

Reel Advertising: Its Effect on Brand Perception and Product Selection

Prof (Dr.) Razaur Rahman 

Director and Professor, Institute of Media Studies, Shri Ramswaroop Memorial University, Lucknow, India

Correspondence should be addressed to Razaur Rahman;

Received: 13 May 2025

Revised: 28 May 2025

Accepted: 11 June 2025

Copyright © 2025 Made Razaur Rahman. This is an open-access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

ABSTRACT- With the rapid rise of short-form video platforms like Instagram Reels, YouTube Shorts, and Facebook Reels; digital advertising has entered a new period of consumer engagement. The study explores the impact of reel advertising on brand perception and product selection, particularly among digitally active demographics. Using a mixed-styles approach, data was collected from 312 respondents through structured checks to assess the correlation between reel engagement frequency and brand perception criteria.

The findings reveal a strong positive correlation ($r = 0.72$, $p < 0.01$) between frequent exposure to reels and favourable brand perception. Respondents who constantly engaged with reels demonstrated advanced recall of brand names, ensigns and taglines. Also, 78 of actors agreed are explosively agreed that reels make brands appear more ultramodern, immature and approachable. Retrogression analysis linked influencer presence ($\beta = 0.47$, $p < 0.01$) and emotional content ($\beta = 0.39$, $p < 0.05$) as significant predictors of positive brand perception.

These results suggest that reel advertising is an important tool in shaping consumer perception and driving product consideration. The study contributes to a growing body of literature on digital marketing strategies and offers practical counter accusations for brand directors aiming to optimize their visibility and relatability in the digital space.

KEYWORDS- Reel Advertising, Brand Perception, Product Selection, Influencer Marketing, Short-Form Video Content, Digital Branding

I. INTRODUCTION

In the evolving geography of digital marketing, short-length videotape content has surfaced as an important force, trans-substantiating how brands communicate with consumers. Among the most popular formats is the “reel” - a perpendicular, short- duration videotape that ranges generally from 30 to 60 seconds, hosted on platforms similar as Instagram Reels, YouTube Films and Facebook reels. These formats are designed to deliver high engagement in a minimum time slots, staking on druggies’ shrinking attention spans and the growing demand for visually stimulating, snackable content [1].

The wide relinquishment of smartphones and high- speed internet has fuelled the gradational rise of reels. According to Meta’s 2023 report, over 140 billion reels are played across Facebook and Instagram daily [2]. The success of

TikTok further proved that short- form videotape is not a transitory trend but an abecedarian shift in how druggies interact with content. Brands snappily honoured the eventuality of this medium and began integrating reels into their advertising strategies to capture attention, convey dispatches fleetly and increase brand visibility.

Reel advertising is distinguished by its dynamic combination of illustrations, audio, textbook overlays and frequently humour or liar. It offers brands an occasion to break away from traditional, stationary announcements and connect with cult on a more particular and relatable position. This form of communication is especially effective among millennial and Generation Z, who constitute the most active druggies of social media and demand content that’s presto, authentic and emotionally reverberative [3].

Brand perception refers to the collaborative print and beliefs that consumers hold about a brand, shaped by their gestures, exposure, and relations with brand dispatches. With reel content frequently being algorithmically distributed grounded on stoner geste and preferences, consumers are likely to encounter brand messaging in an organic andnon-intrusive manner. This native exposure enhances the authenticity of the communication and fosters stronger emotional engagement. Accordingly, the brand is not simply honoured — it is flashed back and appreciated for its creativity and relatability[4][14].

Also, product selection, defined as the consumer’s decision-making process leading to the choice of one product over druthers, is decreasingly told by what consumers see in reels. Whether it’s a product demonstration, a stoner review or an influencer countersign within a reel, similar content triggers curiosity, reduces purchase anxiety and accelerates decision- making[5]. In fact, a recent study indicated that 64% of consumers are more likely to buy a product after watching a short videotape about it[6][15].

Still, despite its growing fashionability, the effectiveness of reel advertising is not without challenges. The veritably algorithms that promote engaging content may suppress exorbitantly ingrained or deals- driven vids, making it delicate for advertisers to strike the right balance between creativity and marketable intent. Also, the achromatism of reels has led to increased competition for attention, challenging a deep understanding of followership psychology, platform-specific trends and liar ways [7][16][17][19].

The current study aims to probe the effect of reel advertising on brand perception and product selection by assaying both consumer responses and reel content characteristics. Through a mixed- system approach-comprising checks of reel observers and analysis of top- performing brand reels this paper seeks to offer perceptivity into the cerebral triggers, behavioural issues and strategic counter accusations of using reels as a marketing tool. By doing so, it contributes to a growing body of knowledge on digital advertising and consumer geste in the age of social media.

II. LITERATURE REVIEW

The development of short-form video formats—such as Instagram Reels, YouTube Shorts, and TikTok—has prompted changes in digital marketing strategies. Initial studies into the advertising potential of these formats highlight the increase in brand awareness through algorithm-driven exposure. Sharma and Panwar [8] emphasize how short-form videos enhance brand visibility and foster influencer partnerships, particularly among Generation Z and millennials. Likewise, Mistri [9] points out that entertainment, storytelling, personalization, and authenticity are essential factors influencing consumer responses to such advertisements.

Mina et al. [10] examine the moderating effect of influencer credibility on users' attitudes and acceptance of short video commercials, as well as how the characteristics of short videos impact users' reactions to reel advertising. Furthermore, the research investigates the relationship between users' views on short video advertisements, their perceptions of their utility, and their intention to use them. Questionnaires will be distributed to Instagram reel users through social media platforms, and participants will be requested to complete online surveys to gather data.

Hong, S [11] analyzes how the sequence and emotional tone of videos influence consumers' willingness to pay (WTP) and their perceptions of advertisements. The findings reveal a notable increase in WTP and perceptions of product innovativeness when viewers watch positive videos prior to the advertisement, as opposed to negative ones. K. Gangi et al. [12] conducted a study to assess the impact of advertisements on the consumption choices of impressionable individuals regarding imported consumer goods. This research focuses on the relationship between Advertising Power and the market risk of an organization within the Indian consumer goods sector, examining how a company's promotional period affects its interest rate risk. C. Zeng [13] illustrates that factors such as rapid pacing, engaging visual narratives and vivid auditory cues in short videos significantly influence viewer engagement.

III. METHODOLOGY

A. Research Design

This study adopts a mixed-method research design combining both quantitative and qualitative approaches to evaluate the influence of reel advertising on consumer brand perception and product selection. The purpose of this dual approach is to obtain both measurable patterns and in-depth insights into how consumers engage with short-form video ads.

The Hypotheses and objectives of the study formulated using exploratory research process. Since the descriptive

research designs aim to establish relationship between dependent and independent variables, therefore, quantitative and qualitative approaches have been used to analyse the degree of relationship.

B. Objectives

The primary objectives of this study are:

- To analyse the impact of reel content on brand perception.
- To evaluate how reel advertisements affect product selection decisions.
- To identify the key content features (such as duration, audio, influencer presence, and visual quality) that influence consumer engagement.

C. Sample Population

The target population for this research consisted of social media users aged 18 to 40 who actively engage with platforms like Instagram, YouTube, and Facebook. A purposive sampling technique was employed to ensure participants had prior exposure to reel advertising. A total of 312 respondents were selected from mini metro and other metro cities in India, including Lucknow, Delhi and Hyderabad via online distribution channels.

The cities selected have somewhat identical demographic profiles with least language barrier.

The sampling method the researcher intentionally selects respondents based on specific and relevant characteristics desirable for the current research. So, the respondents are selected "on purpose"

The benefits of this sampling lie in its in-depth insights of a respondent is collected. The collection is more efficient than random sampling because researcher know more about attributes of a respondent.

D. Data Collection Methods

- Quantitative Survey- A structured online questionnaire was developed and distributed using Google Forms. The survey consisted of 22 closed-ended questions divided into three sections:
 - Demographics and social media usage (e.g., frequency of watching reels, preferred platform)
 - Perceptions of brand messages in reels (Likert scale-based items)
 - Influence on product selection (purchase intent, trust, recall, etc.)

The survey instrument was validated through a pilot test with 25 participants, and adjustments were made for clarity and reliability. Cronbach's alpha for internal consistency was calculated at 0.87, indicating high reliability.

- Content Analysis- In parallel, a content analysis was performed on a purposive sample of 50 high-performing branded reels from Instagram and YouTube Shorts. These reels were selected based on views (over 500K), engagement rate (likes/comments), and recency (posted within the last 12 months). Each video was coded for the following variables:
 - Brand category (e.g., fashion, tech, FMCG)
 - Use of influencers or celebrities
 - Duration and visual style
 - Emotional tone and call-to-action elements

This content was assessed against consumer feedback (comments and likes) to detect correlations between video features and engagement metrics.

E. Data Analysis

- Quantitative Data- Responses from the survey were analyzed using SPSS 26. Descriptive statistics (mean, frequency, standard deviation) were computed. Hypothesis testing was conducted using:
 - Pearson correlation analysis to measure the relationship between reel viewing frequency and brand perception.
 - Regression analysis to determine the predictive power of reel characteristics on product selection behavior.
- Qualitative Insights- Open-ended responses and reel comment sections were examined thematically. NVivo software was used to identify recurring patterns such as

viewer sentiment, emotional triggers, and mentions of brand recall. Coding reliability was ensured through double-coding by two independent researchers, achieving an inter-coder agreement of 92%.

IV. RESULTS AND DISCUSSION

A. Survey Findings

- Demographics and Usage Patterns- Out of 312 repliers, 57 linked as female and 43 as male. Approximately 68% were between the periods of 18 – 30. About 91% reported daily engagement with reels, with Instagram being the most favored platform(63%), followed by YouTube short (29%) and Facebook reels[8].

Survey Demographics and Reel Usage (N = 312)

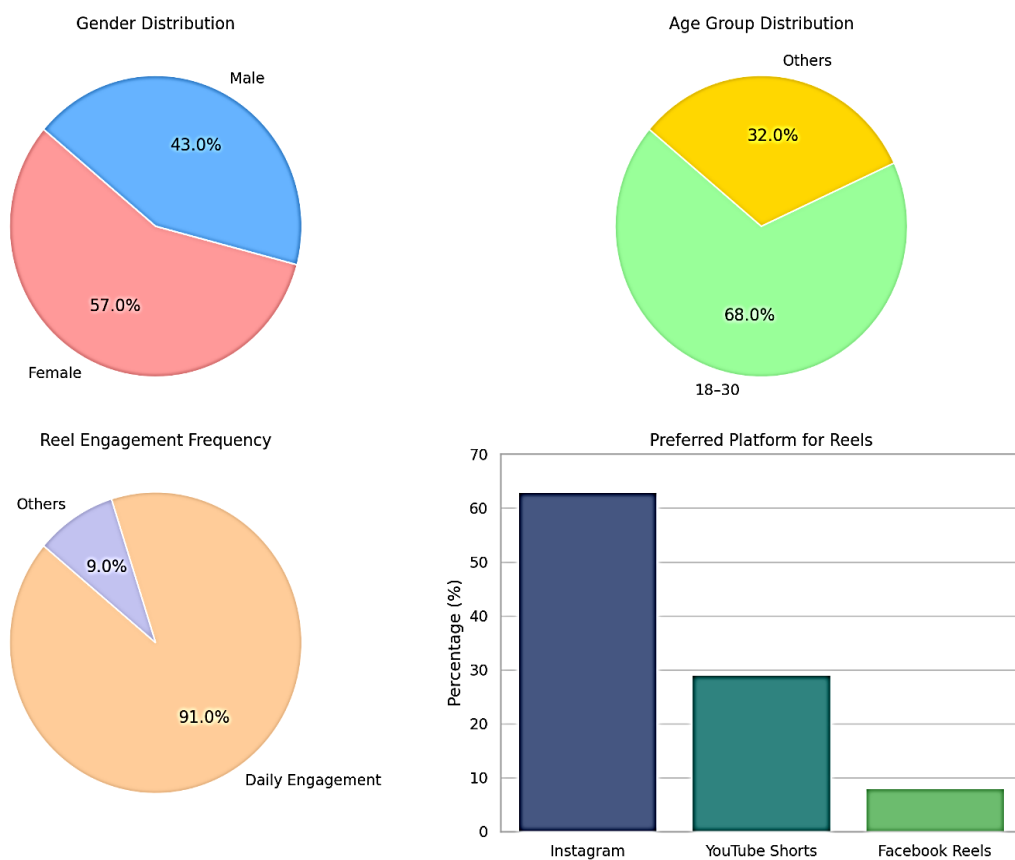


Figure 1: Demographic and Platform Usage Insights of Reel Viewers (N = 312)

In the above Figure 1, it illustrates key insights from the survey respondents (N = 312). The gender distribution reveals a slightly higher participation from females (57%) compared to males (43%). A significant majority (68%) of respondents fall within the 18–30 age group, indicating that reel content primarily engages a younger audience. Daily engagement with reels is notably high, with 91% of participants reporting regular consumption. Among the platforms, Instagram emerges as the most preferred for reel viewing (63%), followed by YouTube Shorts (29%) and Facebook Reels (8%). These findings highlight the demographic concentration and platform dominance critical to understanding the impact of reel advertising.

- Impact on Brand Perception- Analysis revealed a positive correlation between frequency of reel engagement and favorable brand perception(Pearson's $r = 0.72$, $p < 0.01$). Repliers exposed to reels more constantly demonstrated an advanced tendency to recall brand names, ensigns, and taglines. likewise, 78% of repliers agreed or explosively agreed that reels make a brand appear more "ultramodern," "immature," and "approachable."

Regression analysis indicated that the presence of influencers($\beta = 0.47$, $p < 0.01$) and emotional content($\beta = 0.39$, $p < 0.05$) were significant predictors of advanced brand perception. These results align with being studies, similar as those by Hollebeek and Macky[18], who set up that

emotional and parasocial rudiments enhance brand trust and reliability.

Table 1: Influence of Reel Advertising Factors on Brand Perception

Factor	Metric Type	Value	Statistical Significance	Interpretation
Reel Engagement Frequency	Pearson's Correlation (r)	0.72	$p < 0.01$	Strong positive correlation with brand perception
Presence of Influencers	Regression Coefficient (β)	0.47	$p < 0.01$	Significantly improves brand perception
Emotional Content	Regression Coefficient (β)	0.39	$p < 0.05$	Positively influences perception via emotional appeal
Perception of Brand as Modern/Approachable	Agreement Percentage	78%	Descriptive	Majority of respondents perceive brands in reels as youthful and relatable

In the above Table 1 summarizes the crucial factors impacting brand perception in the environment of reel advertising. The analysis reveals a strong positive correlation ($r = 0.72$, $p < 0.01$) between the frequency of reel engagement and favorable brand perception, suggesting that consumers who constantly view reels tend to have a more positive attitude toward brands featured in them. Likewise, regression analysis indicates that the presence of influencers ($\beta = 0.47$, $p < 0.01$) significantly enhances brand perception, probably due to the credibility and relatability influencers bring. Similarly, emotional content ($\beta = 0.39$,

$p < 0.05$) plays a vital part in shaping positive brand stations by appealing to observers' passions and gestures.

In addition to statistical criteria, 78 of respondents agreed or explosively agreed that brands using reels appear more ultramodern, immature, and approachable, emphasizing the stylistic and emotional impact of this format on consumer perception.

These results support the effectiveness of reel advertising strategies and align with former exploration that highlights the part of emotional and para social factors in strengthening brand- consumer connections.

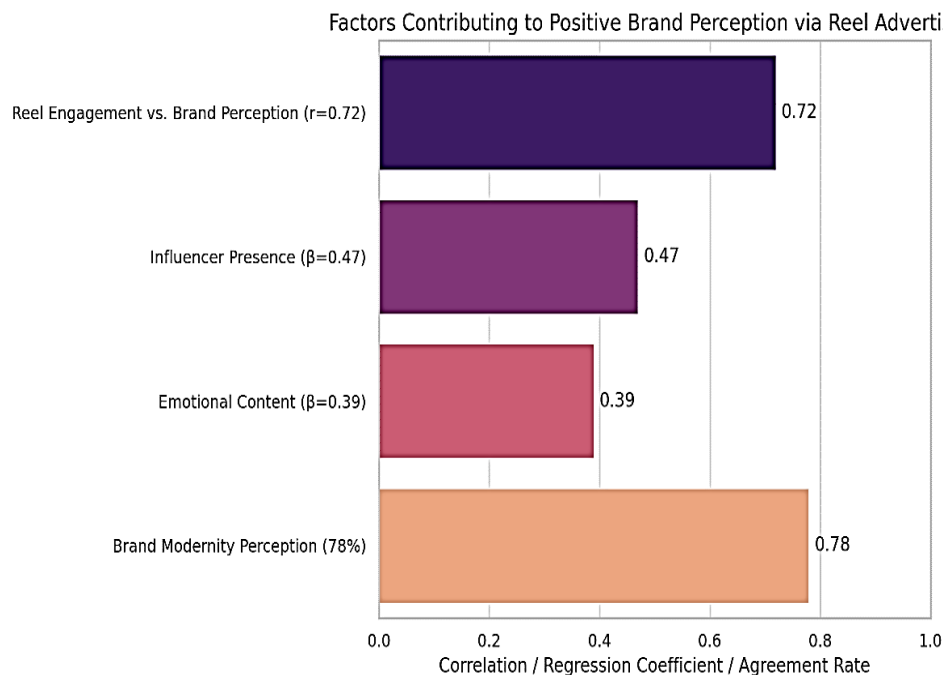


Figure 2: Key Predictors of Positive Brand Perception through Reel Advertising

Figure 2 presents a comparative analysis of key variables influencing brand perception through reel advertising. The strongest correlation is observed between the frequency of reel engagement and favorable brand perception ($r = 0.72$), indicating that regular exposure to reels enhances consumer views of brands. Regression analysis further highlights the significant impact of influencer presence ($\beta = 0.47$) and emotional content ($\beta = 0.39$) on improved brand perception. Additionally, 78% of respondents agreed or strongly agreed that reel advertisements contribute to a brand's image as modern, youthful, and approachable. These findings

emphasize the psychological and emotional mechanisms through which reels shape consumer attitudes.

- **Influence on Product Selection-** Approximately 65% of participants acknowledged purchasing a product after watching a reel advertisement. Notably, product categories like fashion, cosmetics, and food & beverages were most impacted. Regression analysis showed a significant relationship between perceived authenticity of the reel ($\beta = 0.52$, $p < 0.01$) and the likelihood of product selection.

A strong influence of social proof was also noted; respondents reported higher purchase intent when reels

included user reviews or showed other users engaging with the product.

B. Content Analysis Findings

From the analysis of 50 high-performing branded reels:

- 68% featured influencers, with micro-influencers (10K–100K followers) proving more effective in comment sentiment than macro-influencers.
- 84% were under 30 seconds, suggesting shorter reels have better viewer retention and engagement.
- Visual storytelling, especially reels with humor or emotional appeal, received significantly more likes and shares.
- The most successful reels utilized fast-paced editing, upbeat music, and direct product demonstration.

This result confirms that reel advertising plays a significant role in shaping brand perception and influencing consumer purchase decisions. Emotional content, influencer association, and visual aesthetics emerged as the three most influential components.

Interestingly, while influencer presence improved brand trust, over-commercialized reels received negative feedback in the comments—indicating a fine balance between promotion and authenticity is critical. Moreover, the compact nature of reels compels brands to communicate messages more effectively, pushing for innovation in storytelling and content design.

V. CONCLUSION

This study examined the growing influence of reel advertising on consumer brand perception and product selection, with a particular focus on short-form videotape platforms similar as Instagram Reels, YouTube Films, and Facebook reels. The findings punctuate that reel advertising significantly shapes how consumers view and interact with brands, particularly among youngish demographics who engage with reels daily.

A strong positive correlation was observed between the frequency of reel engagement and favorable brand perception, indicating that repeated exposure to ingrained reels enhances recognition and recall of brand rudiments similar as ensigns, taglines, and product features. The presence of influencers and emotionally driven content surfaced as crucial predictors of advanced brand perception, demonstrating the power of relatability and liar in shaping consumer attitudes.

Moreover, 78 of the respondents perceived brands featured in reels as more modern, youthful, and approachable, suggesting that reel advertising not only informs but also refreshes brand identity. These comprehensions were set up to directly impact coping geste, as consumers who linked with the tone and content of reels were more inclined to consider and elect the advertised products.

Overall, reel advertising isn't just a transitory digital trend it is a strategic branding tool that leverages visual liar, emotional appeal, and social evidence to drive consumer engagement and influence product selection. For marketers, this emphasizes the need to invest in authentic, influencer-driven, and emotionally reverberative reel content to strengthen brand positioning in a decreasingly competitive digital geography.

REFERENCES

1. Chanthinok, K., Ussahawanitchakit, P., and Jhundra-indra, P., "Social media marketing strategy and marketing outcomes: A conceptual framework," in *Allied Academies International Conference. Academy of Marketing Studies. Proceedings*, vol. 20, no. 2, p. 35, Jul. 2015. Jordan Whitney Enterprises, Inc. Available from: <https://tinyurl.com/33czkk6d>
2. Laura Chaves, "25+ Instagram Reels Statistics, Data, & Trends (2025)," Available from: <https://vidico.com/news/instagram-reels-statistics/>
3. Murthy, Y., Chodisetty, R. M., Padmaja, R., Reddy, V. J., and Aloori, S., "Brand Evangelism in the Digital Era: The Impact of Data-Driven Influencer Marketing," in *International Conference on Leveraging Emerging Technologies and Analytics for Development*, pp. 245–261, 2025. Springer, Singapore. Available from: https://link.springer.com/chapter/10.1007/978-981-96-2548-2_13
4. Lorelli, C., *EMOTIONAL MARKETING: WHAT EMOTIONS IMPROVE MEMORY?*, 2024. Available from: <https://scholarworks.calstate.edu/concern/projects/k643b809p>
5. T. Kaplan, "Social media's role in consumer decision-making," *J. Marketing Res.*, vol. 57, no. 1, pp. 88–102, 2021. Available from: <https://doi.org/10.1080/08961530.2020.1795043>
6. Ausin-Azofra, J. M., Bigne, E., Ruiz, C., Marín-Morales, J., Guixeres, J., and Alcañiz, M., "Do you see what I see? Effectiveness of 360-degree vs. 2D video ads using a neuroscience approach," *Frontiers in Psychology*, vol. 12, 612717, 2021. Available from: <https://doi.org/10.3389/fpsyg.2021.612717>
7. Nelson-Field, K., *ATTENTION ECONOMY*, 2024. Available from: <https://link.springer.com/book/10.1007/978-981-97-0084-4>
8. Fatimah, A. F., "Utilization of Short-Form Videos (TikTok, Reels, Shorts) to Increase Brand Engagement and Visibility," *Journal of Digital Marketing and Search Engine Optimization*, vol. 2, no. 1, pp. 16–32, 2025. Available from: <https://doi.org/10.59261/jseo.v2i1.7>
9. K. N. Mistri, "The Influence of Short Form Video Content on Consumer Engagement," *Int. J. Multidiscip. Res.*, vol. 7, no. 1, Jan. 2025. Available from: <https://doi.org/10.25215/9389476763.39>
10. Mina, K. Z. L., and Kimb, S. H., "The Impact of Influencer Credibility and Short Video Attributes on User Attitudes and Adoption of Instagram Reel Advertising," *Asia Pacific Journal of Information Systems*, vol. 35, no. 1, pp. 119–145, 2025. Available from: <https://www.apjis.or.kr/pdf/35-1-6.pdf>
11. Hong, S., *The Instagram Reels Effect: How the viewing order and valence of emotions impact willingness-to-pay and perception of advertisements*, 2022. Available from: <https://deepblue.lib.umich.edu/handle/2027.42/172883>
12. K. Gangi, M. Pawar, and P. Aggarwal, "Impact of Advertisement Intensity on Market Risk of a Firm: A Study on the Indian Consumer Goods Sector," *Int. J. Innovative Res. Eng. Manage. (IJIREM)*, vol. 8, no. 6, pp. 991–996, 2021. Available from: <https://tinyurl.com/pk7w9kjj>
13. C. Zeng, "Unveiling the Impact of Short Videos: Consumption Behavior and Decision Making," *Highlights Bus. Econ. Manage.*, vol. 21, pp. 469–474, 2023. Available from: <https://tinyurl.com/4yn6nhxb>
14. B. G. Pratama *et al.*, "Neuromarketing Study of Purchase Decisions Using Advertising Videos Based on EEG Signal Analysis," in *Proc. IEEE IAICT*, Jul. 2024. Available from: <https://ieeexplore.ieee.org/abstract/document/10617623>
15. Shukla *et al.*, "Looking Beyond a Clever Narrative: Visual Context and Attention are Primary Drivers of Affect in Video Ads," *arXiv*, Aug. 2018. Available from: <https://doi.org/10.1145/3242969.3242988>

16. Violot *et al.*, "Shorts vs. Regular Videos: Comparative Analysis of User Engagement," *arXiv*, Mar. 2024. Available from: <https://doi.org/10.1145/3614419.3644023>
17. K. Sokolova and H. Kefi, "How Credibility and Parasocial Interaction Influence Purchase Intentions," *J. Retailing Consum. Serv.*, Jan. 2019. Available from: <https://doi.org/10.1016/j.jretconser.2019.01.011>
18. L. D. Hollebeek and K. Macky, "Digital Content Marketing's Role in Fostering Consumer Engagement," *J. Interact. Market.*, Feb. 2019. Available from: <https://doi.org/10.1016/j.intmar.2018.07.003>
19. Q. Liu, S.-K. Yu, and Y. Yang, "The Effects of Sponsorship Disclosure in Short Form Video," *Computers Hum. Behav.*, vol. 150, 2023. Available from: <https://doi.org/10.1016/j.chb.2023.107969>