



INSTAGRAM REELS IMPORTANCE IN NEW PRODUCT PROMOTION

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ABSTRACT

When Instagram was released in 2010, it took the world by a storm. Although initially it was created for personal use, that is not the case anymore. It has become a major platform for brands to create content, recruit new employees, showcase their products and inspire the audience. Instagram reels are appealing towards the youth of this generation which generates more attraction towards the brand and its products, moreover we often spend most of our time on social media watching reels so it becomes a really big factor for brand to promote their products. 25% Of sponsored reels on Instagram are fashion related. Influencer marketing takes up more than half of the marketing budget for 17% marketers.

KEYWORDS

Instagram, Social Media, Online, Marketing, Instagram Reels, Product Promotion, Technology, Acceptance Model(TAM).

INTRODUCTION

In today's world over 2 billion people interact with reels every month and With 230.25 million Instagram users, India is the biggest market for Instagram Reels followed by The United States (159.75 million) and Brazil (119.45 million). So for new product promotion reels are very important now a days reels introduce brands in minutes and looks attractive(David,1991).

For new products companies can hire influencer with a good number of views to promote its brand and also its cheaper than advertisement on television specially for start ups .Famous brands like Louis Vuitton, Sephora ,red bull and etc...,have adapt Instagram reels for promotion because almost every person uses instagram and when the person sees the product he can directly buy that product from an option of 'swipe up' it directly takes the customer to that product site from where he buy it(*Pijar,2018*).

A number of factors have contributed to this rapid growth in social media participation. These include technological factors such as increased broadband availability, the improvement of software tools, and the development of more powerful computers and mobile devices; social factors such as the increasing affordability of computers and software, and growing commercial interest in social media sites (*Elok et al.2022*).

Just as the Internet has changed the way as they buy music, organize vacations, and research school projects, it has also affected how they interact socially. Through the use of social media, people can exchange photos and videos, share news stories, post their thoughts on blogs, and participate in online discussions. Social media also allows individuals, companies, organizations, governments, and parliamentarians to interact with large numbers of people. In the context of the Malaysian education system, teaching English as a second language is crucial to the factor that the government is accentuating to produce pupils who are well versed in all English language skills (*Michael,2012*).

In line with that, schools and teachers together endeavour to approach the difficulties faced by pupils in learning English as a second language. While the world educational system is gradually accepting digital technology, on the other hand social media has gotten the young learners hooked to it around the clock and it has snapped us into an awareness that social media is not only transforming their behaviours but it's also affecting their language learning skills mainly grammar (*Devdas, el at 2022*).

Presently, besides TikTok, Instagram Reel has been gaining more popularity largely among teenagers. That being the case, it is requisite to make use of the popularity of the exhilarating pertinent feature. Based on the past studies, many Malaysian pupils struggle in writing or speaking English with fewer grammatical errors. Therefore, in this study, researchers aim to analyse lower secondary school pupils' insights in learning grammatical accuracy through Instagram with an intervention, Instagram mar. An online survey questionnaire was adapted and adopted from the TAM (Technology Acceptance Model).(*Gill,2019*)

The questionnaire was distributed to 30 Form 2 pupils from a secondary private school based in Selangor, Malaysia. Pupils used one of the current trending Instagram features, Reels to record creative videos about grammar that they've learned in the classroom. This activity was conducted to elevate their motivation and this intervention is intended to balance the acquisition of grammar both in and outside the classroom as well as elevate and inspire the pupils (*Lauren, el at 2019*).

Some of the ways of reels promotion can be without cost and some can. According to Tuten & Solomon (2013), several options for branding include placing paid display advertising, participating in social networks as a brand persona, developing branded engagement opportunities for customer participation within social networks, and publishing branded content (*Soney,2016*).

REVIEW OF LITERATURE

The knowledge regarding social media marketing strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process. The research paper has developed a Social Media Marketing Evaluation framework. This framework has the following six stages: setting evaluation objectives, identifying key performance indicators (KPIs), identifying metrics, data collection and analysis, report generation and management decision making (*Brendan,2017*).

Moreover, the paper also identifies and discusses challenges associated with each stage of the framework with a view to better understanding decision making associated with social media strategies. Two key challenges depicted by the study are the agency-client relationship and the available social analytics tools (*Rowley,2017*).

The influence of interactive social media marketing communications on teenagers' cognitive, affective and behavioural attitude components in South Africa. The paper also studies the impact of a number of additional factors such as usage (access, length of usage, log-on frequency, log-on duration and profile update incidence) and demographic (gender, age and population group) variables on young consumers' attitudes toward social media marketing communications. The study ascertained that social media marketing communications had a positive influence on each attitude component among adolescents, but on a declining scale, which correlates to the purchase funnel model (Rodney,2017).

Thus this investigation also makes an important contribution to attitudinal research in developing countries, where there is a lack of research in social media marketing communications. The practical implication of the study is that the companies and their brands should consider using and/or adapting their strategies based on the declining impact of social media marketing communications on the hierarchical attitude stages among young consumers and the divergent influence on usage and demographic variables when targeting the lucrative and technologically advanced, but capricious, Generation Z consumers.(Abeer,2015).

RESEARCH OBJECTIVE

Reels are entertaining, immersive videos where you can creatively express your brand story, educate your audience, and get discovered by people who may love your business. People come to Reels to participate in cultural trends, collaborate with the community and discover new ideas.

1. Use TikTok to stay one step ahead of new IG Reels trends.
2. Take inspiration from other brands utilising Reels.
3. Instagram will push brands who jump straight on Reels' new features.
4. Informational content is a great place to start.
5. Because of reels we've seen a 500%+ increase in engagement rates of customers with the sellers since embracing Reels as part of our Instagram strategy.

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RESEARCH METHODOLOGY

The aim of this Methodological review is to provide an overview of the methods used in research on 'product promotion through instagram reels', without providing the complete details of the Research Designs and Procedure of the reviewed Literature. In Methodological Approaches terms, a short extract which explains the applied methods were pulled out from each article. A joint work session and consultation with a third author led to grouping of article Methodologies into

- (a) qualitative research, using mainly interviews and case studies.
- (b) quantitative research, using mainly survey.
- (c) mixed methods, combining both qualitative and quantitative approaches.
- (d) non-empirical research, consisting mainly of conceptual papers and reflective essays.

The study being descriptive in nature studied in famous female micro Instagram influencer intending to gain inside into the techniques being most effective channel today in the era of social media marketing. Snowballs napping was used and in-depth interviews were conducted with 25 of successful female micro Instagram influencers only those influencers was selected for the study who had an active amount for at least 2 years and had followers in range of 10 to 50k belonging to the age of 18 to 40 years telephonic interview and Google forms were used to collect the required information from these influences.

ANALYSIS AND INTERPRETATION

Photo slurp, A UGC (User Generated Content Platform) conducted a study on the 10 instagram marketing metrics as follows:

I: Engagement

- 1: Posting Rate Vs Engagement Rate
- 2: Engagement Rate by Number of Likes
- 3: Engagement Rate by Number of Comments II: Metrics on Hashtag
- 4: Number of Hash tagged posts
- 5: Hashtag Post Performance
- 6: Level of Evangelism
- 7: Unique Hashtag Reach
- 8: Engagement Rate by Number of Likes

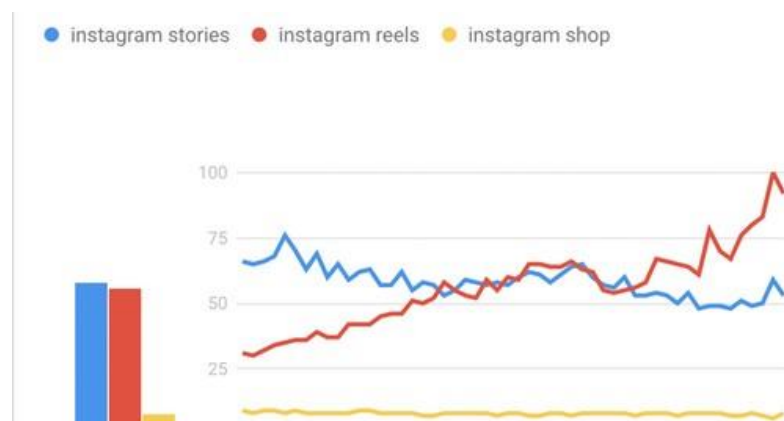
II: User Quality

- 9: Number of Influential Users
- 10: Followership Size Vs Proportion of Influential Users

The study suggests that the rumour which says posting too much on Instagram decreases your engagement rate rapidly is completely wrong, according to their data, the company that posted about 8 times a day had the highest engagement rate of about 7.76% while a well-established brand with about 47.1k followers had an engagement rate of as low as 0.01% because they were posting only once in every 28 days. They suggest that as long as you are posting that content that your customers want to see, posting more than 1 post a day is of no harm.

It also has been seen that once a brand reaches a benchmark of 100,000 followers it becomes really difficult to engage more than 1% of your audience, Therefore, the bigger your brand gets, the smaller the engagement rate is. Although it is not quite impossible to be big brand and still excel in engagement with your audience. For example, Hawkers with over 600.000 followers on Instagram had a huge engagement rate of about 7.76%. As noticed this was because they had recently collaborated with an extremely popular actress/model with over 2.2 million followers and were rapidly posting pictures of her with their product and so was she. It proves that constantly partnering up with influencers can give you the desired engagement to your Instagram.

• Over the past years the search interest for Instagram reels has reached its peak popularity in the first week of 2022. With audiences wanting to educate themselves of this features and searching for reels reference of their own interest is a sign that businesses need to adopt Instagram reels as a part of their marketing strategy immediately. As shown in the below graph there are more number of audiences engaging in Instagram reels rather than Instagram shop or stories.



(Claire Beveridge, 2022)

- The studies also show that if your target audience is Gen-z or even younger age group, the stat you need to pay attention to is dance challenges, more than one in teens are more excited to see dance challenges.
- 86% of the consumers say that they would buy, try or recommend a product when the Instagram content is rated as “shareworthy” With up to 1.22 billion users every month, Instagram has been the top social media platform since the time of its launch with a reach of about 675 million of the Instagram reel’s potential ad
- Advertisements posted on Instagram have the potential to reach 10.9% of the total population aged 13+ Instagram reels was able to increase their user base by 4.34% between October and November. Reels receive 22% more engagement than regular Instagram video posts. Instagram reels allows at least 8% more screen real estate compared to TikTok videos. 61% of Gen-Z TikTok users plan to spend more time on reels. Instagram users spend an average of 30 minutes on the app. Reels are seen in the Explore page, where 50% of Instagram users go to discover new content.

CONCLUSION

To sum up win a country like India where active users of Instagram is more than 250 million. Instagram Reels are nowadays used as a marketing tool by companies and advertising agencies. Instagram has had a journey with many changes aimed at improving the of their users. Through this study, we have understood why it can be extremely beneficial for brands to goonline and how people can pursue their passion for a full-time income with proper consistency. The study also reveals the importance of reputation marketing. Instagram algorithm is designed in such a way that people need to keep experimenting and continue using all the features that the platform provides and it will automatically get pushed in the right direction towards your niche and your main target market.

SCOPE OF STUDY

The scope for future instagram reels for product proportion . With a platform that allows several advantages, the trend of using the same by many companies has increased. With around 1/3rd of the world population accessing social media every day, the influence of the same on brands has been very apparent. It helps build trust with consumers, lets a company depict creativity, build a brand narrative, it allows for personalized offers to the audience, lets a brand advertise effectively and also provides analytics on consumers and so much more.

The scope of social media is making its appearance, and it’s here to stay. With so many companies turning over to social media marketing over the trend of traditional marketing, the future is likely to have digital marketing having the upper hand over traditional marketing.

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