



UNDERLYING MOTIVES FOR USAGE OF INSTAGRAM REELS -AN EXAMINATION OF PERSONALITY, AGE AND SOCIAL INTERACTION

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Abstract: - *This paper aims to understand how the Instagram reels has affected on the human behaviour, the impact of adopting to the changes in the social media applications and how it is helping the way of changing the entrepreneurship and their strategies.*

Keywords: *Instagram-reels, Social-Media, Social-Interactions, Consumer perception, Interactions.*

Introduction:

User-generated media (UGM) is now entrenched between the creation and distribution of web 2.0. Globally, vertical video-sharing platforms that encourage user-generated material are developing as a result of high-speed internet connectivity and widespread smartphone use. Short films on mobile devices are successfully engaging consumers' attention, according to early study and more recent studies. One of the newest trends in the social media ecosystem is vertical video sharing. After the features and choices for vertical video sharing were integrated on social media platforms like Snapchat, Facebook, and Instagram, the user-generated vertical video sharing culture gained popularity. One of the significant trends is the sharp increase in smartphone video consumption. elements that have contributed to the abrupt and raucous increase in vertical video viewing. Smartphones are especially used vertically, and because they don't need users to flip the phone, vertical videos interest viewers more than horizontal videos do. The Mobile Overview Report claims that 94% of smartphone users hold their devices vertically. And according to a recent Instagram research, 70% of millennials prefer not to turn on their cell phones to view videos. According to research by Buffer and Animoto, Facebook's vertical videos perform better in generating traffic than its landscape films.

Exclusive vertical video sharing sites like Tik Tok were created as a result of users' enthusiastic interest in vertical videos. Tik Tok quickly became popular after launching in China in 2016 by enthraling millions of fans worldwide, especially millennials and Gen Xers. With its distinctive user engagement features, Tik Tok quickly overtook Facebook and took the title of app with the largest monthly use in minutes. By December

2019, there were 81 million monthly active users (MAUs) in India, up 90% from the previous year. In that same month, users spent 5.5 billion hours on TikTok. In India, Tik Tok usage is far higher than it is globally. TikTok's success has forced several social media platforms to invest in venues for sharing vertical videos that support user-generated content. Instagram launched "Instagram Reels" to great popularity, whereas YouTube came out with "Shorts." After its release, Instagram Reels became known as a potential rival to TikTok due to its user interfacesimilarities.

Reels, Instagram's vertical video sharing function, was introduced in 2020 and made available internationally in 50 countries. According to Instagram, "Reels is a new method to create and discover short, entertaining movies. Similar to TikTok, Reels allows users to shoot and edit a fun video for 15 or 60 seconds before sharing it with friends or other Instagram users. Reels is not a distinct app, unlike its rival Tik Tok. The users can access it at the bottom of the Instagram camera because it is an Instagram platform feature. Instagram reels let users view and scroll through the videos by swiping up, and they contain a variety of audio-video editing tools and effects options. numerous users reported difficulty understand the Reels user interface posted their Tik Tok movies on Reels, prompting Instagram to issue a clear warning against uploading content that is "clearly recycled from other apps."

According to the most recent figures, with 180 million users, India has the largest Instagram audience, followed by the United States with 170 million users. 200 million digital refugees were left with an unclear future in their vertical video creation after the Indian government banned Tik Tok. For these Tik Tok exiles, Reels, a new Tik Tok clone with a sizable Instagram user base, offered the perfect online playground. According to recent data, Instagram downloads have surged by 11.4% and average time spent on the app has increased 3.5% in India after the launch of reels. These figures show that Reels has effectively competed against TikTok by interacting with its users more effectively, micro-targeting them, and modifying their product offers.

Objectives:

1. To study the recent social media trends and its consumption in India
2. To study the motives of the users for the consumption of Instagram reels
3. To study the relationship between personality ,age and social interactions on the usageof Instagram reels

LITERATURE REVIEW

Devadas Menon (2022)

According to Devadas Menon's research, which was focused on Instagram Reels and was informed either by uses and fulfilment theory, there are seven reasons why people use Reels: self-promotion that is socially rewarding, amusement, refuge, inspection, uniqueness, documentation, and trendiness. The survey found considerable variation in Instagram Reels utilization reasons by age and gender. The study also discovered that enhance students' consciousness and amusements expected video production and participation, and that motivations and socio-psychological predictors also affect person's engagement with Instagram Reels. Escapist users displayed higher expenditure and attendance behavioural patterns, and infotainment takers produced more videos and actively participated in Reels. Narcissists showed more interest in Reels.

Keira Shuyang Meng, LouisLeung (2021)

LouisLeung and Keira Shuyang Meng (2021) examined the relationship between use intensity and TikTok usage patterns and gratification-seeking, narcissism, and personality factors. TikTok usage was correlated with participation, style, functionality, enjoyment, attitude in narcissism, and age. They claim that the most active individuals in the functions of contribution, augmentation, and creativity were extraverts and the vein. Folks who are more extroverted and receptive to novel experiences would interact more. Narcissists who have a sense of entitlement enthusiastically responded by like, commenting, sharing, and following other users.

Bahiyah Omar and Wang Dequan (2020) Pavica Sheldon and Katherine Bryant (2016)

Pavica Sheldon and Katherine Bryant (2016) Instagram is the fastest growing social network site globally. This study investigates motives for its use, and its relationship to contextual age and narcissism. A survey of 239 college students revealed that the main reasons for Instagram use are “Surveillance/Knowledge about others,” “Documentation,” “Coolness,” and “Creativity.” The next significant finding was a positive relationship between those who scored high in interpersonal interaction and using Instagram for coolness, creative purposes, and surveillance. Another interesting finding shows that there is a positive relationship between high levels of social activity (traveling, going to sporting events, visiting friends, etc.) and being motivated to use Instagram as a means of documentation. In reference to narcissism, there was a positive relationship between using Instagram to be cool and for surveillance. Theoretical contributions of this study relate to our understanding of uses and gratifications theory. This study uncovers new motives for social media use not identified in previous literature.

Pavica Sheldon (2016)

Pavica Sheldon (2016) The popularity of photo sharing on social networking sites has steadily increased in the United States over the last decade. Some research suggests that this increase in photo sharing correlates to an increase in narcissism, or an excessive interest in oneself and one’s physical appearance. This study tested how self-monitoring, narcissism, and gender are related to photo-related activities on Facebook. Results revealed that high self-monitors engaged more often in the self-presentational opportunities on Facebook, including posting their own photographs and liking and commenting on other people’s photos. Similarly, people who scored higher on narcissism were more likely to engage in all those activities as well. However, compared to self-monitoring, narcissism could better explain photo-related activities on Facebook. In addition, sex differences emerged when it came to commenting on friends’ photos.

Eunji Lee, Jung-Ah Lee, Jang Ho Moon, and Yongjun Sung (2015)

Eunji Lee, Jung-Ah Lee, Jang Ho Moon, and Yongjun Sung (2015) While Instagram, the rising photo-sharing social networking service, has received increasing attention from scholars and practitioners, little is known about the social and psychological factors that lead consumers to become fanatics of this app. To provide a baseline understanding of Instagram users, the current study aims to uncover the structural dimensions of consumers' motives for using Instagram and to explore the relationships between identified motivations and key attitudinal and behavioural intention variables. A comprehensive survey was developed in which a total of 212 Instagram users evaluated their motivation, primary activities, use intention, and attitude regarding Instagram. The results suggest that Instagram users have five primary social and psychological motives: social interaction, archiving, self-expression, escapism, and peeking. The implications of this study's findings are discussed.

Saleem Alhabash and Anna R McAlister (2014)

Saleem Alhabash and Anna R McAlister (2014) With the growing sophistication of social media, virality of online content has become an indicator of online message effectiveness. We argue for a comprehensive definition that extends virality to social networking and microblogging sites, by emphasizing users' behaviours beyond sheer access and viewership. Across two studies, we investigate viral behavioural intentions (VBIs) toward pro-social messages shared on Facebook and Twitter. We further explore how motivations and uses of Facebook and Twitter predict VBIs toward messages shared on these websites.

Luciana Paula Reis and June Marques Fernandes (2022)

Here these researchers have taken the perspective of explaining about the changes that has leveraged Instagram during the pandemic and how Instagram have helped the entrepreneurs in making better strategies. This states that over the period the traditional e-commerce has evolved and today we are calling it as s-commerce(social commerce), to which Instagram is one of the largest contributor of it. In their research they observed that most used Instagram tools by the entrepreneurs is feed resources, stories, Metrics. They also observed that they need to understand the functions and the role of these resources available and once these are understood they can formulate the strategies in the determined/positive way. since the initiatives seek to encourage participation among the clientele of the business. Instagram demonstrated to be a resource with enormous potential for female-specific business.

Dong-Jenn Yang, Oyun-Erdene Tsedevsuren, Tsung-Kuang E. Ma (2021)

Dong-Jenn Yang, Oyun-Erdene Tsedevsuren, Tsung-Kuang E. Ma (2021) Nowadays, people are highly dependent on social media for information, communication, entertainment, online shopping, and online gaming. This study explored the influence of social media usage and personality traits on personal relationships and job performance. Convenient sampling was utilized to recruit participants in different social media platforms. A total of 207 respondents who are Mongolian employees participated in the research. The SPSS and two-way ANOVA were employed to analyse the data and to test the research hypotheses. The results showed that the intensity of social media use (whether high or low) had no significant influence on participants' personal relationships and job performance. The results show that high social media users with high-level of extraversion had better personal relationship than low social media users with low-level of extraversion.

Lampropoulos, G., Anastasiadis, T., Siakas, K., & Siakas, E. (2022)

Lampropoulos, G., Anastasiadis, T., Siakas, K., & Siakas, E. (2022) Over the last decades, the rise of Information and Communication Technologies (ICTs) has transformed the world into an information-driven society. It presents a literature review of recent studies regarding the impact of personality traits on social media use and compares their results. Based on the findings, there is a close interconnection between social media use and engagement and personality traits with some traits affecting it more drastically. Openness and extraversion emerged as the two most significant positive predictors of social media use while conscientiousness, agreeableness and neuroticism were also considered important but at a lesser degree. More specifically, these traits are aspects of personality that can be defined as habitual patterns of behaviour, thought and emotion, influence behaviour and are relatively stable and consistent throughout time and over different situations.

Teresa Correa, Ingrid Bachmann, Amber W. Hinsley, Homero Gil de Zúñiga (2014)

Teresa Correa, Ingrid Bachmann, Amber W. Hinsley, Homero Gil de Zúñiga (2014) Research on digital media has mostly paid attention to users' demographics, motivations, and efficacy, but with increasingly popular web tools like social media, it is important to study more stable psychological characteristics such as users' personality traits, as they may significantly affect how people use the Web to communicate and socialize. Relying on the "Big Five Framework" as a theoretical approach, this chapter explores such

relationships. Survey data from a national sample of U.S. adults show that more extraverted people are more likely to use social networking sites, instant messaging, and video chats, while those more open to new experiences tend to use social networking sites more frequently. Also, emotional stability is a negative predictor of social networking site use. That is, individuals who are more anxious and unstable tend to rely on these sites. When looking at a specific use of social media—to create political content—emotional stability was a negative predictor, whereas extraversion had a positive impact. These findings confirm the usefulness of combining explorations of personality and digital media usage.

Tai-Kuei Yu, Neng-Huei Lee, and Cheng-Min Chao (2020)

Tai-Kuei Yu, Neng-Huei Lee, and Cheng-Min Chao (2020) few researchers have addressed dispositional factors such as attitudes and personality traits, moderator effects, or predictors of the mental absorption experienced. Therefore, this study developed a conceptual model regarding the effects of students' attitudes toward social media on immersion, with personality traits as moderating effects, then empirically tested it with structural equation modelling (SEM). The results are expected to enhance understanding of social media immersion among adolescence, provide recommendations for schools and government education authorities, and elicit the effects of social media use on psychoeducation and related problems. The results of this study highlight the impact that specific personality traits have on the connections between attitudes toward social media and the immersion young adults experience when engaged with social media platforms. These findings suggest that schools and families should establish guidelines to protect young adults from excessive immersion in social media usage, ensure the safety of online environments for this usergroup, and inform youth regarding the proper use of social media.

Shaohai Jiang and Annabel Ngien (2020)

Shaohai Jiang and Annabel Ngien (2020) This study aims to explore the effect of Instagram use on individuals' social anxiety. Scholars indicated that social anxiety could arise from managing a large network of social media friends, feeling jealous of their lives, and the "fear of missing out" on activities in online interactions. The results indicated that Instagram use did not directly increase social anxiety. Instead, social comparison, a proximal outcome, and self-esteem, an intermediate outcome played mediating roles, supporting the complete mediation effects. This finding provides important theoretical and practical implications for the design of health campaigns and education in this digital era to enhance the positive effect of social media on health and emotional well-being.

Emily Weinstein (2017)

Emily Weinstein (2017) Browsing Instagram is a daily practice for many teens, yet the relationship between social browsing and psychological well-being remains controversial. Regression analyses controlling for baseline emotions indicate that regardless of browsing condition, teens who reported higher levels of negative social comparison had significantly worse post-browsing affect than peers who reported less negative comparison to the stimuli. No main effects of browsing condition were found. However, browsing condition moderated the relationship between social comparison and affective well-being: the interventions reduced post-browsing negative affect for those at higher levels of negative comparison. Results suggest differential responses to both social browsing and social media interventions.

Fazida Karim (2020)

Fazida Karim (2020) social media are responsible for aggravating mental health problems. This systematic study summarizes the effects of social network usage on mental health. Fifty papers were shortlisted from google scholar databases, and after the application of various inclusion and exclusion criteria, 16 papers were chosen and all papers were evaluated for quality. Eight papers were cross-sectional studies, three were longitudinal studies, two were qualitative studies, and others were systematic reviews. Findings were classified into two outcomes of mental health: anxiety and depression. Social media activity such as time

spent to have a positive effect on the mental health domain. However, due to the cross-sectional design and methodological limitations of sampling, there are considerable differences. The structure of social media influences on mental health needs to be further analysed through qualitative research and vertical cohort studies.

Sheng-Cheng Lin and Er-Ting Jian (2022)

Sheng-Cheng Lin and Er-Ting Jian (2022) We could view the phenomenon of fear of missing out (FoMO) as a dilemma of too many choices about social media. Although there are already various studies on FoMO, there is still a lack of studies on what personality traits concerning media use decisions will contribute to FoMO or how FoMO mediates these personality traits and people's social media use behaviour, and, thus, corresponding negative emotions. This study explored the causes of FoMO in a FoMO moderated mediation model using maximizing tendency before the choice was made, social comparison orientation when making choices, and regrets tendency after the choice was made. The results showed that (1) there is a non-significant influence between maximizing tendency and FoMO, (2) regret tendency is a positive influence on FoMO, (3) social comparison orientation is a positive influence on FoMO, (4) FoMO is a positive influence on the compulsive use of social media and surveillance use of social media, (5) FoMO exhibited a full mediating effect on the relationship between regret tendency and social media surveillance use, (6) FoMO exhibited a full mediating effect on the relationship between social comparison orientation and social media compulsive use.

Egil W. Martinsen (2009)

Egil W. Martinsen (2009) Anxiety and depressive disorders are major public health problems, and desirable changes in lifestyle, such as physical exercise, can have great potential in prevention and treatment. There is growing evidence that physically active people are at a reduced risk of developing depression, and that exercise interventions are associated with significant benefits for patients with mild to moderate forms of depression as well as in reducing anxiety. These findings have led to the proposal that exercise may serve as an alternative or a supplement to traditional forms of therapy. It present a broad overview of research involving the efficacy of exercise in the prevention and treatment of depression and anxiety.

Sarah M. Coyne, Adam A. Rogers, Jessica D. Zurcher, Laura Stockdale, McCall Booth (2020)

Sarah M. Coyne, Adam A. Rogers, Jessica D. Zurcher, Laura Stockdale, McCall Booth (2020) Many studies have found a link between time spent using social media and mental health issues, such as depression and anxiety. Results revealed that increased time spent on social media was not associated with increased mental health issues across development when examined at the individual level. Hopefully these results can move the field of research beyond its past focus on screen time.

Research Methodology:

➤ **Research Design:**

Primary research and secondary Research will be descriptive survey research.

➤ **Sources of Data:**

Primary data has been used for this research report which also including fromonline digital survey through offline survey by approaching.

➤ Data Collection Method:

Primary survey method

➤ Population:

Maheru, Law gate target consumer age between 30-40.

➤ Sampling Frame:

Random Sampling 60-70

➤ Sampling Frame:

Sampling framework through google forms providing to different PG students near us. Convenience sampling method is used for data collection because questionnaire is a suitable method of convenience sampling method. The respondents are customers of electric vehicles. There is comparatively lower number of customers for electric vehicles. So convenient sampling method is the appropriate option in reaching out to the respondents.

➤ Method of data collection:

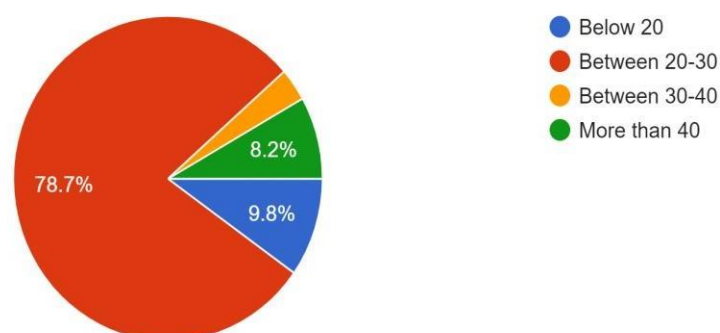
Questionnaire is used for data collection. The questionnaire is mainly used to catch customer's attitude towards electric vehicle, factors that are encouraging and discouraging and the factors determining the environmental consciousness of customers on buying electric vehicle.

DATA ANALYSIS AND INTERPRETATION

1)

What is your age

61 responses



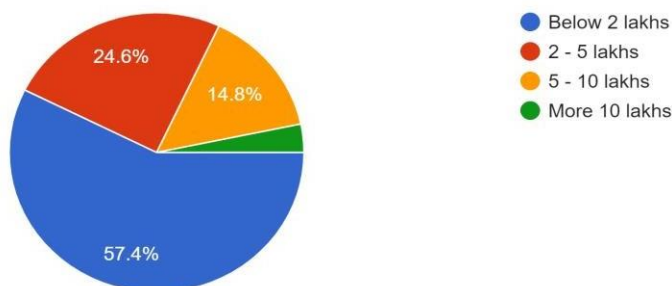
Interpretation:

The above graph represents the number of people responded in this survey as you can see the greatest number of responded belong to age between 20-30. That means the respondents are young people so, you consider over all results depending up on the mindset of younger.

2)

What is your income level

61 responses



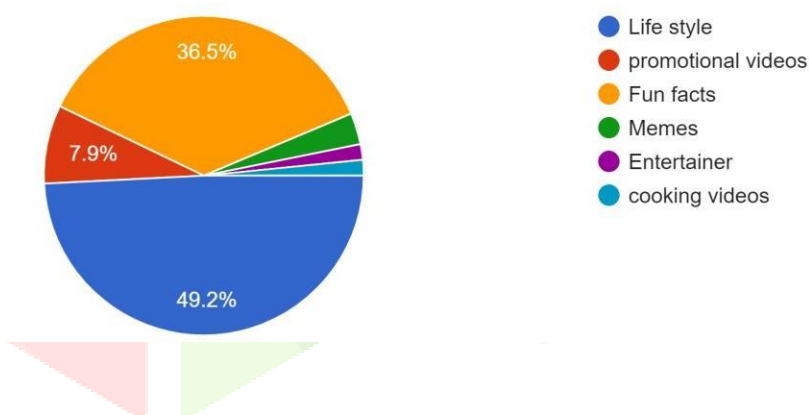
Interpretation:

The illustrative graph above shows that highest number of respondents are earning their income below 2 lakhs which count as 57.4% and lowest will be more than 10 lakhs which count as 3.3%.

3)

Which type of content do you like in instagram?

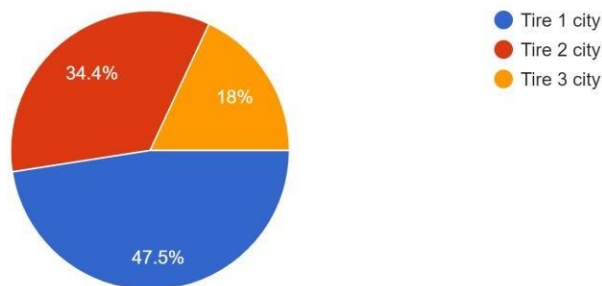
63 responses



Interpretation:

Content watching in Instagram for the respondents are almost 49.2% of our respondents are interested in watching about life style content and after that fun facts that is with 36.5% of the users are interested in watching fun facts that is also related to entertainment so, here our respondents are students are more so they are mostly focusses on life style in Instagram.

Where are you living
61 responses

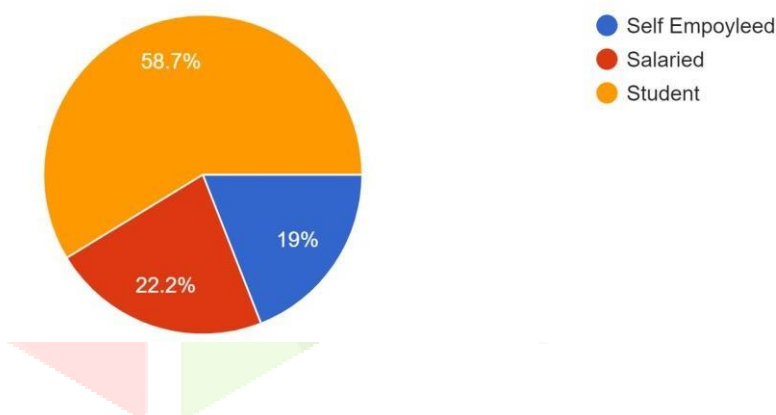


4) The above Pie chart shows the responses with the people who are living the different locations like their tier1-tier3 depending up on their primary location here are the results are from the tier 1 cities so we can assume that the overall responses are given by tier 1 and also we can find the most of the users re also from the tier 1 cities that is 47.5% and remaining tire2 is with 34.4% and tire 3 is 18%.

The above pie chart shows that the highest number of respondents are residing in Tire 1 city like Mumbai, Bangalore, Delhi which count as 47.5% and lowest will be Tire 3 city which count as 18%.

5)

What your occupation
63 responses



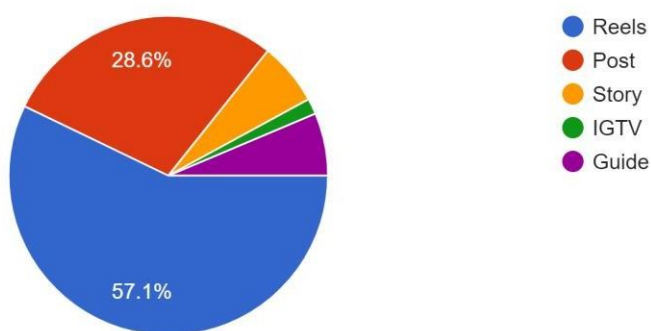
Interpretation:

The above pie chart represents the responses collected from the students, salaried, and self- employed here most of the responses are from the students so, we can consider the over all Reponses and results are mostly relevant to the students with the highest percentage of students with 58.7% here self employed and salaried also contributed in major results that are with 22.2% and 19%.

6)

For what do you use instagram for

63 responses



Interpretation:

As per the age factor we mentioned above this question we got responses from 20-30 years age group people are mostly using Instagram for watching reels they are just watching it for entertainment with 57.1% and many of them are also using Instagram for making their own posts they are to be open minded and want to gram the social media attention on them to increase their followers or to be popular.

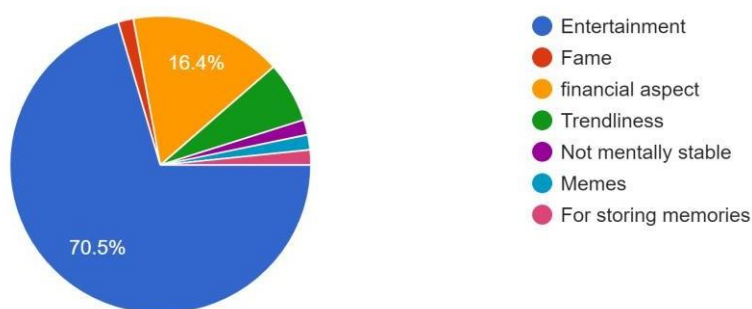
Story watching is very less because it is just a person shows their intention always in their stories so it is not much important for the younger age group

And very less percentage of responses for the Guide even Instagram is useful as a guide for the careers as Self-promotion, brand promotion, Entrepreneurship etc

7)

What motivates you more to use of Instagram reels

61 responses



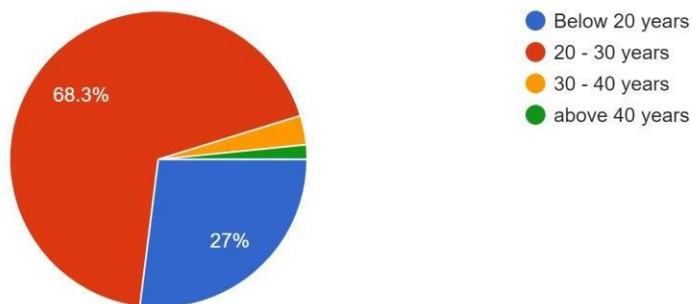
Interpretation:

The above illustrative graph shows the different modes to use social media like Instagram. Respondents use more for entertainment purpose and financial purpose which has the majority of the responses which counts for 70.5% and 16.4% respectively. We can understand that this motivates them to build the passionate community. Even data is being stated that people are Motivated to see memes and they are using Instagram as it been a trend. Even some has expressed that Instagram motivates them to save the memories which is a different approach in the social media trend. the people are also using Instagram for financial aspect to gain the knowledge on finance, news, entrepreneurship etc

8)

What age group have involved in creating/scrolling Instagram reels More?

63 responses



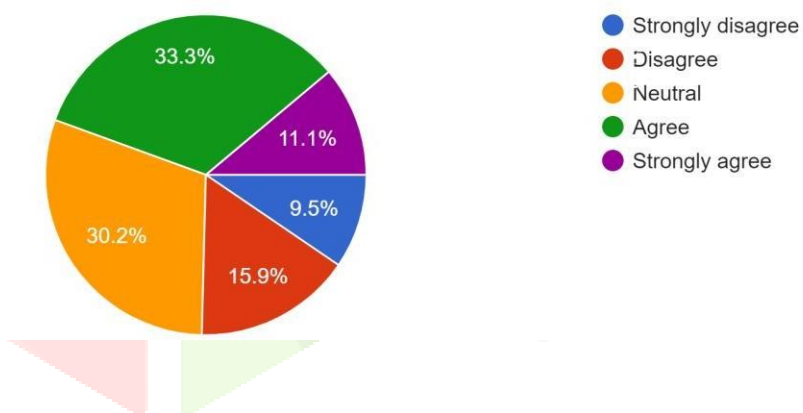
Interpretation:

Here we can find mostly the age group in between 20-30 are using Instagram reels using mostly with the percentage of 68.3% and after that the people below the age group of 20 years below are also using mostly with 27% it depends up on the respondents are mostly the students who are in young age groups in between 20-30 years

9)

Do you feel that age factor that attracts to wards social media platforms like Instagram

63 responses



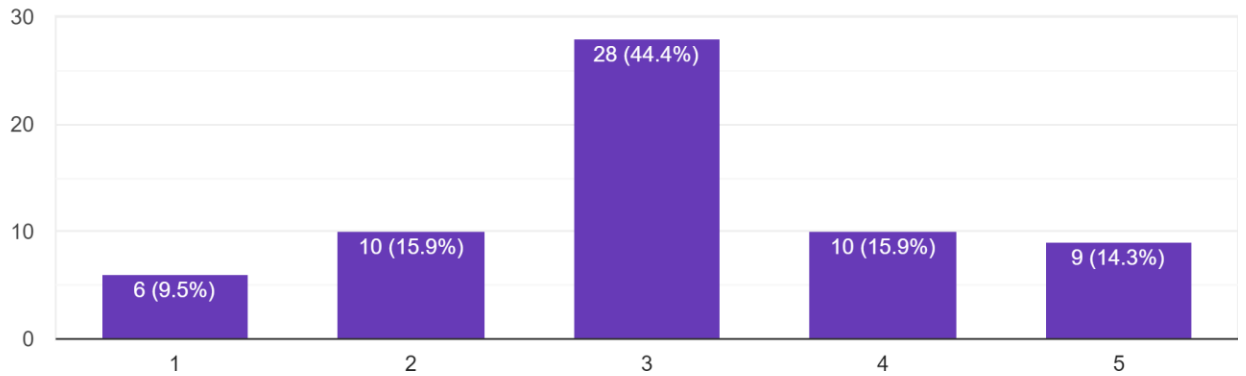
Interpretation:

The above pie chart shoes that age factor that attracts towards social media platforms are we got the results are Agree and ,Strongly agree has the highest percentage with 33.3% and 11.1% that denotes that denotes that age factor is not considered for the usage of social media depending upon their requirements and need they are using the social media platforms for example some old people are also attracted towards their old movies, news article, time pass and many factors while coming to the younger they are mostly for entertainment and financials and the people above the young and others they are also focussing on entrepreneurship, And we got the responses for neutral that means majority of the respondents that thy are not able to decide age factor can decide the usage of Instagram or social media platform

10)

do the motivations for Reels usage relate to the age of the users?

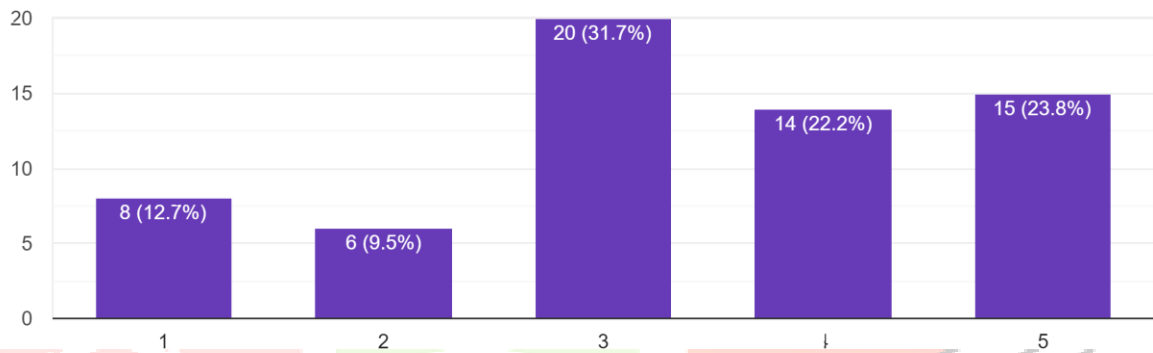
63 responses



11)

At what level Does reel comments effect your behaviour or mindset

63 responses

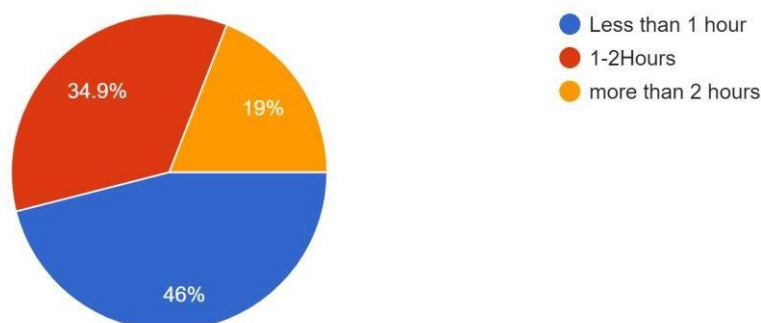


Here the results show for the behaviour or mindset effects for comments in Instagram majority has the 3,4 and 5 rating that means majority people believe that the reel comments can effect their behaviour in larger manner in that highest percentage came for Neutral that is 30.7% that means many of the users are they're just considering and they are neglecting the reviews by not taking it serious, Very less percentage of people that they are not caring about the comments they got.

12)

How many hours don you spend in instagram reels

63 responses

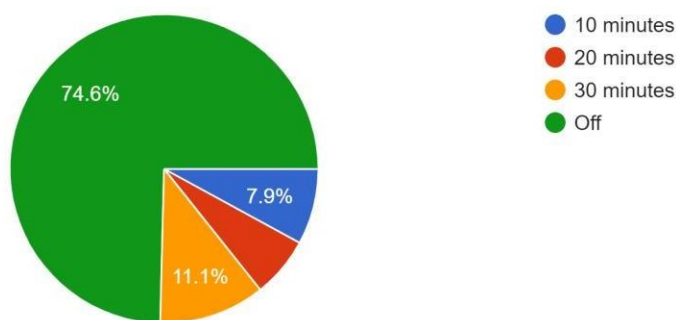


Interpretation:

Here are the results for the spend time of a person in Instagram reels here are the results that the people who are using the Instagram for less that 1 hour are with highest percentage of 46% that denoted the most of the people are using it just for a part time they are spending time in Instagram and also the people are with 1-2 hours their ratio is also at higher percentage with 34.9% and also people spend more 2 hours with 19% that means they are addicted to it here the respondents are students and working professions I believe that spending more than 1 hour is bad for them if they are just using for entertainment

13)

Do you set reminder to take breaks
63 responses

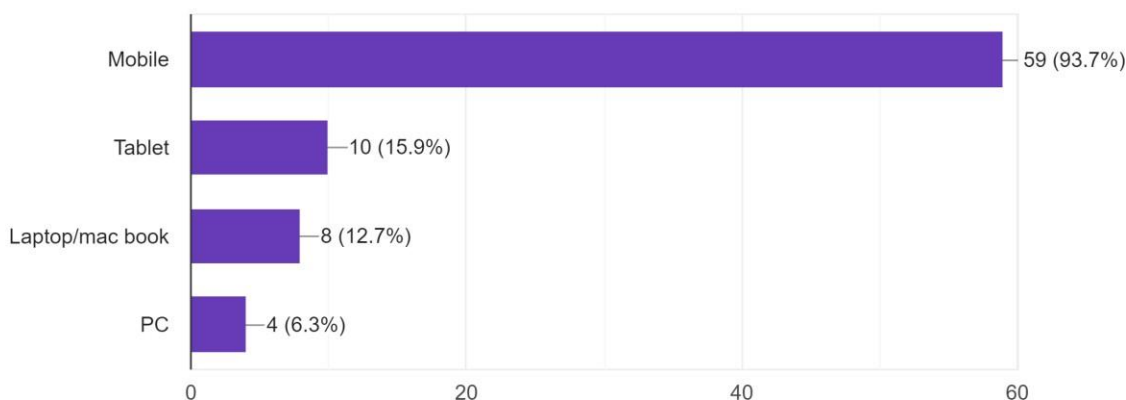


Interpretation:

Here are the respondents date for who are setting remainder for their breaks during sage of Instagram here are students, working professionals and self-employed mostly with the highest % of the respondents responded for no remainder with 75% that means they are not distributing their time for their works they are just keep on using without any remained that is very bad for the country like India because here the respondents are mostly students and age between 20-30 years. Who are setting their remainders for their usage are very less

14)

which devices do you prefer to watch reels?
63 responses

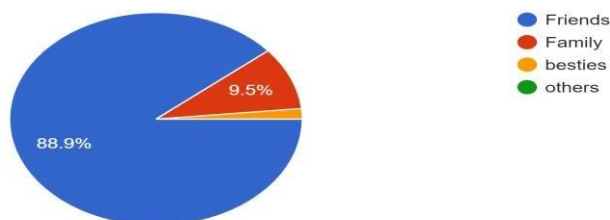


Interpretation:

Here is the data for the Device usage for the Instagram reels we got the highest percentage of responses for mobile phone with 93.7% that means almost everyone are using in the mobile phone which is compact in pocket they are use any time and very few people are using in tablet that means they are in need for big screen size of they will be using very less or they are using it as official promotions.

15)

With whom do you share the reels with
63 responses

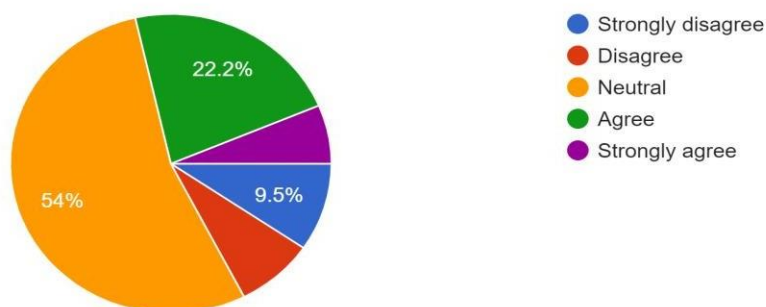


Interpretation:

Here is the pie chart that represents that to whom you will share reels frequently in that we got the responses that mostly above 88.9% of people are interested to share the reels with their friends that means they are sharing the reels that are entertainment always if they share these with family definitely there is a chance of getting scolding's from their parents so very less people are sharing their reels with family these are mostly working professionals or self-employed respondents.

16)

Instagram reels frequently are more likely to experience stress, anxiety, and depression.
63 responses



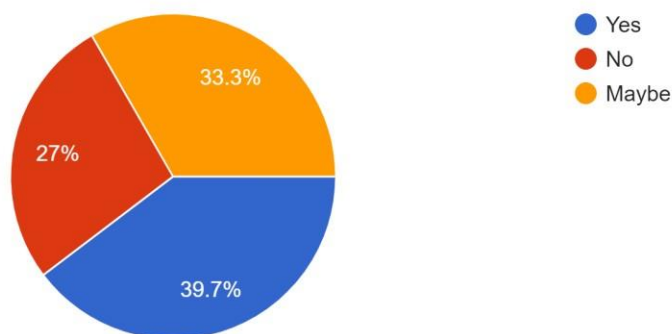
Interpretation:

- Here is the answer for why the users are using the Instagram for Experience stress, anxiety and depression
- Here we got the 54% of respondents are neutral that means they are not using it for control of Experience stress, anxiety and depression.\
- And some people with whoa re agreed that with 22.2% of people are greed and 10% of the people are strongly agreed that they are using this Instagram is using for control of Experience stress, anxiety and depression
- So.in this we conclude that there is 2 faces of Instagram usage 1 side is for casual and other side they are using it for control of Experience stress, anxiety and depression.

17)

Does social media like instagram has helped individuals to interact with social being.

63 responses



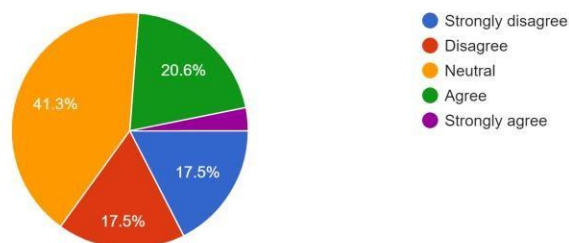
Interpretation:

- Here is the result for the Instagram has helped individuals to interact with social being that shows the answer with 39.7% of respondents responded for yes that Instagram will help in individuals to interact with social being they can express their feelings in a different manner by chat or stories and may be also having the highest percentage with 33.3% that means there is chance of more interaction that happened to an individual
- No, the respondents that they consider that interaction in social media is different with face-to-face interaction

18)

Do you agree that instagram reels helps in building entrepreneurship?

63 responses



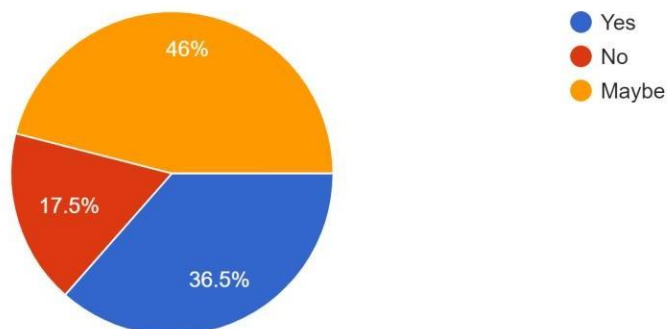
Interpretation:

Almost 20.6% of the people agreed and 10% of the respondents also agreed that Instagram is helps in building entrepreneurship that means it is also having some impact on building entrepreneurship many of then they started their secondary income by promoting many brands and selling the homely foods and textiles and hand crafts in Instagram and many of the respondents with 41.3% are in neutral because of they are not known and who are disagreed that means thy are not finding any possibilities of new entrepreneurship they are just using Instagram a entertainment platform

19)

does contextual age, narcissism motivates to predict the usage behaviour on instagram reels?

63 responses



Interpretation:

This study has found an interesting connection between the behaviour of respondents with contextual age, interpersonal interaction and the usage of Instagram reels. The reels have been used for their coolness, creativity and to gain fame and popularity. So this indicate that the contextual age and narcissism can also influence the reels usage motives and usage behaviours. Even as per data obtained 36.5% have expressed that it has an impact and 46% are not sure about that.

FINDINGS

- ❖ Most of the respondents whose age between 20-30 years are interested towards E-vehicle.
- ❖ Most of the respondents are students & only few are employees and self-employed.
- ❖ Based on analysis we find that 36.5% respondents are neutral towards Instagram reels frequently are more likely to experience stress, anxiety, and depression.
- ❖ The analysis shows that 57.1% respondents use Instagram for reels and 28.6% use it for the posting.
- ❖ It is observed that Neutral response of 41.3% regarding Instagram reels helps in building entrepreneurship.
- ❖ Based on analysis 88.9% individuals prefer to share the reels with Friends, 9.5% prefer family and 1.6% with others.
- ❖ Based on analysis we can agree that many of them think that age factor plays a very important role in attracting the social being towards social media.
- ❖ Most of the respondents spend less than 1 hour in Insta reels and 19% of respondents spend more than 2 hour.
- ❖ Out of 63 respondents, 52.4% have expressed that Instagram have helped individuals to interact with others.

LIMITATIONS

- Data was collected only from Maharu ad Law gate so result represents will be in smallpart of population.
- There was a limitation of time.
- As the data is collected through the questionnaire on online mode there may bepossibility of they may not fully loyal in answering the questions.

SUGGESTION

- The individuals have to take care on their personal and work rather than being addictiveto Instagram.
- Next important thing is to develop a good network.
- Involve yourself in interacting with others as Instagram is a platform which helps inbuilding as a brand and solve many other psychological problems also.
- Government should try to impose certain limitations for the youngsters as they are moreinvolved in Instagram reels which is being used for entertainment.
- Make awareness of more beneficial effects which in return helping the entrepreneurs inbuilding strategies through Instagram.

CONCLUSION

From the questionnaire's we can also conclude that people have a tendency of using Instagram reels for the Entertainment with an average spend time of 1.5 hours as compared to adults' youngsters are spending more time in reels scrolling among the different topics. There is a positive correlation between the age and the social perception of using the social media like Instagram. The popularity for the reels is more as compared to post, IGTV nor story while using Instagram. The impact of Instagram on self employed people is being increased over the years as it is being used as a marketing tool and as a strategy making tool.

We should seriously consider the influencing Instagram reels in the near future which can be a tool for expressing things rather than communicating personally (Which is growing gradually). The happiness of sharing the reels with friends and family is expected in the respondents and it is found that many respondents have expressed that 25% have expressed that Insta reels would reduce stress, anxiety and depression. But mostly it is stressful and brings anxiety and depression.

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