



International Journal of Research Publication and Reviews

Journal Homepage: www.ijrpr.com ISSN 2582-7421

The Influence of Instagram Reels on the Clothing Purchase Decisions of Female Students at Private Universities in Guntur District

Buddha Venkata Ranga Siva Ram Prasad¹, Dr. Md. Mazharunnisa²

¹ Undergraduate Research Student, Department of Business Administration, KL Business School, Koneru Lakshmaiah Education Foundation, Vaddeswaram, Guntur, Andhra Pradesh, India. Email: sivaram.buddha@gmail.com

² Associate Professor, Department of Business Administration, KL Business School, Koneru Lakshmaiah Education Foundation, Vaddeswaram, Guntur, Andhra Pradesh, India. Email: drmazhar28@kluniversity.in

DOI : <https://doi.org/10.55248/gengpi.07.1026.3244>

ABSTRACT

This study examines the influence of Instagram Reels on the clothing purchase decisions of female students at private universities in Guntur District, Andhra Pradesh. The study focuses on six Instagram Reels factors: entertainment value, visual appeal, content quality, product information, brand promotion and user engagement. A quantitative approach and descriptive research design were adopted. Primary data were collected through a structured five-point Likert-scale questionnaire using convenience sampling. The analysis is based on 107 completed responses. Frequency and percentage analysis, descriptive statistics, reliability analysis, Pearson correlation and multiple regression were used. The overall relationship between the composite Instagram Reels factors and clothing purchase decisions was strong and positive ($r = 0.842$, $p < .001$). The regression model was statistically significant and explained 83.2% of the variance in clothing purchase decisions. Among the six factors, user engagement ($\beta = 0.687$), brand promotion ($\beta = 0.377$) and visual appeal ($\beta = 0.258$) were significant positive predictors, whereas entertainment value and product information were not significant unique predictors. Content quality showed a significant but negative coefficient despite a positive correlation, which is attributed to high overlap (multicollinearity) among the predictors and is interpreted with caution. The study provides practical insights for clothing retailers and digital marketers on using short-form video content to engage young female consumers.

Keywords: Instagram Reels; clothing purchase decisions; social media marketing; consumer behaviour; female university students; digital marketing.

1. INTRODUCTION

1.1 Background

Instagram has become an important digital marketing platform because of its visual format, high user engagement and ability to connect brands with young consumers. Instagram Reels, as a short-form video feature, allow clothing businesses to present fashion trends, styling ideas, product demonstrations, reviews and promotional content in an engaging format.

Clothing purchase decisions among young consumers may be influenced by visual presentation, product information, brand exposure and interaction with social media content. Female university students are an important segment of the clothing market because of their active use of social media and interest in fashion trends.

The present study focuses on female students at private universities in Guntur District, Andhra Pradesh. It examines whether the characteristics of Instagram Reels are associated with clothing purchase decisions and identifies which factors show stronger statistical relationships within the surveyed sample.

1.2 Problem Statement

Although previous research has examined influencers, social media marketing and Instagram-based shopping behaviour, limited research has specifically examined Instagram Reels in relation to clothing purchase decisions among female students in the local private-university context. This study addresses that specific gap.

1.3 Significance of the Study

The study can help clothing retailers and fashion marketers understand how short-form video content relates to young consumers' clothing purchase behaviour. It also contributes to the academic literature on social media marketing and consumer behaviour by focusing on Instagram Reels in a specific geographic and student context.

1.4 Scope of the Study

The study is limited to female students at private universities in Guntur District and focuses on Instagram Reels and clothing purchase decisions. The findings should therefore be interpreted within the scope of the surveyed sample.

2. REVIEW OF LITERATURE AND RESEARCH GAP

2.1 Review of Previous Studies

Djafarova and Rushworth (2017) found that the credibility and relatability of Instagram celebrities influenced the purchase decisions of young female consumers. However, their study did not focus on Instagram Reels or on India.

Salem and Chaichi (2018) reported that attitude and subjective norms positively influenced purchase intention toward luxury fashion in Malaysia. Instagram Reels were not examined in their study.

Sokolova and Kefi (2020) showed that influencer credibility and parasocial interaction increased purchase intentions in beauty and fashion. Their study focused on Instagram and YouTube influencers rather than Reels.

Patel and Patel (2020) found that social media increased product awareness, engagement and brand preference in the Indian fashion industry. However, the study did not specifically examine Reels or female university students.

Catherine and Meena Rani (2023) reported that Instagram-related factors influenced Indian consumers' fashion-apparel purchase intention. Their study addressed general Instagram shopping rather than Reels or female private-university students.

Walgamage and Rathnasiri (2023) examined Instagram Reels in Sri Lankan fashion clothing purchase intentions. They reported significant relationships involving short-video content, customer experience and perceived value, with perceived value emerging as a major predictor. Their setting differs from the present Indian university-student context.

2.2 Research Gap

Previous studies have examined Instagram influencers, social media marketing, influencer credibility and fashion purchase behaviour, but limited research has specifically focused on Instagram Reels and clothing purchase decisions. Very few studies have examined female students at private universities in Guntur District, Andhra Pradesh. Therefore, the present study addresses this specific contextual and platform-related gap.

2.3 Conceptual Framework

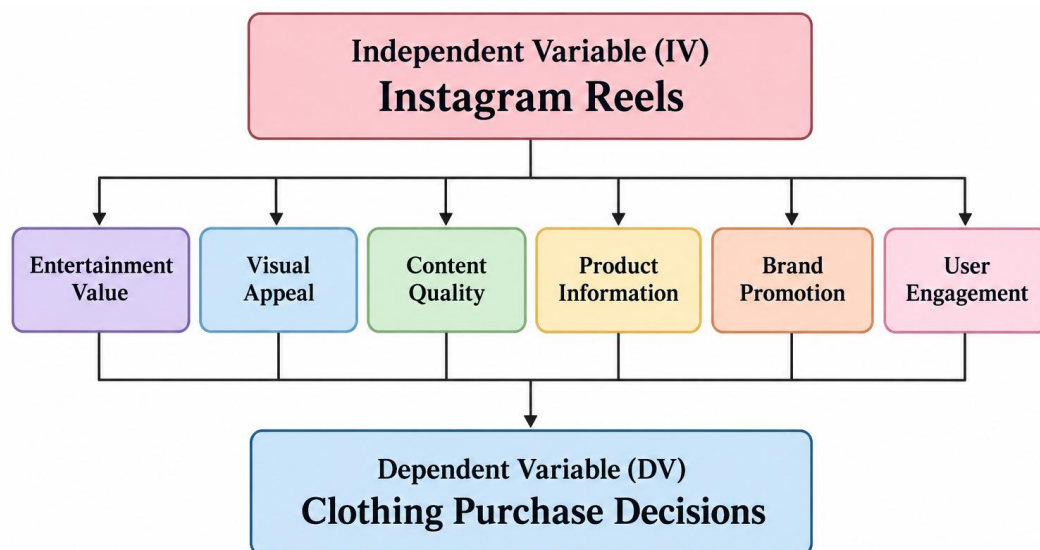


Figure 2.1 Conceptual Framework

3. OBJECTIVES AND HYPOTHESES

3.1 Objectives of the Study

The study aims to examine the influence of Instagram Reels on the clothing purchase decisions of female students at private universities in Guntur District, by studying the effect of the following six factors:

The entertainment value of Instagram Reels.

The visual appeal of Instagram Reels.

The content quality of Instagram Reels.

The product information provided through Instagram Reels.

The brand promotion done through Instagram Reels.

The user engagement with Instagram Reels.

3.2 Hypotheses of the Study

H0 (Null Hypothesis): The composite Instagram Reels score is not significantly associated with clothing purchase decisions among the surveyed female students.

H1 (Alternative Hypothesis): The composite Instagram Reels score is significantly associated with clothing purchase decisions among the surveyed female students.

4. RESEARCH METHODOLOGY

4.1 Research Design and Sampling

The study adopted a descriptive, cross-sectional survey design with a quantitative approach. It was conducted in Guntur District, Andhra Pradesh, and the population consisted of female students studying at private universities in the district. Using convenience sampling, 107 completed responses were obtained. Primary data were collected through a structured questionnaire administered through Google Forms, using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Instagram Reels, measured through six factors, was the independent variable, and Clothing Purchase Decisions was the dependent variable. The data were analysed using frequency and percentage analysis, descriptive statistics, reliability analysis (Cronbach's alpha), Pearson correlation, multiple regression and multicollinearity diagnostics (VIF). The instrument comprised 30 questions: six on respondents' profiles and Instagram usage, 18 on the six Reels factors (three per factor), and six on clothing purchase decisions.

4.2 Variables

The independent variable is Instagram Reels, operationalised through Entertainment Value, Visual Appeal, Content Quality, Product Information, Brand Promotion and User Engagement. The dependent variable is Clothing Purchase Decisions.

4.3 Data Collection and Ethics

The questionnaire was administered electronically. Participation was voluntary and responses were used for academic research. The analysis presents aggregated results and does not identify individual respondents.

4.4 Data Analysis Procedure

Construct scores were calculated as the mean of the items of each construct, and the composite Instagram Reels score (used to test the hypotheses) as the mean of all 18 Reels items. Reliability was assessed with Cronbach's alpha, bivariate relationships with Pearson's correlation, and the unique effects of the six factors with multiple regression (standardised coefficients). Multicollinearity was checked with variance inflation factors (VIF), and hypotheses were tested at the 5% significance level.

5. DATA ANALYSIS AND INTERPRETATION

The analysis is based on 107 completed questionnaire responses. Frequency and percentage analysis were used for respondent profile and Instagram-usage characteristics.

5.1 Profile and Instagram Usage

Table 5.1 Respondent Profile and Instagram Usage (N = 107)

Variable	Response	Frequency	Percentage (%)
Age	18–20	87	81.31
	21–23	14	13.08
	Below 18	4	3.74
	24 and above	2	1.87
Year of Study	3rd Year	89	83.18
	1st Year	9	8.41
	4th Year / Final Year	6	5.61
	2nd Year	3	2.8
Instagram Usage	Several times a day	79	73.83
	Once a day	26	24.3
	A few times a week	1	0.93
	Rarely	1	0.93
Daily Instagram Time	1–2 hours	78	72.9
	More than 2 hours	20	18.69
	30 minutes–1 hour	7	6.54
	Less than 30 minutes	2	1.87
Watching Reels	Very frequently	53	49.53
	Sometimes	27	25.23
	Frequently	25	23.36
	Rarely	1	0.93
	Never	1	0.93
Fashion Reels	Frequently	52	48.6
	Sometimes	37	34.58
	Very frequently	11	10.28
	Rarely	5	4.67
	Never	2	1.87

Overall, the respondents were predominantly aged 18–20 and in their third year of study. Most used Instagram several times a day (73.83%), spent 1–2 hours a day on it (72.90%), and watched Reels frequently or very frequently (72.90%). Nearly three-fifths (58.88%) watched fashion Reels frequently or very frequently, so the sample is an active audience for fashion Reels content.

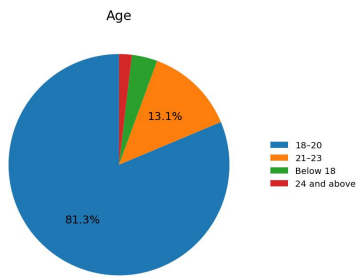


Figure 5.1 Age of Respondents

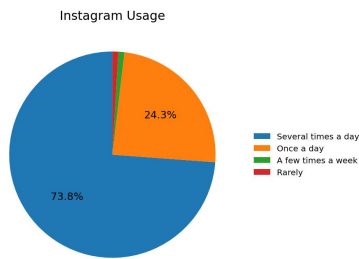


Figure 5.2 Frequency of Instagram Usage

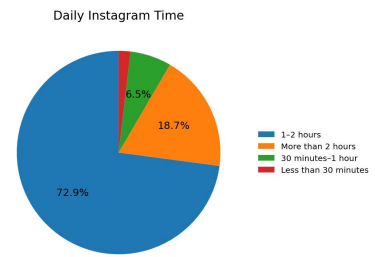


Figure 5.3 Daily Time Spent on Instagram

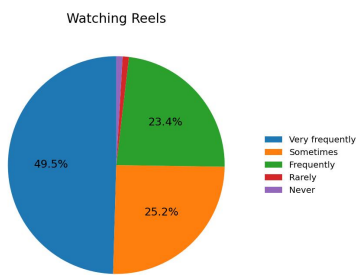


Figure 5.4 Frequency of Watching Reels

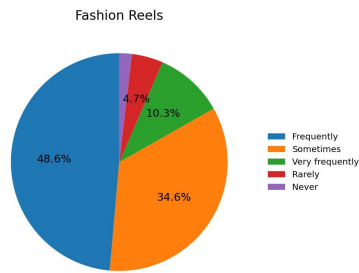


Figure 5.5 Frequency of Watching Fashion Reels

5.2 Descriptive Statistics

Table 5.2. Descriptive statistics of study variables (N = 107)

Variable	Items	Mean	Std. Deviation	N
Entertainment Value	3	3.741	0.865	107
Visual Appeal	3	3.685	0.849	107
Content Quality	3	3.769	0.812	107
Product Information	3	3.745	0.804	107
Brand Promotion	3	3.738	0.801	107
User Engagement	3	3.648	0.922	107
Clothing Purchase Decisions	6	3.717	0.854	107

The mean scores are above the neutral midpoint of 3 for all constructs, indicating generally positive perceptions of the measured Instagram Reels factors and clothing purchase decisions.

5.3 Reliability Analysis

Table 5.3. Reliability analysis (Cronbach's alpha)

Scale	Items	Cronbach's Alpha
Entertainment Value	3	0.944
Visual Appeal	3	0.935
Content Quality	3	0.95
Product Information	3	0.944
Brand Promotion	3	0.885
User Engagement	3	0.911

Scale	Items	Cronbach's Alpha
Clothing Purchase Decisions	6	0.932

All constructs recorded Cronbach's alpha values above 0.80, indicating high internal consistency. Values above 0.90 for several three-item scales also suggest that some items are closely related and may be partly redundant, which is consistent with the high overlap among the factors (Section 5.5).

5.4 Correlation Analysis

Table 5.4. Pearson correlations with clothing purchase decisions

Factor	Pearson r	p-value
Entertainment Value	0.804	< .001
Visual Appeal	0.802	< .001
Content Quality	0.7	< .001
Product Information	0.721	< .001
Brand Promotion	0.732	< .001
User Engagement	0.856	< .001

All six Instagram Reels factors showed positive and statistically significant bivariate associations with Clothing Purchase Decisions ($r = 0.700$ to 0.856); User Engagement was strongest ($r = 0.856$). Correlation indicates association and should not be interpreted as proof of causation. Because the factors are strongly related to one another, these results should be read together with the regression results in Section 5.5.

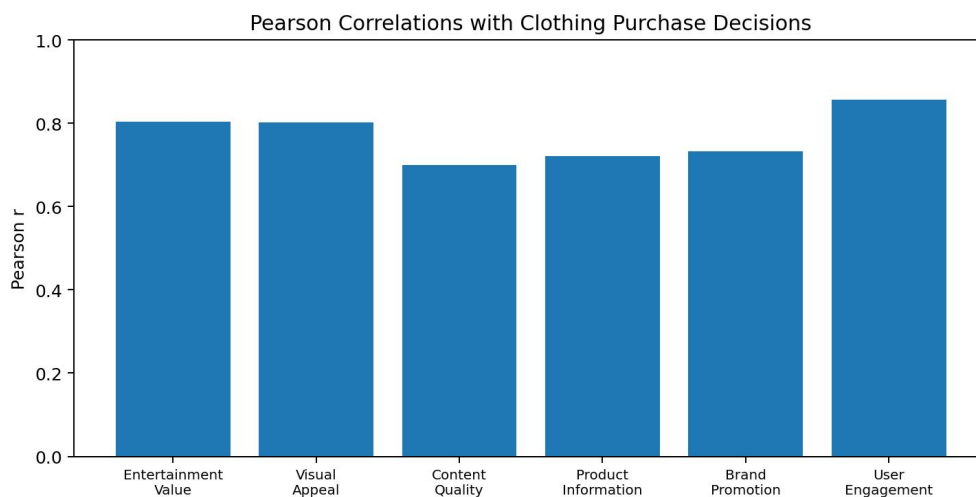


Figure 5.6 Pearson Correlations of the Six Factors with Clothing Purchase Decisions

5.5 Multiple Regression Analysis

Table 5.5. Multiple regression model summary

Statistic	Value
N	107
R-squared	0.832
Adjusted R-squared	0.822
F-statistic	82.349
Model p-value	< .001

Regression Coefficients

Table 5.6. Multiple regression coefficients

Factor	Std. Beta	p-value	Result (5% level)
Entertainment Value	0.166	0.085	Not significant
Visual Appeal	0.258	0.013	Significant
Content Quality	-0.445	< .001	Significant but negative; interpret with caution
Product Information	-0.084	0.421	Not significant
Brand Promotion	0.377	< .001	Significant
User Engagement	0.687	< .001	Significant

The overall regression model is statistically significant and explains approximately 83.2% of the variance in Clothing Purchase Decisions. User Engagement has the largest standardized coefficient, followed by Brand Promotion and Visual Appeal; Entertainment Value and Product Information are not significant unique predictors at the 5% level.

Multicollinearity Diagnostics

Content Quality had a negative regression coefficient ($\beta = -0.445$) despite a positive bivariate correlation with Clothing Purchase Decisions ($r = 0.700$). Recomputed VIF values for the six predictors, using an intercept in the regression, ranged from 3.65 to 6.65 (Entertainment Value 5.39; Visual Appeal 6.23; Content Quality 6.59; Product Information 6.47; Brand Promotion 6.65; User Engagement 3.65). This indicates appreciable predictor overlap and warrants caution when interpreting unique coefficients; it does not demonstrate that better content quality reduces purchase decisions.

5.6 Hypothesis Testing

H0 was evaluated using Pearson correlation between the composite Instagram Reels score and Clothing Purchase Decisions ($r = 0.842$, $p < .001$). The six-factor regression model was also significant, $F(6, 100) = 82.35$, $p < .001$. This cross-sectional analysis supports association, not causation.

Table 5.7. Hypothesis test results

Hypothesis	Statement	Test Result	Decision
H0	No statistically significant association between composite Instagram Reels score and clothing purchase decisions	$r = 0.842$; $p < .001$	Rejected
H1	Statistically significant association between composite Instagram Reels score and clothing purchase decisions	$r = 0.842$; $p < .001$	Supported

Note: H0 is rejected at the 5% significance level and H1 is supported as an association. Visual Appeal, Brand Promotion and User Engagement had positive significant regression coefficients; the negative Content Quality coefficient requires caution because predictors overlap (Section 5.5).

5.7 Major Findings

Respondents were mainly aged 18–20 (81.31%) and in their third year (83.18%), and most were active Instagram users (73.83% used it several times a day; 58.88% watched fashion Reels frequently or very frequently). All six Reels factors correlated positively and significantly with Clothing Purchase Decisions ($r = 0.700$ to 0.856 ; composite $r = 0.842$), and the regression model explained 83.2% of the variance. User Engagement ($\beta = 0.687$), Brand Promotion ($\beta = 0.377$) and Visual Appeal ($\beta = 0.258$) were significant positive predictors, whereas Entertainment Value and Product Information were not; the negative coefficient of Content Quality should be treated cautiously because of multicollinearity. The association null hypothesis was rejected at the 5% significance level.

6. SUGGESTIONS AND CONCLUSION

6.1 Suggestions

Visual appeal ($\beta = 0.258$): create visually appealing Reels that clearly showcase clothing designs, colours, styling and product presentation.

User engagement ($\beta = 0.687$, strongest predictor): give top priority to comments, questions, polls, calls-to-action, shares and replies to viewers.

Brand promotion ($\beta = 0.377$): use Reels consistently to strengthen brand visibility and communicate brand identity.

Product information ($r = 0.721$, but $\beta = -0.084$, $p = .421$): give clear, brief product details (price, fabric, sizes, where to buy), but as support for visual and engagement-led content, not a replacement.

Entertainment value ($r = 0.804$, but $\beta = 0.166$, $p = .085$): use storytelling, trends and relatable situations to serve the visual, brand and engagement goals of the Reel, not as a stand-alone strategy.

Content quality (mean 3.769, $r = 0.700$): maintain good production quality as a baseline, but do not rely on it alone, as its unique effect could not be interpreted reliably.

Usage pattern (73.83% use Instagram several times a day; 58.88% watch fashion Reels often): post fashion Reels regularly to stay visible to this active audience, and monitor engagement metrics (comments, shares, saves) to identify the best-performing content.

6.2 Limitations and Future Scope

The findings are limited by the geographic area, female-only population, convenience sampling, self-reported responses, concentration in the third year of study, cross-sectional design and overlap among predictors. Future studies can use larger probability-based samples, include male and female students, compare universities or districts, examine other short-form video platforms, add control variables, and use factor analysis, hierarchical regression or structural equation modelling to address overlap among the factors. An additional data-quality audit is required because unusually repetitive response patterns were identified in the source export; the robustness of the results to these patterns has not yet been established.

6.3 Conclusion

The study concludes that Instagram Reels have a strong statistical relationship with clothing purchase decisions among the surveyed female students ($r = 0.842$; $R^2 = 0.832$). User engagement, brand promotion and visual appeal showed positive significant unique associations, while entertainment value and product information did not. Content quality had a significant negative coefficient despite a positive correlation, attributed to multicollinearity. Short-form video can be an important channel for clothing businesses seeking to engage young consumers through engaging, visually appealing and brand-focused Reels. As the study is cross-sectional and based on a convenience sample, the results indicate association rather than causation and should be interpreted with caution.

REFERENCES

- Catherine, S., & Meena Rani, N. (2023). Instashoppers purchase intention regarding fashion apparels. *Academy of Marketing Studies Journal*, 27(6), 1–8. <https://www.abacademies.org/articles/instashoppers-purchase-intention-regarding-fashion-apparels.pdf>
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Patel, V. B., & Patel, K. M. (2020). How social media users' drive influences purchase intention in Indian fashion industry. *International Journal of Recent Technology and Engineering*, 8(6), 5153–5160. <https://doi.org/10.35940/IJRTE.F9944.038620>
- Salem, S. F., & Chaichi, K. (2018). Investigating causes and consequences of purchase intention of luxury fashion. *Management Science Letters*, 8, 1259–1272. <https://doi.org/10.5267/j.msl.2018.10.001>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Walgamage, E. O., & Rathnasiri, M. S. H. (2023). The impact of short video marketing on consumers' fashion clothing purchase intention in Sri Lanka: Special reference to Instagram Reels. *MURS 2023 Proceedings*, Sabaragamuwa University of Sri Lanka. <https://www.sab.ac.lk/mgmt/murs/assets/doc/AbstractProceedingsMURS2023.pdf>