



# A STUDY ON THE INFLUENCE OF INSTAGRAM REELS ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO COSMETIC PRODUCTS IN COIMBATORE CITY

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## ABSTRACT

In the modern digital era, social media platforms play a significant role in shaping consumer decisions. Among these platforms, Instagram Reels has emerged as a powerful short-form video tool for marketing. It enables brands and influencers to present products through engaging and visually appealing content. The study aims to analyse how Instagram Reels affect consumer purchase decisions and preferences. It also focuses on the impact of content features such as product demonstrations, tutorials, and influencer reviews. Primary data were collected from 120 respondents using a structured questionnaire. The study adopts a descriptive research design for analysing consumer behaviour. Statistical tools such as percentage analysis, Likert scale analysis, and Chi-square test were used. The findings show that a majority of respondents actively use Instagram and watch cosmetic-related Reels. Most respondents have noticed promotional content and are influenced by it. Influencers and visual content play a major role in attracting consumer attention. A significant number of respondents have purchased cosmetic products after watching Instagram Reels. Product demonstration is identified as the most influential factor affecting purchase decisions. The Likert scale analysis indicates a moderate level of influence on purchase intention. Consumers tend to evaluate products before making final decisions. The Chi-square test reveals no significant relationship between age and influence of Instagram Reels. This indicates that the platform affects consumers similarly across different age groups. Overall, the study concludes that Instagram Reels is an effective marketing tool influencing consumer behaviour.

**KEYWORDS:** Instagram Reels, Consumer Buying Behaviour, Cosmetic Products, Social Media Marketing, Influencer Marketing, Purchase Intention, Digital Marketing.

## INTRODUCTION

Social media has become an important part of modern life and strongly influences how consumers gather information and make purchasing decisions. With the increasing use of smartphones and internet access, consumers depend on social media platforms to learn about products and services. Among these platforms, Instagram has gained great popularity due to its visually attractive content and interactive features. One of its most influential features is Instagram Reels, which allows users to create and watch short, engaging videos. These videos often include product reviews, tutorials, demonstrations, influencer promotions, and advertisements. The short-video format helps consumers quickly understand product features and benefits. As a result, Instagram Reels has become an effective marketing tool for businesses. The cosmetic industry particularly benefits from this platform because cosmetic products require visual demonstration. Through Reels, brands and influencers showcase product usage, highlight benefits, and display results. This helps consumers gain better product understanding and reduces uncertainty before purchasing. Consumer buying

behaviour involves recognising needs, searching for information, evaluating alternatives, and making purchase decisions. Therefore, this study examines the influence of Instagram Reels on consumer buying behaviour with reference to cosmetic products.

## STATEMENT OF THE PROBLEM

Social media platforms have become important marketing channels for businesses to promote their products and services. Among these platforms, Instagram Reels has gained significant popularity as an effective medium for advertising cosmetic products through short and engaging videos. Cosmetic brands and influencers use Instagram Reels to present product reviews, tutorials, demonstrations, and promotional content that attracts consumers' attention. Many consumers watch these videos to gain information about cosmetic products and understand their features before making purchasing decisions. However, although Instagram Reels is widely used as a marketing strategy, the extent to which it influences consumer buying behaviour and brand preference is still unclear. Various content elements such as influencer opinions, customer reviews, and visual demonstrations may affect consumers in different ways. Therefore, it is important to examine how Instagram Reels influences consumer behaviour in purchasing cosmetic products.

## OBJECTIVES OF THE STUDY

1. To study the role of Instagram Reels in influencing consumer buying behaviour towards cosmetic products.
2. To analyse the impact of content features of Instagram Reels on consumers' purchase decisions.
3. To examine the relationship between consumers' exposure to Instagram Reels and their preference for cosmetic brands.

## RESEARCH METHODOLOGY

The study titled "Influence of Instagram Reels on Consumer Buying Behaviour with Reference to Cosmetic Products" follows a descriptive research design to examine how Instagram Reels affect consumer buying behaviour. The main objective of the study is to understand consumer responses in terms of interest, engagement, and purchase intention towards cosmetic products. The research is carried out among individuals who regularly watch cosmetic-related Instagram Reels. This approach helps in analysing the opinions and experiences of respondents regarding the impact of Instagram Reels on their buying decisions.

## DATA COLLECTION

The study is based on both primary and secondary sources of data. Primary data were collected directly from respondents using a structured questionnaire to understand their views on Instagram Reels and their influence on purchase decisions. Secondary data were collected from books, journals, research articles, websites, and other reliable online sources related to social media marketing, consumer buying behaviour, and cosmetic products. These sources provided background support for the study.

## SAMPLING TECHNIQUES

The study focuses on Instagram users who watch cosmetic-related Reels and purchase cosmetic products. A convenience sampling method was used to select respondents based on their availability and willingness to participate. A total of **120 respondents** were selected for the study. The sample helped in analysing consumer behaviour and understanding how Instagram Reels influence purchase decisions.

## TOOLS AND TECHNIQUES

- Percentage Analysis
- Likert scale Analysis (Mean and Standard Deviation)
- Chi-Square Analysis

## REVIEW OF LITERATURE

**Mistri (2025)** in his study on short-form video content examined its impact on consumer engagement in digital marketing. The main objective of the study was to analyse how elements like storytelling, personalization, and authenticity influence consumer behaviour. The study adopted a descriptive research design and collected primary data through structured questionnaires. Secondary data were gathered from journals and online sources. The findings revealed that engaging and relatable short-form videos significantly increase consumer interaction and influence purchase decisions. The study concluded that short-form video content plays a vital role in shaping consumer buying behaviour.

**Pandey, Sachan and Gupta (2025)** analysed the influence of short-video platforms such as Instagram Reels on consumer behaviour, especially among Generation Z users. The objective was to study usage patterns, content preference, and their effect on purchasing decisions. The study adopted a descriptive research design using survey-based primary data. Secondary data were collected from digital marketing sources. The findings showed that Instagram Reels,

due to its high engagement and algorithm-based content delivery, strongly influences consumer choices. The study concluded that short-form video platforms significantly impact consumer buying behaviour.

**Akshaya and Lakshmi (2024)** studied the impact of influencer marketing on cosmetic buying behaviour. The main objective was to analyse how influencer credibility, trust, and brand perception affect consumer decisions. The study used a descriptive research design and collected primary data through questionnaires. Secondary data were gathered from journals and websites. The findings revealed that influencer credibility has a significant influence on consumer purchase intention. The study concluded that influencers play an important role in shaping cosmetic product purchases.

**Wong (2023)** examined the role of cosmetic short videos in influencing consumer purchase intention. The study focused on factors such as content usefulness, user comments, and influencer presence. A descriptive research design was adopted using both primary and secondary data. The data were analysed using statistical techniques to identify key factors. The findings showed that informative content and positive reviews significantly affect consumer buying decisions. The study concluded that short-form videos are an effective promotional tool for cosmetic products.

**Dou and Zhang (2023)** analysed the impact of short video advertisements on consumer buying behaviour. The objective of the study was to examine the role of emotional appeal, repeated exposure, and influencer endorsement. The study adopted a descriptive research design with both primary and secondary data sources. The collected data were analysed using statistical tools. The findings revealed that these factors significantly increase consumer purchase intention. The study concluded that short video advertisements strongly influence consumer decision-making.

## RESULTS AND DISCUSSION

### 1. PERCENTAGE ANALYSIS

**TABLE 1: DEMOGRAPHIC PROFILE OF RESPONDENTS**

Variable	Category	No. of Respondents	Percentage (%)
Gender	Female	92	76.7
	Male	28	23.3
Age	Below 18 Years	9	7.5
	18–25 years	76	63.3
	26–35 years	32	26.7
	Above 35 years	3	2.5
Occupation	Student	64	53.3
	Employed	34	28.3
	Homemaker	10	8.3
	Business	10	8.3
	Others	2	1.7
Monthly Income	Below ₹10,000	12	10.0
	₹10,001–₹20,000	12	10.0
	₹20,001–₹30,000	25	20.8
	Above ₹30,000	15	12.5
	No Income	56	46.7
Area of Residence	Urban	53	44.2
	Semi-Urban	54	45.0
	Rural	13	10.8

### INFERENCE

The majority of respondents are female (76.7%) and belong to the 18–25 years age group (63.3%), indicating that young women are the main users of Instagram Reels for cosmetic content. Most respondents are students (53.3%) and a large portion have no income (46.7%). The respondents are mainly from urban and semi-urban areas, showing higher social media usage in these regions.

**TABLE 2: INSTAGRAM USAGE AND COSMETIC REEL WATCHING BEHAVIOUR**

Variable	Category	No. of Respondents	Percentage (%)
Instagram Usage	Yes	104	86.7
	No	16	13.3
Time Spent per Day	Less than 1 hour	47	39.2
	1–2 hours	54	45.0
	More than 2 hours	19	15.8
Frequency of Watching Cosmetic Reels	Frequently	33	27.5
	Occasionally	56	46.7
	Rarely	28	23.3
	Never	3	2.5
Noticed Cosmetic Promotions	Yes	101	84.2
	No	19	15.8

**INFERENCE**

The majority of respondents (86.7%) use Instagram, showing its wide popularity. Most users spend 1–2 hours daily (45%), indicating moderate usage. A large number of respondents occasionally watch cosmetic Reels (46.7%), while only a few never watch them. Additionally, 84.2% have noticed cosmetic promotions, which shows that Instagram Reels are highly effective in creating product visibility.

**TABLE 3: COSMETIC CONTENT PREFERENCES AND PURCHASE BEHAVIOUR**

Variable	Category	No. of Respondents	Percentage (%)
Major Promoters	Influencers	57	47.5
	Brands	48	40.0
	Celebrities	15	12.5
Type of Reels Attracting Respondents	Before-and-After Videos	37	30.8
	Tutorials	37	30.8
	Product Reviews	36	30.0
	Brand Advertisements	7	5.8
Cosmetic Category Mostly Watched	Makeup	40	33.3
	Skincare	29	24.2
	Haircare	27	22.5
	All of the Above	24	20.0
Purchased After Watching Reels	Yes	91	75.8
	No	29	24.2
Action taken after watching cosmetic-related reels	Search for more information	50	41.7
	Purchase the product	31	25.8
	Compare with other brands	30	25.0
	No action	9	7.5
Factor Influencing Purchase Decision	Product Demonstration	48	40.0
	Customer Reviews	36	30.0
	Influencer Credibility	26	21.7
	Discounts or Offers	10	8.3

**INFERENCE**

The data shows that influencers (47.5%) are the major promoters influencing respondents. Most respondents are attracted to before-and-after videos and tutorials (30.8%), followed closely by product reviews. Makeup (33.3%) is the most watched cosmetic category. A majority (75.8%) have purchased products after watching Reels, and many users search for more information (41.7%) before buying. Product demonstration (40%) is the most important factor influencing purchase decisions.

**2. LIKERT SCALE ANALYSIS**

**TABLE -4**  
**LIKERT SCALE - INFLUENCE OF INSTAGRAM REELS ON PURCHASE INTENTION TOWARDS COSMETIC PRODUCTS**

Particulars	N	Mean	Std. Deviation
Instagram Reels influence my cosmetic purchase decisions	120	2.64	1.724
Instagram Reels motivate me to try new cosmetic products	120	2.43	1.294
I trust cosmetic products promoted through Instagram Reels	120	2.91	1.123
Influencer reviews on Instagram Reels increase my purchase intention	120	3.50	1.152
Instagram Reels are more engaging than traditional cosmetic advertisements	120	3.53	1.359

(Source: Primary Data)

**INFERENCE**

The highest mean score (3.53) indicates that most respondents agree that Instagram Reels are more engaging than traditional cosmetic advertisements, reflecting a strong preference for video-based content in influencing consumer behaviour.

**TABLE -5**  
**LIKERT SCALE - INFORMATION QUALITY**

Particulars	N	Mean	Std. Deviation
Instagram Reels strongly influence my decision to purchase cosmetic products.	120	4.22	0.954
Influencer reviews on Instagram Reels increase my interest in cosmetic products.	120	3.97	0.825
Instagram Reels help me compare different cosmetic brands.	120	2.73	0.959
I purchase cosmetic products immediately after watching Instagram Reels.	120	2.01	0.874
I fully trust the cosmetic product information shared through Instagram Reels.	120	2.07	1.554

(Source: Primary Data)

**INFERENCE**

The highest mean score (4.22) indicates that most respondents agree that Instagram Reels strongly influence their decision to purchase cosmetic products, reflecting a significant impact on consumer buying behaviour.

**3. CHI-SQUARE ANALYSIS**

**TABLE NO. 6**  
**CHI-SQUARE TABLE SHOWING THE RELATIONSHIP BETWEEN AGE AND INFLUENCE OF INSTAGRAM REELS ON COSMETIC PURCHASE DECISIONS**

TEST	VALUE	df	P-value
Pearson Chi-Square	8.243	12	0.766

- Null Hypothesis ( $H_0$ ): There is no association between age and the influence of Instagram Reels on cosmetic purchase decisions.
- Alternate Hypothesis ( $H_1$ ): There is an association between age and the influence of Instagram Reels on cosmetic purchase decisions.
- If  $p\text{-value} < 0.05 \rightarrow$  Accept  $H_1$ , Reject  $H_0$   
If  $p\text{-value} > 0.05 \rightarrow$  Accept  $H_0$ , Reject  $H_1$

**INFERENCE:**

Since the p-value (0.766) is greater than 0.05, there is no significant relationship between age and the influence of Instagram Reels on cosmetic purchase decisions. Therefore, the null hypothesis ( $H_0$ ) is accepted.

**TABLE NO. 7**  
**CHI-SQUARE TABLE SHOWING THE RELATIONSHIP BETWEEN INFLUENCER REVIEWS AND PURCHASE INTENTION OF COSMETIC PRODUCTS**

TEST	VALUE	df	P-value
Pearson Chi-Square	6.321	4	0.176

- Null Hypothesis ( $H_0$ ): There is no association between influencer reviews and purchase intention of cosmetic products through Instagram Reels.
- Alternate Hypothesis ( $H_1$ ): There is an association between influencer reviews and purchase intention of cosmetic products through Instagram Reels.
- If p-value < 0.05 → Accept  $H_1$ , Reject  $H_0$
- If p-value > 0.05 → Accept  $H_0$ , Reject  $H_1$

#### INFERENCE:

Since the p-value (0.176) is greater than 0.05, there is no significant relationship between influencer reviews and purchase intention. Therefore, the null hypothesis ( $H_0$ ) is accepted.

#### FINDINGS

##### A. Percentage Analysis

- Majority of respondents (76.7%) are female.
- Most respondents (63.3%) belong to the 18–25 years age group.
- A large portion (53.3%) are students, and 46.7% have no income.
- Respondents are mainly from semi-urban (45%) and urban areas (44.2%).
- A large majority (86.7%) use Instagram.
- Most respondents (45%) spend 1–2 hours per day.
- Majority (46.7%) occasionally watch cosmetic Reels, while 27.5% watch frequently.
- Only 2.5% never watch cosmetic Reels.
- A high proportion (84.2%) have noticed cosmetic promotions.
- Influencers (47.5%) are the major promoters.
- Before-and-after videos and tutorials (30.8% each) are the most attractive content.
- Makeup (33.3%) is the most watched category.
- A majority (75.8%) purchased products after watching Reels.
- Most respondents (41.7%) search for more information before purchase.
- Product demonstration (40%) is the key factor influencing purchase decisions.

##### B. Likert Scale Analysis

- Instagram Reels strongly influence purchase decisions (Mean = 4.22).
- Influencer reviews increase interest (Mean = 3.97).
- Instagram Reels are more engaging than traditional ads (Mean = 3.53).
- Influencer reviews increase purchase intention (Mean = 3.50).
- Moderate trust in products promoted through Reels (Mean = 2.91).
- Moderate influence on decision-making (Mean = 2.64).
- Moderate comparison behaviour (Mean = 2.73).
- Low motivation to try new products (Mean = 2.43).
- Low immediate purchase behaviour (Mean = 2.01).
- Low trust in product information (Mean = 2.07).

##### C. Chi-Square Analysis

- No significant relationship between age and influence of Instagram Reels ( $p = 0.766$ ).
- No significant relationship between influencer reviews and purchase intention ( $p = 0.176$ ).

#### SUGGESTIONS

Marketers should focus on young female consumers, especially students, by offering affordable pricing and targeting urban and semi-urban areas. Brands should strengthen Instagram marketing by creating engaging Reels, particularly influencer-based content, tutorials, and product demonstrations. Efforts should be made to improve trust through accurate information and convert consumer interest into actual purchases using offers and effective strategies. Since demographic factors show no significant impact, companies should focus more on content quality and persuasive marketing techniques.

#### CONCLUSION

The study concludes that Instagram Reels significantly influence consumer buying behaviour, especially among young female users. While Reels effectively increase engagement, interest, and product visibility, consumers often seek additional information before purchasing due to moderate trust levels. Influencer content and engaging visuals play a

key role in decision-making, but demographic factors show no significant impact. Overall, Instagram Reels are an effective marketing tool, but improving trust and conversion strategies is essential.

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