

IMPACT OF REELS ADS ON PURCHASE INTENTION RELATED TO AUTOMOTIVE ACCESSORIES AMONG THE YOUTH IN ERNAKULAM DISTRICT

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Abstract

The study examines the impact of Instagram Reels advertisements on the purchase intentions related to automotive accessories among youth in the Ernakulam district. The research is rooted in the increased adoption of social media platforms during the COVID-19 pandemic, which saw Instagram emerge as a dominant space for innovative and engaging marketing through its Reels feature. The study identifies key demographic and behavioral insights, including time spent on Instagram, engagement with Reels, and perceptions of product quality and brand trustworthiness. The emerging popularity of Instagram Reels significantly enhances awareness of new products, inspire purchase considerations, and promote brand recall. Additionally, youth are more likely to explore brand's websites or physical outlets after viewing engaging Reels. Instagram Reels, as a modern marketing tool, hold significant potential for influencing the purchase decisions of young consumers. This study explores how visually appealing and targeted Reels influence consumer attitudes, awareness, and behaviors, particularly among the youth aged 18-35.

Keywords:- Instagram Reels, Youth, Purchase Intention, Consumer Behaviour, Social Media Marketing, Automotive Accessories.

During the Covid-19 pandemic, the nation was forced to go in a lockdown. People were practicing social distancing and were disengaged from social interactions. This led to an increased usage of social media during the time. Social media were mainly used to pass time and leisure activity for long period

of time. Social media giant Instagram saw this as an opportunity and launched a new feature called Reels on 5th August 2020. It was initially introduced as a feature to share personalised short videos of up to 15 seconds.

The reels have exciting visual content, coupled with engaging storytelling, creative editing and music that attract the

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viewer's attention and create a lasting impression. Instagram reels are now picked up by the businesses as a creative way to promote and market their products and services. It provides a platform for the business to tell stories and evoke emotions effectively and creates a connection with the viewers. Instagram and other social media platforms create a space for targeted advertising based on the viewer's interest, behaviour, wants etc. Hence, reel advertisements are delivered to the specific audiences interested in the product and also to gain post engagement. It is a creative way of marketing and advertising and it has the potential to influence the purchase decision of a customer to an extent.

Statement of the Problem

With the rapid growth of social media platforms, particularly Instagram, businesses have increasingly adopted short-form video content such as Reels for marketing purposes. While Instagram Reels are widely used for product promotion, there exists limited information on how these advertisements influence the purchase intentions of consumers, especially in the field of automotive accessories.

Youths are the main target group for Instagram, as they are the most active users of social media. The influence of Instagram Reels on consumers' purchase intentions is still a mystery. The youth in Ernakulam are using a wide range of social media platforms like Facebook, YouTube, Instagram etc. This study aims to assess the extent to which Instagram Reels advertisements influence consumers' purchase intentions among the youth in

Ernakulam district. The main objective is to identify the various factors, including engagement, awareness, trust, and perception, through which it influences consumers.

Scope of the Study

The specific focus of the study is to analyse the impact of Instagram Reels advertisements on the purchase intention of youth in Ernakulam district. The study covers respondents within the age group of 18-35 years who actively using Instagram as a social media platform. Even though youth in Ernakulam are using a wide range of social media platforms like Facebook, YouTube, Instagram etc., the study covers lifestyle changes of youth using social media ads in Instagram. This study examines the responses of consumers towards automotive accessories advertised through Instagram Reels, including the influence of the engagement level, creation of awareness, perception of product quality, brand recall, and trust on their purchasing decision. The study does not cover traditional form of advertisement like television, print media, magazines etc. The geographical scope of this study is limited to Ernakulam district.

Significance of the Study

This study is important in the context of the evolving nature of short video content in digital marketing. It covers social media ads for marketing and promotional strategy, especially the use of Instagram Reels. The study is also important in the understanding of the nature and impact of visual and engaging content on consumer behavior and

purchase intention, especially among the youth.

For the marketers and companies, especially in the automotive industry, the study has vital potential contribution in the formulation of effective advertising strategies using the Reels platform. In terms of the academics, the study is important in the expanding body of knowledge in social media marketing. The study throws light in understanding the impact of Instagram Reels on consumer behavior and decision-making. The findings of the study are helpful to business men to shape their advertising policies and strategies on social media platforms. It also explores the link between digital engagement and purchase intention.

Objectives

1. To study the engagement of Instagram reels on the attitudes, perception and decision of potential customers.
2. To evaluate the awareness of Instagram reels on respondents regarding new products, brands, features etc.
3. To study the demographic features of Instagram users and its effect on consumer behaviour.

Research Methodology

For this study both primary and secondary data were used. Primary data were collected through a well-structured questionnaire which is made available to the respondents. Primary data were collected from 120 Instagram using respondents living in Ernakulam District in the age group of 18 to 35. For the collection of sample, purposive sampling method was used and the sample consists of respondents who have some particular homogenous characteristics. Secondary data were collected from articles, websites, magazines, textbooks etc.

2. Data Analysis and Interpretation

2.1 Reels Engagement

Reels engagement simply means how viewers interact with the post in social media platforms. It shows active responds of people to the reel post. Higher engagement means the content in the reel is reaching in more people. The following table 2.1 shows the response of viewers towards Instagram Reels.

A significant majority (75 per cent) find Instagram Reels engaging; indicating high user interaction with this content format. This indicates that three out of every four respondents actively engage with Reels, indicating a high level of

Table 2.1
Reels Engagement

Response	Number of Respondents	Percentage
Yes	90	75
No	30	25
Total	120	100

Source: Primary Data

exposure to Reel-based advertisements among youth in Ernakulam district.

2.2 Purchase Behaviour and Instagram Reels

Purchase behaviour based on Instagram reels simply means the influence of Instagram Reels on peoples buying decisions. Attractive ads through Instagram Reels sometimes lead to impulsive purchase. The table 2.2.1 depicts the purchase behaviour of viewers after seeing the Instagram Reels.

About 45 per cent of respondents have already purchased products after watching Reels, while 31.7 per cent are considering purchasing, indicating strong market potential. Only 23.3 per cent remain completely unaffected in terms of purchase behaviour.

Influence of Reel Perceptions on Purchase Intention

The Spearman correlation analysis was conducted to understand how different perceptions of Instagram Reels are related to purchase intention among the 120 respondents. The results show that all the relationships are weak and statistically not significant ($p > 0.05$), indicating that none of the individual

factors strongly influence purchase intention on their own.

Among the variables, following a page after watching a Reel ($r = 0.1589, p = 0.0831$) shows the highest positive relationship with purchase intention. This is followed by watching Reels for research purposes ($r = 0.1283, p = 0.1627$). This suggests that respondents who go beyond just watching, such as following pages or using Reels to research more about products tend to show slightly higher purchase intention.

Factors like Reels being informative ($r = 0.0829$) and ability to recall brands ($r = 0.0730$) also show positive relationships, but these are relatively weak. This indicates that while Reels are effective in creating awareness and improving brand recall, these alone are not strong enough to directly influence purchase decisions.

On the other hand, variables related to perceived quality and trust, such as premium quality ($r = -0.0595$) and after-sales service ($r = -0.1199$), show weak negative relationships. This implies that these aspects are not strongly influenced by Reel content and do not significantly contribute to purchase intention in this case.

Table 2.2.1
Purchase Behaviour and Instagram Reels

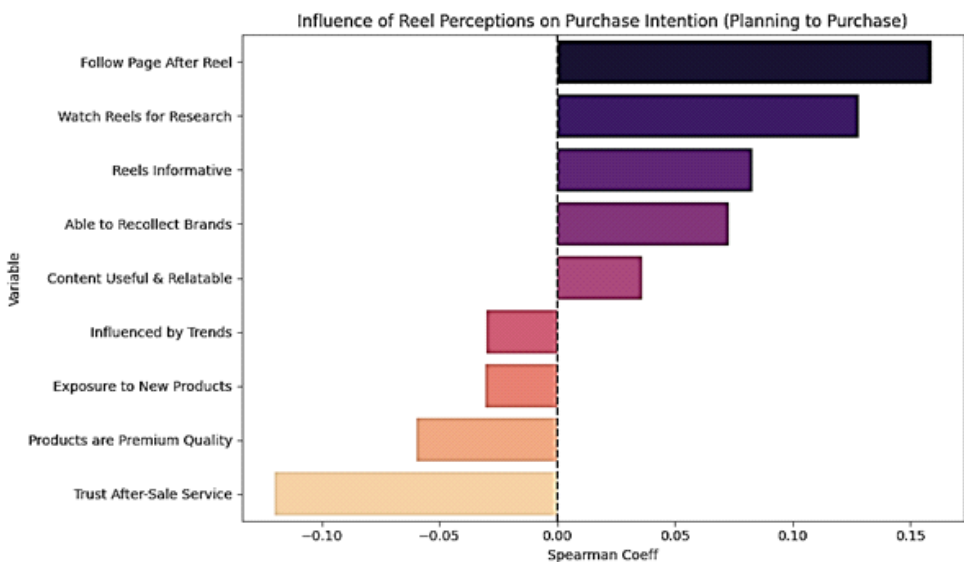
Response	Number of Respondents	Percentage
Yes, Multiple times	28	23.3
Yes, once	26	21.7
No, but considering	38	31.7
Never	28	23.3
TOTAL	120	100

Source: Primary Data

Table 2.2.2
Correlation Table: Influence of Reels on Purchase Intention

Variable	Spearman Correlation Coefficient	p-value	Relationship Direction
<i>Follow Page After Reel</i>	0.1589	0.0831	Positive
<i>Watch Reels for Research</i>	0.1283	0.1627	Positive
<i>Reels Informative</i>	0.0829	0.3680	Positive
<i>Able to Recollect Brands</i>	0.0730	0.4282	Positive
<i>Content Useful & Relatable</i>	0.0362	0.6950	Positive
<i>Influenced by Trends</i>	-0.0300	0.7453	Negative
<i>Exposure to New Products</i>	-0.0303	0.7425	Negative
<i>Products are Premium Quality</i>	-0.0595	0.5189	Negative
<i>Trust After-Sale Service</i>	-0.1199	0.1920	Negative

Figure 2.3.1



Overall, the analysis suggests that Instagram Reels play a more important role in encouraging engagement and information-seeking behaviour rather than directly leading to purchases. Their influence on purchase intention appears to be indirect, mainly through increased interaction and interest among users in Ernakulam District.

3. Findings

1. Majority of respondents (75 per cent) opined that Instagram Reels are engaging and viewers actively respond towards it. This suggests that reels have a great ability to draw in viewers and guarantee that they see promotional content on a regular basis. However, only 45 per cent of the respondents opined that they had made a purchase after watching Reels, so engagement by itself does not ensure a purchase.
2. The analysis shows that from among the respondents 31.7 per cent are thinking about purchasing based on Instagram Reels. This clearly states that even though reels might not turn viewers into customers right away, they are essential in getting them to the consideration phase of the decision-making process. Thus, a total of 76.7 per cent of respondents are either already influenced or potentially influenced by Reels in their purchase journey.
3. It is observed from the correlation analysis that variables involving **active user behaviour**, such as following a page ($r = 0.1589$) and using Reels for research ($r = 0.1283$), show relatively stronger positive

relationships with purchase intention compared to passive factor like viewing for general awareness. This indicates that **interaction and involvement** are more important drivers of purchase intention than mere exposure.

4. It is identified that factors related to **trust and perceived product quality** show weak negative relationships. This suggests that while Reels are effective in generating interest and awareness, they are less effective in building confidence regarding product reliability and after-sales service.

Overall, the findings suggest that Instagram Reels function mainly as an **awareness and engagement tool**, with an additional role in influencing purchase decisions. Its impact is strongest in the early and middle stages of the consumer decision making process rather than at the final purchase stage.

4. Suggestions

1. Significance of Instagram reels in ad driven purchase of automobile accessories are very high. The study found out that people really like watching Instagram Reels and most of them think it is engaging. But there is a clear gap between liking of the product and buying it. The companies have to induce people to buy their products while they watch the reels through instant link to buy product, check features, return policy etc.
2. For effective ad driven purchase of products through Instagram Reels

people regular engagement is necessary. The study also found out that people interact consistently with Reels respond positively. So, companies should encourage interaction by prompting users to follow the page, explore more, or seek additional information rather than just passively view content.

3. The study shows that people do not really trust companies only because of Reels. They want to know about the quality of the product, after sales service etc. In order to win people trust, companies should clearly state their purchase policies and what kind of help they can offer if something went wrong.
4. The study shows that many people use Instagram Reels to learn or research about something before they buy it. Companies should make their content more helpful by explaining about the product features, usage and utilities. This can help them to generate awareness of a particular product and thereby leading to proper decision making.

5. Companies should not expect people to buy something right away after watching Instagram Reels. They should use Reels to influence people by making consistent content, engaging with users and building trust. This will help turn people from viewers to actual buyers over time.

5. Conclusion

The study reveals that Instagram Reels advertisements have a significant effect on consumer behaviour and purchase intention for youth in the automotive accessories market. The results of the study show that, although engagement with Instagram Reels is high, it is the awareness created through the content that has a crucial role in influencing purchase behaviour. It has been found that the consumers are willing to purchase the products if the content of the Instagram Reels has been effective in conveying the value, trend, and trustworthiness of the product. Thus, it can be concluded that Instagram Reels are a powerful and effective tool for digital marketing in influencing consumer behaviour.

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