

EXPLORING KEY DRIVERS BEHIND GEN Z ADOPTION OF INSTAGRAM REELS

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Instagram (IG), a prominent photo and video sharing app, launched its "Instagram Reels" feature in 2020 and saw an immediate surge in popularity. Fashion firms are increasingly using Instagram Reels as a crucial advertising tool due to the increase in interaction. This study aims to examine the variables affecting IG Reels' acceptability and examine Gen Z users' usage trends. The Technology Acceptance Model (TAM) was used as the framework for this study to evaluate how Gen Z perceives Reels' utility for a range of uses, including entertainment, data storage, and self-expression, as well as how user-friendly the platform is. Data was gathered using a convenience sampling technique using a Google Forms survey, and 118 valid answers were received. Descriptive statistics, factor analysis, and logistic regression were involved in the data analysis. According to the results, users browse Instagram Reels about eleven times a day, with the peak engagement between six o'clock and midnight. The study found that novelty, documentation, self-promotion, design, and escapism are the five main factors that influence Reels' adoption. Given the importance of IG Reels as a marketing channel and its strong appeal among Gen Z, fashion brands must craft comprehensive social media strategies that prioritize this platform. Recommendations include posting content during peak usage hours and leveraging user-generated content (UGC) to enhance customer engagement and foster a sense of community. By motivating users to create content, brands can create a more interactive experience, ensuring they resonate with their target audience effectively. This strategic approach will maximize the potential of IG Reels in brand promotion and customer connection.

Keywords: Instagram, Reels, Social media marketing, UGC, Usage behavior