

Role of Instagram Reels and Short-form Videos in Boosting Customer Engagement: A Study of Sentiantal Private Limited

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ABSTRACT

Social media has grown so fast lately, and its changing how businesses talk to customers in ways I did not expect. Short videos like Instagram Reels seem to grab attention quick, and this study looks at that for engagement. They used Sentiantal Private Limited as an example, which makes sense because its a real company trying this stuff out.

The research digs into how these videos, being short and full of trends, plus looking good visually, affect what people do online. Like, it influences how aware they are of the brand and if they interact more. I think thats the main point, but its not always clear cut how much it really shifts behavior.

When they checked metrics, things like likes, shares, comments, and how far the content reaches, it showed what works best in these videos. Key factors came up that make them effective, sort of tying back to the content being concise and fun.

Sentiantal used strategies that caught my eye, such as telling stories in the videos, teaming up with influencers, and jumping on popular audio tracks. That helps pull in the audience and build some loyalty, I guess. Its interesting how those elements keep people watching instead of scrolling past.

From the findings, Instagram Reels do boost engagement a lot, by making the brand more visible and getting users to join in. It creates this lively feel around the company. Not everything was perfect though, some parts might depend on the trends at the time.

Overall, businesses need to mix in these short video ideas if they want to stay ahead in social media. The landscape keeps changing, so its essential, but I am not totally sure how every company can pull it off the same way.

Keywords: Brand, Metrics, Content, Videos, Loyalty, Social Media, Effective.

INTRODUCTION

Social media is everywhere these days, and businesses really need it to reach people, get their name out there, and keep customers interested. I mean, with all the competition online, its kind of

essential. Short videos, like the ones on Instagram Reels, have blown up because they pack a lot into just a few seconds, with cool visuals and sounds that grab you right away.

People do not have time for long stuff anymore, attention spans are shorter, and everyone wants something fun and quick to share. These videos mix pictures, music, and a bit of story, which makes them stick in your head and maybe even push you to buy or like something. Companies are jumping on this to show off products or what they stand for, and talk directly to followers in the moment.

This paper looks at Sentiantal Private Limited specifically, and how their Reels and other short clips help get more engagement from customers. Im trying to figure out the tricks they use to pull people in and keep them around, plus see if it actually boosts things like remembering the brand or making marketing work better overall.

It feels like digital tools are more important than ever for businesses now, especially as what customers want keeps changing. Some might stick to old ways, but others are adapting fast. Understanding short videos could help companies improve on social media and connect better with people, I think. Not everything is clear cut though, this part gets a bit tricky to pin down.

NEED FOR THE STUDY

Businesses these days have to keep changing their marketing plans because the digital world is so cutthroat and consumers are always shifting what they like. Social media stuff, like Instagram Reels, is getting huge and its messing with how brands talk to people. Those quick videos just grab attention, they are short and pretty to look at, so everyone seems to watch them more.

I think a lot of companies still do not get how these short videos actually affect things like getting customers involved or how the brand looks to them. It feels like there should be some way to check if putting effort into making them pays off, you know, with more people seeing it or interacting and sticking around longer.

For Sentiantal Private Limited, this whole thing matters a ton since it could show if their online marketing is working well or where to tweak it. Kind of figuring out the Instagram Reels part and short videos in general might give some useful tips to make their content better, get more engagement from customers, and stay ahead of others in the market. Some people might say its not that big a deal, but it seems pretty important from what I have read.

OBJECTIVES OF THE STUDY

The study investigates how Instagram Reels and short-form videos produce increased customer engagement for Sentiantal Private Limited.

- The study aims to investigate how short-form video content affects customer interaction through their ability to generate likes comments shares and views.

- The research will identify which content types produce maximum engagement with the target audience.
- The researchers will assess how well Instagram Reels function as a digital marketing instrument.
- The study aims to understand how customers prefer and behave towards short-form video content.
- The researchers will evaluate how short-form videos help businesses build brand awareness and retain their customers.

The researchers will develop content creation techniques that help organizations increase their social media engagement.

Scope of the Study

The current research investigates how Instagram Reels and short videos help Sentiantal Private Limited to connect with customers. The research only examines how the company uses its social media platforms for digital marketing, with special focus on Instagram.

The research examines multiple factors which include different types of content and how often they post and how viewers respond through likes and comments and shares and views and how effective short-form video content works for customer acquisition and retention. The research studies how customers select content and their viewing patterns and their reactions to the material.

The study only includes participants who access Sentiantal Private Limited's social media accounts. The research period starts from its beginning point and ends at its final data processing point.

Review of Literature

Dr. K. Purna Chand Co- Founder and CEO- Social media platforms have emerged as major digital marketing channels that use short-form video content to engage customers. Researchers and scholars have studied how Instagram functions as a platform to impact consumer purchasing behavior.

Short-form videos have proven to work as effective digital marketing tools because their short length and attractive visual design enable them to grab user attention.

Researchers have discovered that Instagram Reels content boosts user interaction through likes comments and shares which results in increased overall engagement. The use of trending audio, creative storytelling, and visually engaging elements further strengthens the impact of such content.

Dr. R. Ramesh Software Engineer Studies on consumer behavior suggest that audiences, especially younger demographics, prefer quick and entertaining content over traditional long-form media. Businesses now adopt short-form video strategies because they need to keep their business operations active while competing in the market.

Research indicates that brands can develop customer loyalty through their consistent content creation and audience interaction activities. Influencer collaborations and user-generated content have also been identified as effective strategies in increasing reach and credibility.

Dr. M. Jagadeshwar Reddy Team Lead Some scholars have emphasized that while short-form videos offer numerous advantages, their effectiveness depends on content quality, timing, and relevance to the target audience. Organizations should avoid creating content that follows the same pattern because it will not succeed in achieving the viewer interaction goals.

The existing literature demonstrates that Instagram Reels and short-form videos function as effective marketing tools which help businesses build customer connections and improve their brand presence. The success of these tools depends on their primary method of execution which requires ongoing research and community evaluation.

Research Methodology

Research methodology refers to the systematic approach used to collect, analyze, and interpret data for the purpose of the study.

1. Research Design:

The study uses a descriptive research design to investigate how Instagram Reels and short-form videos affect customer engagement.

2. Data Collection Methods:

Primary Data:

The researchers obtained data through surveys and questionnaires which they distributed to Sentiantal Private Limited customers and followers.

Secondary Data:

The researchers obtained data from company records, social media analytics (Instagram insights), research articles, journals, and online sources.

3. Sampling Technique:

The researchers used convenience sampling to choose respondents who could be easily reached and who used social media.

4. Sample Size:

The study considers a sample size based on availability and relevance of respondents (e.g., 50–100 participants, depending on your project requirement).

5. Data Collection Tools:

The researchers used structured questionnaires

The researchers used online survey forms which included Google Forms as one option

The researchers used social media analytics tools

6. Data Analysis Techniques:

Percentage analysis

The researchers used graphs and charts which included bar charts and pie charts

The researchers performed comparative analysis to examine engagement metrics

DATA COLLECTION METHODS

The research process needs data collection because it enables researchers to obtain necessary information which helps them reach their study goals.

The researchers of this study about Instagram Reels and short-form videos for Sentiantal Private Limited used both primary and secondary data sources.

1. Primary Data:

The researcher collects primary data directly from their research site to fulfill study requirements. The company collects data through structured questionnaires which they distribute to customers and Sentiantal Private Limited followers.

The company uses Google Forms as their online survey tool to gather customer responses in an efficient manner.

The questionnaire includes both closed-ended and a few open-ended questions to understand customer preferences, behavior, and engagement levels with short-form video content.

2. Secondary Data:

Secondary data refers to information that has already been collected and published by others.

The research used data from company records and Instagram analytics which included likes and comments and shares and reach and impressions.

The research gathered information from research articles and journals and websites which focused on digital marketing and social media engagement.

The research used books and previous studies which focused on short-form video content and consumer behavior.

The research problem acquires a complete understanding through the combination of primary data and secondary data.

STATISTICAL METHODS

The collection of data undergoes analysis through statistical methods, which enable researchers to obtain meaningful results. The study uses basic statistical methods which effectively show the research results. The data is visually represented through various charts and graphs which include Bar charts and Pie charts and Line graphs. The tools enable users to comprehend how customer engagement trends and patterns show themselves. The method of this analysis allows researchers to study different variables by examining engagement levels that exist between various content types including reels and static posts.

Limitations of the Study

The research establishes important findings about how Instagram Reels and short videos increase customer interaction but it faces multiple research limitations.

- The study is limited to Sentiantal Private Limited, and the findings may not be applicable to other companies or industries.
- The sample size is relatively small, which may affect the accuracy and generalization of the results.
- The study is confined to a specific time period, and customer preferences may change over time.

- Data collected through questionnaires may be influenced by respondent bias or inaccurate responses.
- The research mainly focuses on Instagram and does not consider other platforms like YouTube Shorts or TikTok in detail.

INDUSTRY PROFILE

The Company specializes in cutting-edge technologies, including Artificial Intelligence (AI) and the Internet of Things (IoT), and is committed to fostering industry-academia collaboration to build a skilled workforce.

The Institution provides quality education and is desirous of equipping its students with industry-relevant skills to enhance their employability.

Both parties recognize the mutual benefits of collaborating to train and recruit students in AI-IoT technologies.

To provide students of the Institution with specialized training in AI-IoT technologies, ensuring they are industry-ready.

To facilitate the recruitment of skilled students from the Institution by the Company, thereby bridging the gap between academic learning and industry requirements.

To strengthen the industry-academia relationship through collaborative efforts.

Roles and Responsibilities of the Company

Training Program:

The Company shall design and deliver a structured training program focusing on AI-IoT technologies. The curriculum shall cover foundational concepts, hands-on projects, and case studies to provide practical exposure.

Resource Allocation:

The Company shall provide qualified trainers, learning materials, and any necessary software tools for the training program.

Recruitment:

The Company shall conduct a fair and transparent recruitment process for eligible students who successfully complete the training program.

The Company shall provide job offers to select students based on its organizational requirements and evaluation criteria.

Evaluation and Certification:

The Company shall assess students

performance during the training program and issue certificates to those who meet the prescribed standards.

Roles and Responsibilities of the Institution

Student Selection:

The Institution shall identify and ensure the participation of eligible students based on criteria jointly decided by the Parties.

Logistical Support:

The Institution shall provide necessary infrastructure, such as classrooms, labs, and internet facilities, to facilitate the smooth delivery of the training program.

Program Coordination:

The Institution shall designate a point of contact to coordinate with the Company, monitor the program's progress, and address any logistical challenges.

Ensuring Compliance:

The Institution shall ensure that participating students adhere to the rules, regulations, and timelines established for the training program.

Financial Terms

4.1 The financial obligations, if any, for conducting the training program shall be mutually agreed upon by the Parties and detailed in a separate annexure, if required.

4.2 Any incidental costs incurred during the training program shall be borne by the respective Party responsible for such expenses, unless otherwise agreed in writing.

5. Confidentiality

5.1 The Parties agree to maintain the confidentiality of any proprietary information shared during the course of this MoU. Such information shall not be disclosed to any third party without prior written consent from the disclosing Party.

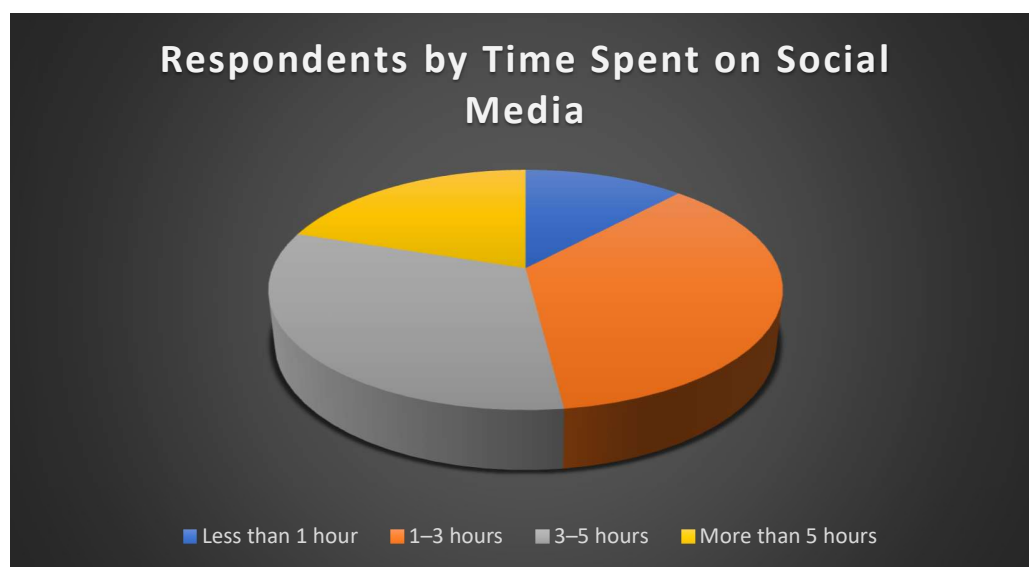
5.2 This obligation shall survive the termination of this MoU.

DATA ANALYSIS & INTERPRETATION

QUESTION : Respondents by Time Spent on Social Media

Table- 4.1 Distribution of Respondents by Time Spent on Social Media

Time Spent per Day	Number of Respondents	Percentage (%)
Less than 1 hour	6	12%
1–3 hours	18	36%
3–5 hours	16	32%
More than 5 hours	10	20%
Total	50	100%

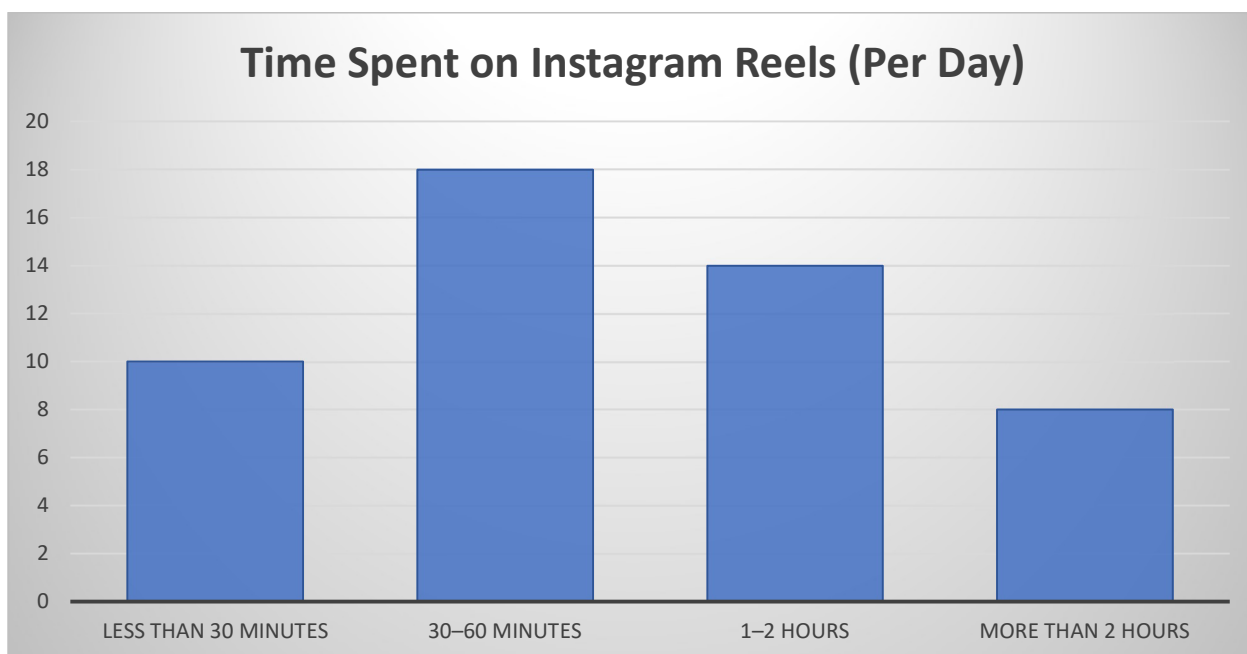


Interpretation: The majority of respondents (36%) spend 1–3 hours daily on social media, followed by 32% who spend 3–5 hours. The results show that many users spend extensive time on the internet, which creates better chances for brands to connect with them through Instagram Reels.

QUESTION: How much time do you spend watching Instagram Reels per day?

Table- 4.2: Time Spent on Instagram Reels (Per Day)

Time Spent on Reels	Number of Respondents	Percentage (%)
Less than 30 minutes	10	20%
30–60 minutes	18	36%
1–2 hours	14	28%
More than 2 hours	8	16%
Total	50	100%

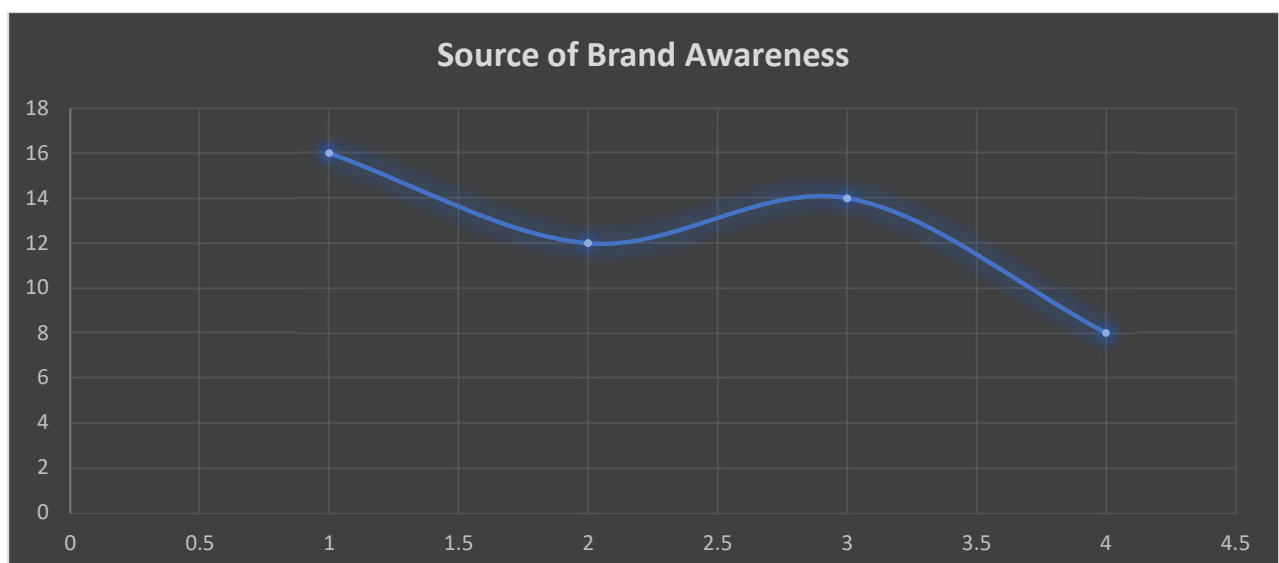


Interpretation: The data shows that 36% of respondents watch Reels for 30 to 60 minutes each day while 28% watch for 1 to 2 hours which demonstrates their active interest in short-form video content.

QUESTION : How did you come to know about the brand (Sentiantal Pvt Ltd)?

Table- 4.3 : Source of Brand Awareness

Source	Number of Respondents	Percentage (%)
Instagram	16	32%
Advertisements	12	24%
Friends/Family	14	28%
Others	8	16%
Total	50	100%



Interpretation: Most respondents (32%) discovered the brand through Instagram while friends and family (28%) and advertisements (24%) served as the second and third most common discovery methods. The results demonstrate that social media platforms function as primary tools for spreading brand awareness.

Findings & Suggestion

Findings

The survey which examined Instagram Reels and short-form videos produced the following main results.

The majority of respondents belong to the 18–25 age group because young users maintain active presence on Instagram.

Most respondents spend 1–3 hours daily on social media which indicates that they maintain active online presence.

Digital marketing activities should focus on Instagram as their primary channel because users consider it their most favorite platform.

Instagram Reels have become a popular feature because many users watch them on a regular basis.

Most respondents spend 30–60 minutes daily watching Reels which shows they maintain strong interest in this content.

Suggestions

Sentiantal Pvt Ltd needs to implement these recommendations based on the study results.

The business needs to concentrate its efforts on Instagram Reels because it serves as the most popular marketing platform.

The business needs to develop entertaining and original content which will help them maintain their audience's interest.

The business should use influencer marketing to expand its brand presence while increasing its brand trustworthiness.

The business needs to post content on a regular basis which will help them maintain their presence among users.

Conclusion

The research shows that Instagram Reels and short-form videos increase user engagement with e-commerce platforms. Reels serve as an effective digital marketing tool because most users spend time watching and engaging with them.

Sentiantal Pvt Ltd can enhance brand recognition and customer engagement and drive purchasing choices through the effective application of creative and high-quality short-form video content. The company can build its online presence and reach permanent growth by implementing suitable strategies.

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Books

1. Marketing Management – by Philip Kotler & Kevin Lane Keller
👉 Covers core marketing concepts, consumer behavior, and brand strategies.
2. Digital Marketing: Strategy, Implementation and Practice – by Dave Chaffey
👉 Explains digital marketing strategies including social media marketing.
3. The Art of Digital Marketing – by Ian Dodson
👉 Focuses on practical digital marketing techniques and tools.
4. Jab, Jab, Jab, Right Hook – by Gary Vaynerchuk
👉 Teaches how to create engaging social media content like Instagram posts and videos.
5. Digital Marketing for Dummies – by Ryan Deiss & Russ Henneberry
👉 Beginner-friendly guide to digital marketing concepts.
6. Contagious: How to Build Word of Mouth in the Digital Age – by Jonah Berger
👉 Explains why content goes viral (useful for Reels strategy).
7. Influencer Marketing Strategy – by Gordon Glenister
👉 Focuses on influencer marketing and brand engagement.