

Role of Instagram and Reels in Brand Awareness

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Abstract

The rapid growth of social media platforms has significantly transformed modern marketing strategies. Among these platforms, Instagram has emerged as one of the most influential tools for brand promotion due to its visual nature and high user engagement. The introduction of Instagram Reels has further strengthened digital marketing by enabling brands to create short-form engaging video content. This study examines the role of Instagram and Reels in enhancing brand awareness among users. Primary data was collected from 100 respondents through a structured questionnaire using Google Forms. The findings reveal that Instagram Reels significantly increase brand visibility, engagement, and brand recall. Many respondents reported discovering new brands through reels and engaging with brand content more frequently. The study concludes that Instagram Reels are a powerful digital marketing tool for building brand awareness and improving consumer engagement.

Keywords: Instagram Marketing, Brand Awareness, Social Media Marketing, Instagram Reels, Digital Marketing

1. Introduction

Digital transformation has changed the marketing landscape worldwide. Traditional marketing methods such as television and print advertising are increasingly complemented by digital marketing strategies. Social media platforms have become powerful tools for brand promotion and consumer interaction. Instagram, one of the most widely used social media platforms, allows businesses to share visual content and interact directly with consumers. Instagram Reels, introduced as a short-form video feature, enable brands to create engaging and creative content that captures audience attention quickly. Brand awareness refers to the ability of consumers to recognize and recall a brand. Increasing brand awareness helps businesses build trust and improve the likelihood of purchase decisions. This study focuses on examining how Instagram and its Reels feature influence brand awareness among users.

2. Objectives of the Study

1. To understand the role of Instagram as a digital marketing platform. 2. To examine the impact of Instagram Reels on brand awareness. 3. To analyze consumer engagement with brands through Instagram content. 4. To study how Instagram Reels influence brand recall and recognition. 5. To evaluate the effectiveness of Instagram marketing strategies in promoting brands.

3. Research Methodology

This study adopts a descriptive research design to analyze the influence of Instagram and Reels on brand awareness. Primary data was collected through a structured questionnaire distributed using Google Forms. The survey included 100 respondents who actively use Instagram. Secondary data

was collected from marketing journals, books, and digital marketing reports. Convenience sampling was used to select respondents based on availability. The collected data was analyzed using percentage analysis and basic statistical techniques to interpret patterns related to Instagram usage and brand awareness.

4. Data Analysis and Findings

The survey results indicate that the majority of respondents use Instagram daily and spend a significant amount of time engaging with content. Instagram Reels were found to be highly popular among users, with many respondents reporting that they frequently watch reels. A large percentage of respondents discovered new brands through Instagram, highlighting the platform's effectiveness in brand promotion. Many users reported following brands after watching their reels and sometimes making purchase decisions influenced by the content. Creative video content, influencer collaborations, and attractive visuals were identified as key factors that make brands memorable on Instagram.

5. Hypothesis Testing

Null Hypothesis (H0): Instagram Reels do not significantly influence brand awareness. Alternative Hypothesis (H1): Instagram Reels significantly influence brand awareness. Based on the survey results, a majority of respondents discovered new brands through Instagram and noticed promotions through Reels. Therefore, the null hypothesis is rejected and the study concludes that Instagram Reels significantly influence brand awareness.

6. Conclusion

The study highlights the growing importance of social media platforms in modern marketing strategies. Instagram provides businesses with a powerful platform to connect with their audience through visual and interactive content. The findings indicate that Instagram Reels play a significant role in improving brand visibility, engagement, and brand recall among users. Short-form video content captures attention quickly and encourages interaction through likes, comments, and shares. Businesses that effectively use Instagram Reels can reach a wider audience and strengthen their brand identity. Overall, Instagram Reels have become an important digital marketing tool that helps brands build awareness and maintain strong engagement with consumers in the competitive digital marketplace.

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