) and Relatability was 3.831 ($SD=.729$). Similar mean scores across all constructs indicate that respondents believe that Instagram Reels have influences on several aspects of consumers' behavior. Below one SDs of all constructs reveal reasonable consistency in the responses.

4.3 Pearson Correlation Analysis

The Pearson correlation coefficient analysis was performed to test for the direction and degree of relationship between the independent variables (Content Type, Hook Strength, and Relatability) and the dependent variables (Brand Awareness, Consumer Engagement, and Purchase Intention). The range of values for the correlation coefficient (r) is from -1 to $+1$; the closer the correlation value is to $+1$, the stronger the positive relationship, and the closer it is to -1 , the stronger the negative relationship; while the value approaching 0 means no correlation exists.

Variable	CT	HS	R	BA	CE	PI
Content Type (CT)	1.000	0.396	0.182	0.189	0.034	0.044
Hook Strength (HS)	0.396	1.000	0.413	0.336	0.135	0.043
Relatability (R)	0.182	0.413	1.000	0.495	0.396	0.250
Brand Awareness (BA)	0.189	0.336	0.495	1.000	0.331	0.398
Consumer Engagement (CE)	0.034	0.135	0.396	0.331	1.000	0.358
Purchase Intention (PI)	0.044	0.043	0.250**	0.398**	0.358**	1.000

Table 4.4: Pearson Correlation Matrix (N = 120)

Note: Correlation is significant at the 0.01 level (2-tailed), Correlation is significant at the 0.05 level (2-tailed). CT = Content Type; HS = Hook Strength; R = Relatability; BA = Brand Awareness; CE = Consumer Engagement; PI = Purchase Intention.

4.4.1 Correlation Matrix Interpretation

As can be seen from Table 4.4, the Pearson Correlation Matrix, there are a number of important correlations among variables in the study. The following are some of the most important ones:

Relatability and Brand Awareness ($r = 0.495$, $p < 0.01$): The most important correlation present within the matrix is the one between Relatability and Brand Awareness. This correlation is statistically significant as well as positive, which means that the more relatable a Reel is, the greater is the brand awareness among consumers.

Strength of the Hook and Relatability ($r = 0.413$, $p < 0.01$): There is an existing significant moderate positive correlation between Strength of the Hook and Relatability, where it suggests that strong hooks in Reels increase their ability to be relatable. Inter-correlation of these two variables proves that aside from gaining attention, a hook can also create an emotionally relatable connection.

Relatability and Consumer Engagement ($r = 0.396$, $p < 0.01$): A positive correlation of these two variables is established since Relatability and Consumer Engagement are proven to have a direct impact on one another. It proves the significance of making relatable content which leads to consumer engagement behaviour.

Hook Strength and Brand Awareness ($r = 0.336$, $p < 0.01$): Hook Strength positively correlates with Brand Awareness, showing that Reels which have effective opening lines create an impact on brand recognition and awareness.

Brand Awareness and Purchase Intention ($r = 0.398$, $p < 0.01$): There is a significant positive correlation between Brand Awareness and Purchase Intention, showing that increased brand recognition through Reels can increase consumer interest in purchasing.

Hook Strength and Consumer Engagement ($r = 0.135$, $p = 0.142$): A weak but positive relationship exists between Hook Strength and Consumer Engagement. This means that despite creating impact, Reels which have powerful opening lines may not necessarily ensure consumer engagement in the form of liking and commenting.

Content Type and Consumer Engagement ($r = 0.034$, $p = 0.713$): There is no significant correlation between Content Type and Consumer Engagement; thus, it can be seen that different content types may be less likely to predict engagement behavior.

4.5 Regression Analysis

Regression analysis for simple linear relationship was performed to test the effect of independent variables on dependent variables for each research hypothesis. Regression analysis helps in measuring the predictive power between independent and dependent variables. Coefficient of determination (R^2) refers to the extent to which variance in the dependent variable is accounted for by variance in the independent variable. Statistical significance of the model was tested using ANOVA F-test and coefficient t-tests at the 5% level of significance ($p < 0.05$).

4.5.1 Regression Analysis: Instagram Reels → Brand Awareness (H01)

R	R Square (R^2)	Adjusted R^2	Std. Error of Estimate
0.297	0.088	0.081	0.774

Table 4.5: Model Summary – Instagram Reels on Brand Awareness

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6.844	1	6.844	11.431	0.001**
Residual	70.740	118	0.599		
Total	77.584	119			

Table 4.6: ANOVA Table – Instagram Reels on Brand Awareness

Variable	B (Unstandardized)	Std. Error	Beta (Standardized)	t	Sig.
(Constant)	2.661	0.325	—	8.187	0.000**
Instagram Reels	0.315	0.093	0.297	3.381	0.001**

Table 4.7: Coefficients – Instagram Reels on Brand Awareness

Regression Equation: Brand Awareness = $2.661 + 0.315 \times (\text{Instagram Reels})$

Interpretation: In interpreting the correlation between Instagram Reels and Brand Awareness regression results, it is observed that the correlation coefficient (R) equals 0.297 while the coefficient of determination (R²) is 0.088, which means Instagram Reels accounts for about 8.8% of the variability of Brand Awareness. Although the effect size is considered small, it shows a statistical significance of the model through the F-test of ANOVA (F = 11.431, p = 0.001 < 0.05). It can be stated that Instagram Reels has a positive correlation with the variable of Brand Awareness, as the unstandardized regression coefficient (B) is 0.315, statistically significant (t = 3.381, p = 0.001). This means that for every increase in Instagram Reels by one unit, the level of Brand Awareness increases by 0.315 units while keeping all other variables at the same level. The intercept value of 2.661 refers to the level of Brand Awareness without any interaction with Instagram Reels.

4.5.2 Regression Analysis: Hook Strength → Consumer Engagement (H02)

R	R Square (R ²)	Adjusted R ²	Std. Error of Estimate
0.135	0.018	0.010	0.772

Table 4.8: Model Summary - Hook Strength on Consumer Engagement

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1.305	1	1.305	2.189	0.142
Residual	70.343	118	0.596		
Total	71.648	119			

Table 4.9: ANOVA Table – Hook Strength on Consumer Engagement

Variable	B (Unstandardized)	Std. Error	Beta (Standardized)	t	Sig.
(Constant)	3.198	0.367	—	8.715	0.000**
Hook Strength	0.141	0.095	0.135	1.480	0.142 (NS)

Table 4.10: Coefficients – Hook Strength on Consumer Engagement

Regression Equation: Consumer Engagement = 3.198 + 0.141 × (Hook Strength)

Interpretation: The analysis using regression models to show the relationship between Hook Strength on Consumer Engagement shows a correlation coefficient (R) of 0.135 and an R² value of 0.018, which implies that Hook Strength accounts for only 1.8% of the changes in Consumer Engagement. From the ANOVA table, it is clear that the regression model is statistically insignificant because the calculated F-value (F=2.189), p-value (p = 0.142 > 0.05). This means that we cannot reject the null hypothesis regarding the overall regression model. However, from the unstandardized regression coefficient table, there is no statistical significance in the effect of Hook Strength on Consumer Engagement. This is due to the fact that the B-value is positive (B = 0.141) yet statistically insignificant (t=1.480; p=0.142 > 0.05). It therefore implies that even when the hooks are appealing, they do not necessarily contribute towards consumer engagement activities like liking, saving or sharing. Hence, consumer engagement is more dependent on other factors besides the opening hook of the video. This suggests acceptance of H02.

4.5.3 Regression Analysis: Relatability → Consumer Engagement (H03)

R	R Square (R ²)	Adjusted R ²	Std. Error of Estimate
0.396	0.157	0.150	0.718

Table 4.11: Model Summary – Relatability on Consumer Engagement Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	11.299	1	11.299	21.935	0.000**
Residual	60.761	118	0.515		
Total	72.060	119			

4.12: ANOVA Table – Relatability on Consumer Engagement

Variable	B (Unstandardized)	Std. Error	Beta (Standardized)	t	Sig.
(Constant)	1.898	0.373	—	5.087	0.000**
Relatability	0.482	0.103	0.396	4.683	0.000**

Table 4.13: Coefficients – Relatability on Consumer Engagement

Regression Equation: Consumer Engagement = 1.898 + 0.482 × (Relatability)

Interpretation: In the regression analysis to find out the impact of Relatability on Consumer Engagement, it is observed that the correlation coefficient (R) = 0.396 and

the $R^2 = 0.157$ show that Relatability can explain 15.7% of the total variation in Consumer Engagement among the respondents. The Adjusted $R^2 = 0.150$ further proves the statistical significance of the regression model by taking into account the degrees of freedom. Also, from the ANOVA test ($F = 21.935$; $p < 0.001$), it is evident that the regression model is statistically significant. In addition, the unstandardized regression coefficient ($B = 0.482$) is statistically significant ($t = 4.683$; $p < 0.001$), which implies that every one-unit increase in Relatability leads to an increase of 0.482 units in Consumer Engagement. It is found that the current model has the highest value of the unstandardized regression coefficient compared to the other three models, indicating that relatable content makes the maximum contribution in enhancing consumer engagement behaviour on Instagram Reels. In the absence of relatability in the content, it is observed that the baseline Consumer Engagement = 1.898. Based on these results, the null hypothesis H03 is rejected.

4.5.4 Regression Analysis: Instagram Reels → Purchase Intention (H04)

R	R Square (R²)	Adjusted R²	Std. Error of Estimate
0.052	0.003	-0.006	0.749

Table 4.14: Model Summary – Instagram Reels on Purchase Intention

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.179	1	0.179	0.320	0.573 (NS)
Residual	66.204	118	0.561		
Total	66.383	119			

Table 4.15: ANOVA Table – Instagram Reels on Purchase Intention

Variable	B (Unstandardized)	Std. Error	Beta (Standardized)	t	Sig.
(Constant)	3.538	0.343	—	10.308	0.000**
Instagram Reels	0.060	0.106	0.052	0.566	0.573 (NS)

Table 4.16: Coefficients – Instagram Reels on Purchase Intention

Regression Equation: Purchase Intention = $3.538 + 0.060 \times (\text{Instagram Reels})$

Interpretation: From the interpretation of the regression model that determines how Instagram Reels influences purchase intention, it is observed that there is a very weak correlation between the two variables ($R = 0.052$), with a coefficient of determination (R^2) of 0.003. Therefore, the combined influence of Instagram Reels is seen to predict only less than 1% variation in purchase intention. Furthermore, the F-test for the analysis of variance of the model shows that the regression model is statistically insignificant ($F = 0.320$, $p = 0.573 > 0.05$). This implies that the unstandardized regression coefficient ($B = 0.060$) is positively associated with purchase intention, although it is statistically insignificant ($t = 0.566$, $p = 0.573 > 0.05$). Consequently, the composite Instagram Reels variable is seen to not predict purchase intention directly. However, correlation analysis in section 4.4 reveals that Brand Awareness ($r = 0.398$, $p < 0.001$) and Consumer Engagement ($r = 0.358$, $p < 0.001$) variables are significantly related to Purchase Intention. Therefore, Purchase Intention may not be directly influenced by Instagram Reels, but indirectly through the Brand Awareness and Consumer Engagement mediators. The null hypothesis H04 is thus accepted based on the above findings.

4.6 Summary of Hypothesis Testing

H	Hypothesis	r / R ²	F / t	p-value	Decision	Result
H01	Instagram Reels → Brand Awareness	$r=0.297$ / $R^2=0.088$	$F=11.431$	0.001	Reject H01	Supported
H02	Hook Strength → Consumer Engagement	$r=0.135$ / $R^2=0.018$	$F=2.189$	0.142	Accept H02	Not Supported
H03	Relatability → Consumer Engagement	$r=0.396$ / $R^2=0.157$	$F=21.935$	<0.001	Reject H03	Supported
H04	Instagram Reels → Purchase Intention	$r=0.052$ / $R^2=0.003$	$F=0.320$	0.573	Accept H04	Not Supported

Table 4.17: Summary of Hypothesis Testing Results

Note: $p < 0.01$ (highly significant); NS = Not Significant at 5% level. Green shading indicates supported hypotheses, red shading indicates non-supported hypotheses.

4.7 Major Findings of the Study

4.7.1 Demographic Findings

From the demographics section, it is apparent that the greatest number of participants (58.3%) fall into the category of those aged 25-34 years, while 27.5% are aged 18-24 years. Therefore, Instagram Reels are primarily used by youths and millennials. The male gender made up 61.7% of the respondents. The greatest number of respondents had student occupation (46.7%), followed by those who were privately employed

(34.2%). Around 76.7% of respondents watch Instagram Reels on a daily basis (at least once), and 69.1% use Instagram for at least 30 minutes but less than 2 hours per day.

4.7.2 Descriptive Findings

For all twenty questions on the questionnaire, the mean values for responses ranged from 3.65 to 3.96, illustrating consistent positive views about the impact of Instagram Reels on the respondents. Question HS1 ("I keep watching a Reel based on the first few seconds") had the highest mean value of responses ($M = 3.958$), showing that the initial parts of Reels play an important role in deciding if someone will continue watching them. The lowest mean value was obtained for question CE2 ("Interacting Reels motivate me to connect to brands"), which can be attributed to a positive view but insufficient motivation for engagement with brands.

4.7.3 Correlation Findings

Several relationships emerged from Pearson Correlation analysis. The most powerful relationship identified by the Pearson Correlation analysis was relatability (Brand Awareness $r = 0.495$, $p < 0.01$). This suggests that brand awareness is best achieved through personified content. The strength of hook was significantly positively related to relatability ($r = 0.413$, $p < 0.01$), brand awareness ($r = 0.336$, $p < 0.01$). The variable relatability had a significant positive relationship with consumer engagement ($r = 0.396$, $p < 0.01$). The measure of brand awareness had a significant positive relationship with consumer engagement ($r = 0.331$, $p < 0.01$) and purchase intention ($r = 0.398$, $p < 0.01$). These findings demonstrate that brand awareness acts as an intermediary in the consumer decision-making process.

4.7.4 Hypothesis Testing Findings

The hypothesis testing results are presented as follows:

H01 (Rejected-Supported): Instagram Reels have a statistically significant positive effect on Brand Awareness ($F = 11.431$, $\beta = 0.315$, $p = 0.001$). It proves the effectiveness of brand exposure through Reels in making consumers familiar and knowledgeable about a product.

H02 (Accepted – Not Supported): Effective hooks in Instagram Reels do not significantly and independently affect Consumer Engagement ($F = 2.189$, $p = 0.142$). Though opening hooks draw consumer interest, they do not drive any further engagement actions like sharing, likes, and comments.

H03 (Rejected-Supported): Reel content relevance has a statistically significant positive effect on Consumer Engagement ($F = 21.935$, $\beta = 0.482$, $p < 0.001$), and explains 15.7% variance in consumer engagement behavior. This suggests that consumer engagement on Reels is driven mainly by their relatability.

H04 (Accepted-Not supported): Instagram Reels do not significantly and directly affect Purchase Intention as an independent variable ($F = 0.320$, $p = 0.573$). Nevertheless, there is an indirect influence due to the correlation findings.

4.8 Managerial Implications

The findings of this study carry several important implications for digital marketers, brand managers, content strategists, and social media practitioners operating in the Indian consumer market.

4.8.1 Prioritize Relatability in Content Strategy

Since Relatability was established as the most dominant variable in predicting Consumer Engagement ($\beta = 0.482$, $p < 0.001$), it is imperative for brands to focus on developing highly relatable Instagram Reel content. This means having an in-depth knowledge of the values, lifestyle, social ambitions, sense of humor, and experiences of the target market segment. The inclusion of user-generated content, behind-the-scenes stories, culture-specific story-telling, and relatable lifestyle videos should form the main components of any Reel content strategy of the brand.

4.8.2 Leverage Instagram Reels as a Brand Awareness Tool

Given the fact that Instagram Reels have a significant effect on Brand Awareness ($F = 11.431$, $p = 0.001$), companies, especially those at their initial stages of penetration and product launch, should focus on developing and publishing frequent Reels. The

repeated exposure to visual media on short videos seems to be quite effective in encoding brand recognition in the consumers' minds. Marketers should make use of Reels for launching and refreshing their products and building their brands among the younger demographic of India.

4.8.3 Design Hooks Strategically but Not in Isolation

Although Hook Strength is not a predictor of Consumer Engagement, the correlation results prove that hooks have strong relationships with Brand Awareness ($r = 0.336, p < 0.01$) and Relatability ($r = 0.413, p < 0.01$). The marketers need to create an engaging opening sequence that attracts consumers' attention while being aligned with the message conveyed in the Reel as a whole. Hooks should be an integral part of the content experience.

4.8.4 Build Purchase Intent Through Sequential Marketing

As Reels do not directly affect Purchase Intention, but rather have an indirect effect through Brand Awareness and Consumer Engagement, companies must consider implementing digital marketing funnels. The use of Instagram Reels needs to be used in the upper funnel for brand awareness, while mid-funnel strategies need to incorporate ways to engage users (e.g., influencer partnerships, poll contests, and comment-based contests) alongside lower-funnel strategies that stimulate purchases (e.g., shoppable Reels, unique Reel-related discounts, and retargeting ads).

4.8.5 Target Young Working Professionals and Students

As 85.8% of users fall in the 18-34 age bracket while 80.9% are either students or employees in the private sector, all marketing initiatives for Instagram Reels must cater to their specific needs. The themes of content, tonality of language, selection of music, design of visuals, and messages conveyed by the brands must be aligned with the desires and concerns of young Indian consumers.

4.9 Suggestions and Recommendations

Based on the findings and conclusions of the study, the following recommendations are offered to brands, digital marketers, and Instagram content creators:

4.9.1 For Brand Managers and Digital Marketers

1. Establish an Instagram Reels content calendar, ensuring 3–5 Reels posts per week, to guarantee brand presence and recall among the target consumers.
2. Research the audience and develop personas to determine what triggers relatability and what emotional factors influence the target consumers when creating Reel content.
3. Partner with micro- and nano-influencers whose audience shows high relatability and engagement among the target consumers. Influencer collaborations tend to deliver higher engagement levels compared to famous personalities.

4. Take advantage of shoppable Reels to offer consumers a quick way to make a purchase, particularly FMCG, fashion, beauty, and lifestyle brands.
5. Make use of Reels analytics such as reach, views, saves, shares, and profile visits when refining content strategy based on actual performance data, not creativity alone.

4.9.2 For Content Creators and Influencers

1. Focus on developing real-world, emotionally charged Reels that reflect the lives, struggles, and aspirations of your target market audience instead of crafting overly polished promotional Reels.
2. Use thematic Reel introductions that complement the entire video content in order for the captured attention to be translated into engaging with the actual content.
3. Use trending audio, culture-appropriate jokes, and social commentary in the creation of Reel videos for increased shareability and virality.
4. Maintain brand consistency in terms of theme, tone, and aesthetic throughout all Reel videos in order to establish brand recognition through the Reels account.

4.10 Limitations of the Study

While the present study provides valuable insights into the impact of Instagram Reels on consumer behaviour in India, it is subject to the following limitations that should be considered when interpreting and generalizing the findings:

1. **Sample Size and Generalizability:** The research study used 120 participants who were sampled via convenience sampling. The small sample size used in combination with a non-probability sampling strategy hinders the generalizability of the study results to all Indian Instagram users.
2. **Geographic Scope:** The study does not indicate any consideration for geographic diversity in India. There is a possibility that consumer perceptions and behaviors associated with Instagram Reels could be quite different in other states or cities in India.
3. **Temporal Scope:** Data collection took place at one particular point in time. The perceptions of the consumers about the impact of Instagram Reels would have changed over time as well. Therefore, longitudinal studies would yield better results.
4. **Self-Reported Data:** The entire data set comprised of self-reporting questionnaire answers by consumers, which can be biased by respondents and may not actually reflect their engagement behavior with the content.
5. **Platform Specificity:** This study is centered around Instagram Reels only, without making comparisons with other short video platforms such as YouTube

Shorts or videos posted on social media in general, making this finding less universally applicable.

6. **Construct Reliability:** There were several instances where the constructs recorded low values of Cronbach's Alpha below 0.70, especially in terms of Hook Strength ($\alpha = 0.245$). Although it was highlighted and explained, there is room for improvement in future research where multi-item scales should be created for all constructs.
7. **Missing Mediator Variables:** The variables brand awareness and consumer engagement are not used in mediating the effects from Instagram Reels on purchase intention, even though the correlation analysis suggested such a mediation effect.

4.11 Future Scope of Research

The present study opens several avenues for future research in the area of short-form video content, digital marketing, and consumer behaviour:

1. Future studies can use larger and varied probability samples from different demographics and locations along with varied professional backgrounds of people in India in order to improve the generality of the findings.
2. It would also be interesting to conduct a study that compares the effectiveness of Instagram Reels to that of YouTube Shorts and even TikTok in affecting the brand awareness and consumer engagements with brands.
3. Longitudinal research design is needed in future studies that will help identify changes in consumer brand awareness and purchasing behavior before and after the usage of Instagram Reels as brand awareness and marketing strategy.
4. The next step could be conducting a study to understand the moderating role played by brand awareness and consumer engagement in the relationship between Instagram Reels and purchase intention with the help of Structural Equation Modeling (SEM).
5. Finally, future studies may consider the moderating role of variables like the level of consumer involvement, brand loyalty of consumers, type of products used and cultural background of consumers.
6. To gain greater insight into why specific types of Reels content can attract better responses from customers, future studies may conduct in-depth interviews or focus group sessions with participants who either use or manage Instagram Reel accounts.
7. Based on experimental research designs that involve exposure to Reel content, future research might succeed in avoiding some shortcomings of current surveys and generate more reliable results.

CHAPTER 5: CONCLUSION

The current study offers ample empirical data regarding the impact of Instagram Reels on brand awareness, consumer engagement, and purchase intent among Indian consumers. From the results of the detailed statistical analysis, the following conclusions are made:

Firstly, the study clearly demonstrates that Instagram Reels are effective means of Brand Awareness Building. As the statistical analysis proves by the significant F-test value ($F = 11.431$, $p = 0.001$), repeated exposure to creative and interesting Reels contributes to greater recognition and memorability of brands by consumers. The era of information excess makes the visual and entertaining nature of Reels a strong means of drawing attention to the brands.

Second, the study highlights that the Relatability is the single highest determinant of Consumer Engagement towards Instagram Reels. In other words, the significant contribution of relatability to explain 15.7% of consumer engagement variance ($F = 21.935$, $p < 0.001$) reveals that the Indian consumers are highly engaged with those Reel posts which reflect their realities in terms of social, cultural, and emotional aspects. On the other hand, non-relevant or generic Reel posts are expected to elicit lower levels of engagement.

Third, in contrast to the prevailing belief among marketing practitioners, it turns out that the Hook Strength although essential for initial capturing of the target audience's attention does not independently influence Consumer Engagement. It means that the engagement is more likely driven by the quality of the Reel content in general rather than the opening sequence alone.

Furthermore, there is no relationship found between Instagram Reels and Purchase Intention. However, there is an intermediate relationship between Instagram Reels and the other two dependent variables, which are Brand Awareness and Consumer Engagement. The correlations between the different variables in this study include $r = 0.98$ between Brand Awareness and Purchase Intention, and $r = 0.358$ between Consumer Engagement and Purchase Intention. In other words, there exists a relationship as follows: Instagram Reels to Brand Awareness / Consumer Engagement to Purchase Intention. This should be considered by marketers while using Instagram Reels.

To conclude, Instagram Reels prove to be a valuable and strategically important marketing tool to create short videos in India. When brands succeed in making relatable content in their Reels, it can result in higher purchase intentions.

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