

Impact of Instagram Reels Advertisements on the Impulsive Buying Behaviour of Generation Z Consumers Towards Fashion Accessories in the Western Province of Sri Lanka

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Abstract

In the present world where everything seems to happen digitally, the role of social media cannot be underestimated since it is now an inseparable part of consumers' lives. The use of social media by Generation Z consumers in the Western Province of Sri Lanka can definitely be called extensive, and Instagram is one of the social media that is gaining more popularity. With time, Instagram has become not only another tool for socializing but a good means of digital marketing communication since it enables companies to communicate directly with their consumers. One of such methods implemented on Instagram is its Reels advertisements, which can be viewed as short video clips accompanied by music and interesting stories. Consequently, these advertisements significantly influence consumers' attitudes and decisions about purchasing. Therefore, this study aims to examine the impact of Instagram Reels advertisements on the impulsive buying behaviour of Generation Z consumers towards fashion accessories in the Western Province of Sri Lanka. A quantitative research approach was adopted and data were collected from a sample of 250 Generation Z respondents through a structured questionnaire using a convenient sampling technique. Four independent variables are investigated within this study, which include entertainment, informativeness, credibility and personalization, with impulsive buying behavior being considered as the dependent variable. Data were analyzed using descriptive statistics, reliability analysis, correlation analysis, multiple regression analysis, and an independent-samples *t*-test in SPSS. It was found that informativeness and personalization are the two factors which significantly impact impulsive buying behavior, with informativeness being established as the most powerful factor. Entertainment and credibility also show positive but comparatively weaker effects. In addition to this, no significant difference was found in impulsive buying behavior between men and women. This study helps businesses identify which feature of Instagram Reels advertisements should be focused on when targeting Generation Z consumers toward fashion accessories in the western province of Sri Lanka.

Keywords: *Impulsive Buying Behaviour, Instagram Reels Advertisement, Generation Z, Fashion Accessories.*