

# Impact of Instagram Reels and Short Videos on Brand Awareness Among Youth Consumers

Rajat yadav

## Abstract

Social media platforms are now crucial marketing tools for companies looking to engage with customers in the digital age. Instagram has become the most popular of these platforms, especially among younger users. With the advent of Instagram Reels, marketers now use brief yet captivating videos to interact with their audience. This study looks into how young customers' brand recognition is affected by Instagram Reels and brief videos.

The purpose of the study is to determine how young social media users' recognition, memory, and perception of brands are affected by brief video material. The study made use of both primary and secondary data. A systematic questionnaire was used to gather primary data from young respondents who often use Instagram. Secondary data about digital marketing and consumer behaviour was gathered from books, scholarly journals, and internet sources.

The results show that Instagram Reels are crucial for raising young people's brand awareness. Consumers can learn about new brands, retain brand messaging, and form favourable opinions of items with the aid of brief video material. In order to increase the efficacy of short video marketing, the study also emphasises the significance of innovation, entertainment, and influencer marketing. The study comes to the conclusion that Instagram Reels are now a useful marketing tool for companies looking to raise brand awareness and engagement among young customers.

**Keywords:** Influencer marketing, social media marketing, brand awareness, youth consumers, Instagram reels, short videos, and consumer engagement

## Overview

The quick development of social media and digital technologies has completely changed how companies interact with their customers. Digital marketing tactics are increasingly being used in addition to traditional marketing techniques like print and broadcast advertising. Social media platforms give companies the chance to communicate with customers directly and reach big audiences.

One of the most popular social media sites in the world is Instagram. It is quite fascinating for users because it mostly concentrates on visual communication through pictures and videos. Instagram has added a number of tools throughout the years that let users share original material, including Stories, IGTV, and Reels. Among these features, Instagram Reels are especially well-liked by younger customers.

Users may make and share brief videos with music, filters, and visual effects using Instagram Reels. Modern audiences with shorter attention spans find these films appealing because they are frequently entertaining and simple to watch. Reels are now being used by companies as a marketing tool to advertise goods and raise brand awareness.

The degree to which customers can identify and remember a specific brand is known as brand awareness. Because people are more inclined to buy products from brands they are familiar with, it is one of the most crucial components of marketing success. Developing a strong brand awareness becomes crucial in competitive markets when several brands sell comparable goods.

Because short videos may grab viewers' attention quickly, they are important for raising brand awareness. In just a few seconds, marketers may effectively convey their message through imaginative storytelling, music, and visual

presentation. Customers are more likely to recall a brand if they are exposed to brand-related information on social media on a regular basis.

One of the most active demographics on social media is young customers. They often engage with brand-related material, follow influencers, and watch brief videos. Young consumers are seen as an important target population for digital marketing efforts because of their high level of involvement.

The purpose of this study is to investigate how Instagram Reels and short videos affect young customers' brand recognition. The study aims to comprehend how young consumers find and remember businesses in relation to short video marketing.

## Literature Review

Social media's rise has had a big impact on consumer behaviour and commercial communication. Researchers have emphasised how crucial social media platforms are for increasing customer interaction and brand exposure.

According to Mangold and Faulds (2009), social media is now a crucial part of contemporary marketing communication. Customers can share their thoughts and experiences with others, and businesses can engage with customers directly.

Social media, according to Kaplan and Haenlein (2010), are online platforms that let people produce and share content. These platforms give companies the chance to interact and engage with customers.

Because visual content is more attention-grabbing than text-based communication, it is crucial to digital marketing. Videos and images are excellent for social media platforms because they can instantly convey messages.

With the growth of services like YouTube Shorts, Instagram Reels, and TikTok, short video content has become more popular. These platforms enable people to amuse themselves while rapidly consuming information.

Engaging social media content promotes communication between brands and customers, according to Hudson and Thal (2013). These exchanges raise brand awareness and visibility.

Influencer marketing has grown in importance as a social media marketing tactic. According to research by De Veirman, Cauberghe, and Hudders (2017), influencer marketing can greatly raise customer trust and brand awareness.

Additionally, research indicates that customers are more likely to recall a brand when they are exposed to brand-related information on a regular basis. Short movies are simple to distribute and watch repeatedly, which improves brand memory.

According to the body of research, social media platforms—particularly those that offer visual and brief video content—are essential for increasing consumer brand recognition.

## Methods of Research

### Design of Research

In order to examine how Instagram Reels and brief videos affect young consumers' brand recognition, the study uses a descriptive research approach.

### Data Sources

In this study, two kinds of data were used:

## Primary Information

gathered from young respondents who actively use Instagram using a standardised questionnaire.

## Secondary Data.:

Information about digital marketing and consumer behaviour gathered from books, scholarly journals, research papers, and trustworthy internet sources.

## Method of Sampling

Convenience sampling was utilised in the study, and participants were chosen based on their availability and desire to take part.

The size of the sample

About twenty respondents, mostly students and young people who frequently use Instagram, participated in the study.

## Data Gathering Instrument

A structured questionnaire with multiple-choice and closed-ended questions about Instagram usage and brand awareness served as the primary data collection instrument.

## Analysis of Data

To find patterns and trends in customer behaviour, the gathered data was examined utilising graphical representation and percentage analysis.

## Results and Analysis

### Respondents' Age Distribution

Twenty people of all ages participated in the poll. Young adults are the most frequent users of Instagram Reels, as evidenced by the fact that the bulk of participants (about 70–75%) are in the 18–25 age range. About 10% of respondents are between the ages of 26 and 35, and about 15% of respondents are under the age of 18. Instagram Reels and short videos are primarily popular among young people, as seen by the low or nonexistent participation from the 36–45 and over 45 age groups.

### Respondents' Gender Distribution

Both male and female respondents took part in the poll, according to the gender distribution. There were 25% female responders and 75% male respondents overall. This suggests that a greater percentage of the sample consisted of male participants; nevertheless, all genders use Instagram Reels, making it a platform with a wide audience reach.

### Instagram Reel Usage Frequency

The findings show that most respondents watch Instagram Reels on a daily basis, underscoring young people's strong interest in short videos. A lesser percentage of respondents watch reels 2–3 times a week or infrequently, whereas about

15% watch them 4–5 times a week. The percentage of responders who said they never watch reels was quite low. These results show that young people regularly use Instagram Reels and consume them extensively.

### **Instagram Reels' Favourite Content**

Comedy and entertainment content is the most preferred category, according to the study results, with 50% of respondents favouring it. 15% of users favour fashion and lifestyle films, whilst about 25% view stuff about food and travel. Just 10% of those surveyed watch instructional material. This implies that the best kind of video to draw viewers to Instagram Reels is one that is fun and captivating.

### **Using Instagram to Follow Brands**

Instagram is also used for brand contact, according to the responses. Strong engagement with brand-related content is demonstrated by the fact that almost 60% of respondents follow numerous companies on Instagram. A tiny portion of people follow no brands at all, and about 35% follow just a few. This outcome demonstrates how crucial Instagram is for companies to interact with customers and advertise their goods.

### **Short Videos' Effect on Brand Recall**

According to the results, 30% of respondents agree and 65% strongly agree that short movies make it easier for people to recall businesses. Very few people disagreed or remained indifferent. This suggests that viewers' brand knowledge and memory are greatly enhanced by Instagram Reels.

### **Instagram Reels' Effect on Brand Trust**

According to the survey's findings, 40% of participants agree and 35% strongly agree that seeing businesses in Instagram Reels increases their level of trust. Few respondents disagreed, with about 20% remaining neutral. These results imply that short videos can have a favourable impact on consumers' perceptions of brands and their level of trust.

### **Instagram Reels' Effect on Buying Behaviour\**

According to the findings, 40% of respondents said they had made a single purchase after seeing Instagram Reels, while 50% of respondents said they had made many purchases after seeing them. None of the respondents explicitly said they had never bought a product after seeing it in reels, and about 10% of respondents were unsure. This indicates that Instagram Reels have a significant impact on the purchasing decisions of customers.

### **Reels' Impact on Purchase Decisions**

The results also demonstrate how Instagram Reels affect consumers' purchasing decisions. Reels have an impact on consumers' purchase decisions, according to 47.4% of respondents who agreed and 42.1% who strongly agreed. None disagreed, and about 10.5% were neutral. This implies that consumers' purchase intentions are significantly influenced by short video advertisements.

### Limitations of the Study

The study has some limitations even though it offers insightful information.

The research's comparatively modest sample size may restrict how broadly the findings may be applied.

The results may not accurately reflect the views of other age groups because the majority of the respondents were young people, especially students.

Additionally, the study only looked at Instagram; other sites for short videos, such YouTube Shorts and TikTok, were not taken into account.

The research's breadth was constrained by time constraints, and more sophisticated statistical analysis methods were not employed.

Larger sample numbers, a variety of social media sites, and more sophisticated analysis techniques could help future studies get around these restrictions.

### In conclusion

The results of this study demonstrate the increasing significance of short videos and Instagram reels in digital marketing. The findings show that young consumers' brand recognition is significantly increased by short videos.

Instagram Reels give firms a new and eye-catching way to showcase their goods, which helps draw in viewers. Users are encouraged to engage with marketers through likes, comments, and shares due to the captivating quality of short videos.

The efficacy of short video marketing tactics is further increased by influencer marketing and interesting content. Viewers are more likely to recall a company and think about buying its items when they are exposed to brand-related information on reels on a regular basis.

According to the study's findings, Instagram Reels are now a useful marketing tool for companies looking to increase brand awareness and engagement among young customers. Businesses can greatly increase their brand visibility in the digital marketplace by implementing innovative short video marketing techniques.

### References

Faulds, D., and Mangold, W. (2009). The new hybrid component of the promotion mix is social media. Horizons of Business.

Haenlein, M., and Kaplan, A. (2010). Users everywhere, come together! social media's advantages and disadvantages. Horizons of Business.

Thal, K., and Hudson, S. (2013). Social media's effect on consumer behaviour. Travel & Tourism Marketing Journal.

Hudders, L., Cauberghe, V., and De Veirman, M. (2017). using Instagram influencers for marketing. Journal of International Advertising.