

# Social Media Reels on Brand Awareness and Engagement Among Generation Z

Creiole Dimae S. Mirasol<sup>1</sup>, Maedene B. Quinto<sup>1</sup>, Jane Ann B. Preye<sup>1</sup>, Arjen Marie Hernandez<sup>1</sup>,  
Angelica C. Gonzales<sup>1</sup>, Jaeca Mia L. Estosos<sup>1</sup>, Melona I. Saquin<sup>2</sup>

<sup>1</sup>Student, Department of Management, Cavite State University-Tanza Campus, Philippines

<sup>2</sup>Assistant Professor, Department of Management, Cavite State University-Tanza Campus, Philippines

Corresponding Author: melona.saquin@cvsu.edu.ph

**Abstract**— This study was conducted to assess how social media reels, as marketing strategy, affects brand awareness and engagement among Gen Z. In particular, the study aimed to determine the socio-demographic profile of the participants; determine the perception of the participants on how social media reels influence their brand awareness in terms of promotion, interactive advertising, and influencer; determine the perception of the participants on how social media reels influence their brand engagement in terms of like, comment, share, views, and followers. This study used a descriptive research design, and data were collected from 150 respondents. The findings indicate that most participants belong to lower-income groups, likely students or young professionals. The findings also revealed that the participants highly perceived that social media reels significantly influence their brand awareness in terms of promotion, interactive advertising, and influencer. Furthermore, the participants highly perceived that social media reels significantly influence their brand engagement in terms of likes, comments, shares, views, and followers.

**Index Terms**— Brand awareness, brand engagement, Gen Z social media, social media reels.

## 1. Introduction

Social media has undergone a phenomenal transformation in the last ten years. It was nothing but a basic communication platform but now it evolved as a highly advanced marketing medium. Among the innovative uses of this digital environment is the social media reels that have rapidly become popular amongst brands as an ultimate medium for connecting with target audiences in creative and highly influential ways. Reels, basically a short, attractive video content found on the application Instagram, TikTok, and Facebook, attracts its audience within seconds. This appeals to Generation Z because it is short and interesting; immediacy, interactivity, and authenticity characterize Generation Z, who value those qualities in their online experience. According to Gregorio (2024), generational cohort of people born between 1997 and 2012 is a product of a fully digital environment and are highly comfortable with virtual platforms, where they get information, entertainment, and brand interactions. Unlike previous generations, Generation Z shows a much greater preference for active, interactive content, such as reels that delivers messages very rapidly, through visions, and in an extremely sharable format. Although reels have been rapidly adopted as a marketing strategy, very little research has been done on their

specific impact on brand awareness and engagement. A study by Day (2024), on common general social media marketing but much fewer on the reel and, more specifically, what might be a unique attribute towards consumer behavior in a certain generation, Gen Z, in this case. As such, there is much urgent necessity for focused research toward assessing just how social media reels shape brand recognition and brand engagement among the generation.

## 2. Objectives

In view of the preceding statements, this study was conducted to:

1. determine the socio-demographic profile of Gen Z in terms of;
  - a. age;
  - b. sex;
  - c. civil status; and
  - d. monthly income/ allowance
2. determine the perception of the participants on how social media reels, as marketing strategy, influence their brand awareness in terms of?
  - a. promotion;
  - b. interactive advertising; and
  - c. influencer
3. determine the perception of the participants on how social media reels, as a marketing strategy, influence their engagement in terms of;
  - a. likes;
  - b. comments;
  - c. shares;
  - d. views; and
  - e. followers

## 3. Review of Related Literature

Social media reels, especially on platforms like Instagram, are becoming an important marketing tool that can greatly impact how consumers behave and engage with brands. Studies show that Instagram Reels can increase consumer interest in buying by 71.6%, proving their effectiveness in marketing content (Ali et al., 2024). Instagram reels is the latest format of

Instagram stories that can be used to create and share 15-second video clips either with your followers or if you have a public account with the larger Instagram community via the Explore page (Anderson, 2020). Social media reels on Instagram are very effective for marketing, digital advertisements have the potential to boost consumer interest in purchasing by as much as 71.6%, making them an effective method to attract potential customers. According to Chaffey & Smith (2017), social media reels can be used effectively to increase website traffic, sales, and brand exposure. By using reels into their marketing plan, businesses may target the large Gen Z market and establish a strong online presence. The emergence of the social media reels has a great impact to the Generation Z. According to Duffy et al. (2018), Gen Z spend nearly nine hours a day listening to media, looking at a screen or on device. including time spent multitasking, they're exposed to over 13 hours of media a day on average. GlobalWebIndex (2020), study found that 75% of Gen Z users between the ages of 16 and 24 use social media primarily for enjoyment, making reels a useful tool for capturing their interest.

Social media reels become the most common used marketing tool in business to increase brand awareness of the consumers. Brand awareness can drive consumer decisions when they choose your product among competing brands (Maanda et al., 2020). With the idea of the reels as a marketing tool, consumer might increase their brand awareness and choose to make their decisions to choose your brand than others.

According to Vidani (2024), short- form content has the power to shape consumer trends among young audiences. Reels in social media become popular through this unique feature, consumer engage to the reels because of its short time that usually the duration is 15 to 60 seconds, A study published in the Journal of Marketing Management found that short-form videos increased engagement by 34% among Gen Z consumers (Shen et al., 2021). it allows you to effectively communicate, entertain, and attract potential customers by providing an engaging and immersive brand story (Kannan & Anuradha, 2024). Customers become engaged with a company when a relationship built on trust, commitment, and emotional bonding is satisfying (Pansari and Kumar, 2017).

#### 4. Methodology

The study focused on determining social media reels as a marketing strategy on brand awareness and engagement among Gen Z. Thus, the study has followed descriptive research design. It was used to describe influence of social media reels, as a marketing strategy, on brand awareness and engagement among Gen Z. The data were gathered from the responses of 150 participants who use social media platforms. The researcher used quota sampling technique to select 150 Generation Z participants. The survey questionnaire contains questions on demographic profiles such as age, sex, civil status, and monthly income/ allowance, questions on how social media reels influence participants' brand awareness through promotion, interactive advertising, and influencer, and how social media reels as a marketing strategy influence participants' engagement through metrics such as likes, comments, shares, views, and followers. Frequency counts,

percentages, and weighted mean were used to describe the demographic profile, and influence of social media reels on brand awareness and engagement.

### 5. Results and Discussion

#### A. Demographic Profile of the Participants

Table 1 presents the demographic profile of the participants in terms of age, sex, civil status, and monthly income. As shown in the table, majority of participants are aged 18-20 years old, accounting for 54.67% of the total participants. This is followed by 21-24 years old participants, making up 34.67%, while the smallest age group is 25-27 years old, representing only 10.67% of the respondents. This suggests that younger individuals predominantly participated in the study. In terms of sex, 71.33% of the participants are female, while 24.67% are male. A smaller portion, 4%, preferred not to disclose their sex. This indicates a significant gender imbalance, with females being the majority. In terms of civil status, 94% of participants reported being single, while only 6% are married, and none identified as widowed. This suggests that the participant group mainly consists of young, unmarried individuals. Furthermore, in terms of monthly income, the largest proportion of participants, 70%, reported a monthly income in the range of ₱500-₱5,000, indicating a lower-income demographic. Smaller percentages fall into higher income brackets, with 15.33% earning ₱5,001-₱10,000, 6.67% earning ₱10,001-₱15,000, 3.33% earning ₱15,001-₱20,000, and only 4.67% earning above ₱20,000. This reflects that most participants belong to lower-income groups, likely students or young professionals. The demographic profile highlights a predominantly young, female, single, and lower-income participant group.

Table 1  
Distribution of the participants based on their demographic profile

DEMOGRAPHIC PROFILE	FREQUENCY(n=150)	PERCENTAGE (%)
<b>Age</b>		
18-20 years old	82	54.67%
21-24 years old	52	34.67%
25-27 years old	16	10.67%
<b>Sex</b>		
Male	37	24.67%
Female	107	71.33%
Prefer not to say	6	4%
<b>Civil Status</b>		
Single	141	94%
Married	9	6%
Widowed	0	0%
<b>Monthly Income</b>		
500-5,000	105	70%
5,001-10,000	23	15.33%
10,001-15,000	10	6.67%
15,001-20,000	5	3.33%
20,000 above	7	4.67%

### B. Perception of the Participants on How Social Media Reels, as a Marketing Strategy, influence Brand Awareness

Table 2 shows the perceived influence of social media reels as a marketing strategy on brand awareness based on three key factors: promotion, interactive advertising, and influencers. All three factors received high ratings, with weighted means falling within the "Strongly Agree" range, indicating a strong perception among participants about the positive impact of social media reels. Promotion received the highest weighted mean of 3.41, emphasizing that participants perceive social media reels as highly effective in showcasing products and services, driving visibility, and engaging audiences. This reflects the strong belief that reels serve as a powerful medium for creative and appealing promotional efforts. Interactive Advertising and Influencers both received weighted means of 3.34, demonstrating participants' agreement on their significance. For interactive advertising, this highlights the role of reels in fostering two-way engagement through interactive content, such as polls, challenges, and engaging visuals. Similarly, the strong rating for influencers underscores the impact of influencer collaborations when integrated with reels, enhancing brand credibility and expanding reach. Overall, the high ratings across all factors, indicate that social media reels are a valuable and versatile marketing strategy for enhancing brand awareness. These insights suggest that businesses should prioritize the use of reels to effectively capture audience attention and amplify their branding efforts.

According to Dolo (2024), short-form video content, such as Instagram Reels, has become a dominant medium nowadays, enhancing content consumption of the market and influencing their buying behaviors, particularly in fashion and cosmetics. Social media reels influence on how the participants purchases products. Social media marketing strategies that emphasize customization, interaction, and influencer engagement are crucial for building brand awareness among Gen Z, as these elements foster a positive brand image and consumer engagement (Lim et al., 2024; Kusuma et al., 2024).

Table 2  
Perception on how social media reels, as a marketing strategy, influence brand awareness

BRAND AWARENESS	WEIGHTED MEAN	VERBAL INTERPRETATION
Promotion	3.41	Strongly Agree
Interactive Advertising	3.34	Strongly Agree
Influencer	3.34	Strongly Agree

### C. Perception of the Participants on How Social Media Reels, as a marketing strategy, Influence Brand Engagement

The data in Table 5 shows participants' perception on how social media reels influence brand engagement in five areas: likes, comments, shares, views, and followers. All areas

received high ratings, meaning participants agree strongly that reels are effective in improving engagement. Views had the highest weighted mean of 3.38, showing that participants perception on reels are very good at reaching a large number of people and increasing visibility. This means reels are seen as helpful in making brands more noticeable to audiences. On the other hand, likes received a weighted mean of 3.26, suggesting that reels are effective in getting positive reactions from viewers, such as clicking the "like" button. This shows that reels help brands connect with audiences in an appealing way. Comments had a weighted mean of 3.21, indicating that participants agree reels encourage viewers to leave comments and share their thoughts. This reflects how reels can start conversations and build connections with audiences. Both shares and followers received a weighted mean of 3.19, showing that participants perceive reels are good at encouraging people to share content with others and at helping brands gain new followers. Overall, the high ratings for views, likes, comments, shares, and followers, show that social media reels are a strong tool for improving engagement.

Social media reels become popular to the brand for them to have engagement to the consumers around the world, according to the study of Dolo (2024) and Prasana (2024) indicate that platforms like Instagram and TikTok, which emphasize short-form video content, have become central to Gen Z's media consumption habits, leading to increased brand interaction and loyalty. This becomes popular to the consumers especially to Gen Z that when viewing the brand reels in social media platforms, the engagement to the consumers rise up, it shows that effective social media marketing strategies, particularly those that encourage user participation and align with Gen Z's values, can significantly enhance brand attitudes and loyalty among this cohort (Sutrisno, 2024; Ashdaq et al. 2023).

Table 3  
Perception on how social media reels, as a marketing strategy, influence brand engagement

ENGAGEMENT	WEIGHTED MEAN	VERBAL INTERPRETATION
Likes	3.26	Strongly Agree
Comments	3.21	Strongly Agree
Shares	3.19	Strongly Agree
Views	3.38	Strongly Agree
Followers	3.19	Strongly Agree

## 6. Conclusion

Based on the findings, the following conclusions were drawn:

- Most participants belong to lower-income groups, likely students or young professionals. The demographic profile highlights a predominantly young, female, single, and lower-income

participant group.

- The social media reels, as a marketing strategy, highly influence the brand awareness of the participants in terms promotion, interactive advertising, and influencers. This implies that social media reels are a valuable and versatile marketing strategy for enhancing brand awareness
- Lastly, study revealed that the social media reels, as a marketing strategy, highly influence the brand engagement of the participants in the areas of likes, comments, shares, views, and followers. This implies that social media reels are a strong tool for improving engagement of the market towards the brand.

### 7. Recommendation

Based on the above conclusions, the following recommendations are made:

- Brands should create affordable, relatable, and value-driven content. Offering discounts, giveaways, or practical tips in reels can attract and retain this demographic.
- Brands should prioritize the use of social media reels to improve awareness through promotion, interactive advertising, and collaboration with influencers. Reels can be used to showcase product features, run interactive campaigns, and partner with influencers who align with the values of Gen Z to build trust and visibility.
- Social media reels should be designed with visually appealing content, including high-quality videos, catchy captions, and interactive elements. This will enhance both brand awareness and engagement.
- Brands should regularly track engagement metrics like views, shares, and follower growth to identify which content works best. Based on the insights, they can optimize their strategy to align with the preferences of their Gen Z audience.

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