

Exploring the Influence of Facebook Reels on Consumer Brand Attitude and Purchase Intentions

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Abstract: The study aims to investigate reel videos' potential influence on consumer purchasing intentions on Facebook. The study employed a non-probability sampling method and gathered data from 203 respondents through an online survey in Dinajpur, Bangladesh. Smart PLS 4.1.0.0 was used to analyze the data using the partial least squares-structural equation modeling (PLS-SEM) approach. According to the study's findings, brand attitudes significantly influence purchase intention. These interactions significantly influence the company's marketing decisions and the buying intentions of its customers. This research is fueled by the significant number of internet users in Bangladesh and their reliance on Facebook, which provides valuable services, including the reel function. The study provided suggestions on how companies can enhance the quality and content of platforms for short videos, thereby boosting the effectiveness of their marketing campaigns. It would be beneficial to conduct a more in-depth analysis of the organization's promotional policies and their impact on market share.

Keywords: Facebook reels, social media, consumer brand attitude, purchase intention, SEM analysis

JEL Classification: M31, M37

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1. INTRODUCTION

Data correspondence and the rise of online entertainment have contributed to this development: people are increasingly engaged in generating and disseminating information through virtual networks. As individuals are more associated with web-based entertainment organizations, they are very well informed about the social peculiarities all over the planet influencing the utilization design, way of life, interest, and character. Consequently, individuals receive the latest information about the products and market, including their features, prices, availability, and more, through virtual entertainment platforms (Korucu & Alkan, 2011; Whiting & Williams, 2013; Muliadi et al., 2024). As stated by Zhang and Daugherty (2009), Kazaka (2011), and Tiago and Verssimo (2014), the phrase „social media advertising“ refers to business ventures initiated on social media platforms. Conversely, conventional marketing techniques, such as commercials on TV, radio, paper, magazines, and boards, often fail to inspire individuals. Users increasingly utilize social media platforms such as forums, wikis, blogs, microblogs, and reel videos. It also promotes communication across businesses in this context (Kazaka, 2011). Therefore, social media plays a crucial role in business by facilitating a more profound comprehension of client requirements, tailored individualized communication, and cost-efficiency (Ramanathan, Subramanian & Parrott, 2017; Sivarajah, Irani, Gupta & Mahroof, 2020; Alatawy, 2022). Social media involvement is increasing, and business companies are changing ways to connect with their target customers by promoting their products and services on social media (Kim & Youm, 2017). Consumers' purchasing patterns influence advertisements. It becomes essential to comprehend the desires of the client. It is critical to understand the prerequisites for expanding consumer groups. In emerging economies, youth consumers are frequently on the rise.

Furthermore, digital technologies have already impacted young people's lifestyles in almost every country. A study highlights the significant

impact of Facebook reel marketing on brand attitudes and purchase intentions, shedding light on the effects of social media (Tiago & Verssimo, 2014). In Bangladesh, advertising has an impact on youth purchasing decisions (Nobi, Rahman, Ali, Obayda, Shohel & Tani, 2023). Numerous studies have repeatedly demonstrated the essential components of a Facebook reel, including the availability of engaging content, the content's perceived utility, scenario-based experiences, enjoyment, user interaction, and celebrity participation. These components are essential in forming consumers' perceptions of brands (Liu, Gao, Li & Zhang, 2019; Ananda & Halim, 2022a). Since its inauguration in 2004, Facebook has been Bangladesh's most famous social media tool, as in other countries. A 2024 report revealed that Facebook boasts a user base exceeding 2.9 billion, with India leading the pack with nearly 367 million users. To put this in perspective, if Facebook had a ranking for countries, India's audience would be the third largest. Other markets, including India, have over 100 million Facebook users, as do Indonesia and Brazil. Bangladesh is eighth, with 52.9 million users (Chu, Deng & Cheng, 2020; Dixon, 2024). Many users share their knowledge, thoughts, and opinions through posts, liking and sharing the content (Hosain, Jamil & Rasel, 2022). Facebook reels' effect on organizations is spreading rapidly (Teepapasn, 2021). Local or global business firms use this sizable client base to expand their reach (Albanna, Alalwan & Al-Emran, 2022). Many individuals connect with social media, primarily Facebook, for social networking purposes and discuss their preferred brands (Sikrant, 2020). By incorporating their brand with Facebook, organizations can increase deals while further developing customer relationships and providing excellent customer assistance (Keke, 2022), as well as it makes advanced advertising more accessible and valuable (Lim, Molenaar, Brennan, Reid & McCaffrey, 2022). Facebook Reel works with this by empowering clients and organizations by creating an organizational profile and fan page to advance their product straightforwardly or connect to the organization's deals page. This technique facilitates the development of one-to-one relationships, which small and medium-sized organizations can use to promote their products. Today, many new companies and entrepreneurs with promising plans rely heavily, if not entirely, on Facebook reel income to stay afloat (Zuharah & Tunggal, 2022; Gupta, 2023; Shubhangi and Komal, 2024).

Facebook reel promotion has been one of the most well-known techniques in developing countries, and many people are buying different things through this

stage. Utilize Facebook analytics to extract information from the reels that can inform forthcoming marketing strategy and the allocation of marketing expenditure. The metrics collected can provide insights into the target audience, content preferences, and optimal engagement times with reels. Understanding people's perceptions of this methodology and providing practical assistance in removing barriers to widespread recognition is critical. Thus, this study aims to quantify consumers' purchasing intentions in order to assess the influence of reel marketing on consumer buying behavior. The paper's structure consists of an introduction, literature review and hypothesis design, methods, empirical analysis, discussion and conclusion.

2. LITERATURE REVIEW AND HYPOTHESIS DESIGN

Ruggiero (2000) contended that the advent of computer-mediated communication has reinvigorated the importance of Uses and Gratifications Theory (UGT). Indeed, uses and gratifications have always offered a pioneering theoretical framework during the formative phases of each new mass communication medium: newspapers, radio, television, and currently, the Internet. To better understand why consumers, especially young people, utilize social media, this article will employ Uses and Gratifications Theory to examine and explain the uses and gratifications that consumers obtain from utilizing social media (Urista, Dong & Day, 2009; Whiting & Williams, 2013). When examining consumer purchasing behavior, purchase intention is a crucial factor to take into account (Lita, Meuthia, Alfian & Dewi, 2020). Kim and Ko (2012) assert that a customer's interest in and willingness to purchase a specific product determines their purchase intention. When clients are ready to buy a product or brand, purchase intention occurs as they decide. Customers typically choose a brand to buy based on how well its features or qualities fit their needs. Customers go through a process of introducing, investigating, and evaluating products before deciding to buy those. Purchase intention is influenced by a complex interplay of consumer behavior, perception, and attitudes, making it a useful tool for anticipating the purchasing process (Lim, Osman, Salahuddin, Romle & Abdullah, 2016; Mirabi, Akbariyeh & Tahmasebifard, 2015). As a result, knowing consumers' buying intentions is essential, as it can predict their behavior (Hsu, Chang & Yansritakul, 2017). Social media tools provide ex-

perience for their users, which ultimately influencing the decision-making process (O'Brien, 2011). On the other hand, Coley (2002) defines buying intentions as actions that result in an impulsive, transient choice to acquire a thing. Abdullah, Jayaraman and Kamal (2016) assert that a significant correlation exists between interactivity and purchasing intention, and their interactions with technology, such as mobile commerce, influence customers' inclinations to buy. Additionally, a study refers to Facebook videos under five minutes in length as „reels.“ Differentiating features of these films include fragmented time, robust social involvement, inexpensive production costs, easily shareable material, and a blurred creator-viewer divide (Kaye, Chen & Zeng, 2021). Platforms specifically designed to meet the demands of people seeking both entertainment and information host reel videos. Promoting the inclusion of music, filters, and other creative components encourages the production of short and jumbled films. These platforms have been essential in accelerating social media's growth (Zhao & Wang, 2020).

2.1. Interesting content (IC)

When used in reel marketing, engaging content is often known to influence customers' intention to purchase. Several analyses consistently demonstrate that interesting content significantly influences customers' purchasing intentions (Dolan, Conduit, Frethey-Bentham, Fahy & Goodman, 2019). According to McMillan, Hwang and Lee (2003), marketing content's engaging quality may encourage consumers to share it more than other qualities. Interesting content grabs readers' attention and persuades them to purchase the goods or services. According to Liu et al. (2019), compelling or intriguing material positively impacts brand sentiments by motivating users to actively share and interact with it. Rose and Pulizzi (2011) stated that content marketing will work if it only carries benefits for its users. As a result, when short video marketing offers fresh, engaging, and distinctive content, it builds a solid bond with customers and encourages them to make a purchase. Interesting content has a beneficial influence on consumer perceptions and attitudes towards a brand (Ngo, Quach, Nguyen, Nguyen & Nguyen, 2023).

H₁: IC has as positive impact on CBA.

2.2. Involvement of celebrity (IOC)

Celebrities have a noteworthy effect on consumers' buying preferences in the modern era. The term „celebrity“ has been defined in a variety of ways by various authors (Hani, Marwan & Andre, 2018; Singh & Banerjee, 2019). A celebrity must attain a high level of notoriety and has consequently gained social recognition. A celebrity is a person whose name draws a lot of attention from the public, sparks intense curiosity, and conjures sentimental importance for the public (Young & Pinsky, 2006; Kotler & Keller, 2007). The most often quoted definition nevertheless comes from Boorstin (1982), who defines a celebrity as „a person who is prominent for their activities“. Celebrities have become a significant influence in the Internet age, affecting consumers in a significant way (Koernig & Boyd, 2009). Furthermore, according to Amos, Holmes and Strutton (2008), a customer's propensity to buy can be positively impacted by their opinion of celebrities. The initiation of social media and the internet has enabled celebrities to reach a wider audience and establish direct connections with them (Hou, 2019). They can influence consumer views and purchase intentions by endorsing or promoting things with their celebrity and power (Ertugan & Mupindu, 2019).

H₂: IOC has a positive impact on CBA.

2.3. Perceived enjoyment (PE)

Reel marketing influences customers' buying intentions by considering their real pleasure, as well as well-established research. Perceived enjoyment refers to the level of satisfaction customers feel when making a purchase on a certain website based solely on its ability to make them happy (Ahmad, Septiarini, Satriawan & Aas, 2023; Rixom & Rixom, 2023). Childers, Carr, Peck and Carson (2001) suggest in their study that customers' intrinsic pleasure throughout the shopping activity significantly influences their perceptions about different components of the shopping experience. „Intrinsic pleasure“ refers to the innate happiness and joy people experience from simply making a purchase. It describes the happy, satisfied, and exhilarating sentiments that shoppers get when they make a purchase. A brand's social media presence, especially when it includes eye-catching forms or rich graphics, can greatly boost customer satisfaction when it comes to online brand purchases show how (Wen, Prybutok & Xu, 2011).

H₃: PE has a positive impact on CBA.

2.4. Perceived usefulness (PU)

Perceived usefulness has emerged as a key component in reel marketing that influences consumers' propensity to purchase (Xiang, Zheng, Lee & Zhao, 2016). An entity's personal view of how utilizing a particular method or technology will improve their work enactment. Davis (1989) investigated the acceptability of information technology. Perceived utility in the context of online information as the belief that the data provided on a website will enhance the effectiveness of acquiring product knowledge (Pavlou & Fygenson, 2006). According to current research, consumers' perception of the information in reels is defined as their belief that seeing reel films will have a favorable influence on their intention (Bouhlef, Mzoughi, Ghachem & Negra, 2010). According to Xiao, Wang and Wang (2019), a prior study emphasizes the importance of perceived usefulness in increasing customers' purchase intentions for green packaging items (Chi & Zhida, 2019). Additionally, Al-Haddad, Sharabati, Harb, Husni and Abdelfattah (2022) emphasize that people are more inclined to embrace a message if they believe it to be helpful and comprehensive. This suggests that the content influences consumers, who then become prepared to buy the goods or services.

H₄: PU has a positive impact on CBA.

2.5. Scenario based experience (SBE)

Environment, engaging information, and customized options heavily impact consumer psychology and conduct in the current scene (Chandra, Verma, Lim, Kumar & Donthu, 2022). Given these difficulties, reel marketing has grown in effectiveness (Sareye, 2023). Once consumers have consumed the goods, they can easily assess their value. In this case, scenario-based experience is important and has an impact on brand attitudes. This is also a social media tool that positively influences the purchasing decision (Liu et al., 2019; McMillan et al., 2003). The study emphasizes how important different aspects of advertisements are in influencing consumers' intents to buy, which in turn sways their perceptions of brands. Besides, research emphasizes the importance of accepting and supplying to clients in order to propel commercial achievement. The report underscores the importance of prioritizing and taking care of clients to successfully navigate the complex marketing landscape (Xu, 2006, Kim, Haley & Koo, 2009; Kobets, Terentieva, Shkvyria, Lysytsia & Siemak, 2024).

H₅: SBE has a positive impact on CBA.

2.6. User participation interaction (UPI)

Research has found positive evidence to establish the effect of user engagement as a major aspect in reel marketing that affects customers' intentions to purchase. Dong (2011) conducted research that illuminates the importance of the reciprocal relationship between consumers and brands in molding consumers' emotional and cognitive perceptions of certain brands (Liu et al., 2019). The brand and its customers participate in a variety of activities during this encounter, including communication, engagement, and feedback exchange. Consumers prefer to adopt a positive attitude towards brands or products when they come across positive remarks for certain brands, items, or commercials. As a result, the number of feedback comments left by reel video makers influences the veracity of customers' purchase intentions (Djafarova & Rushworth, 2017; Lu & Zheng, 2023).

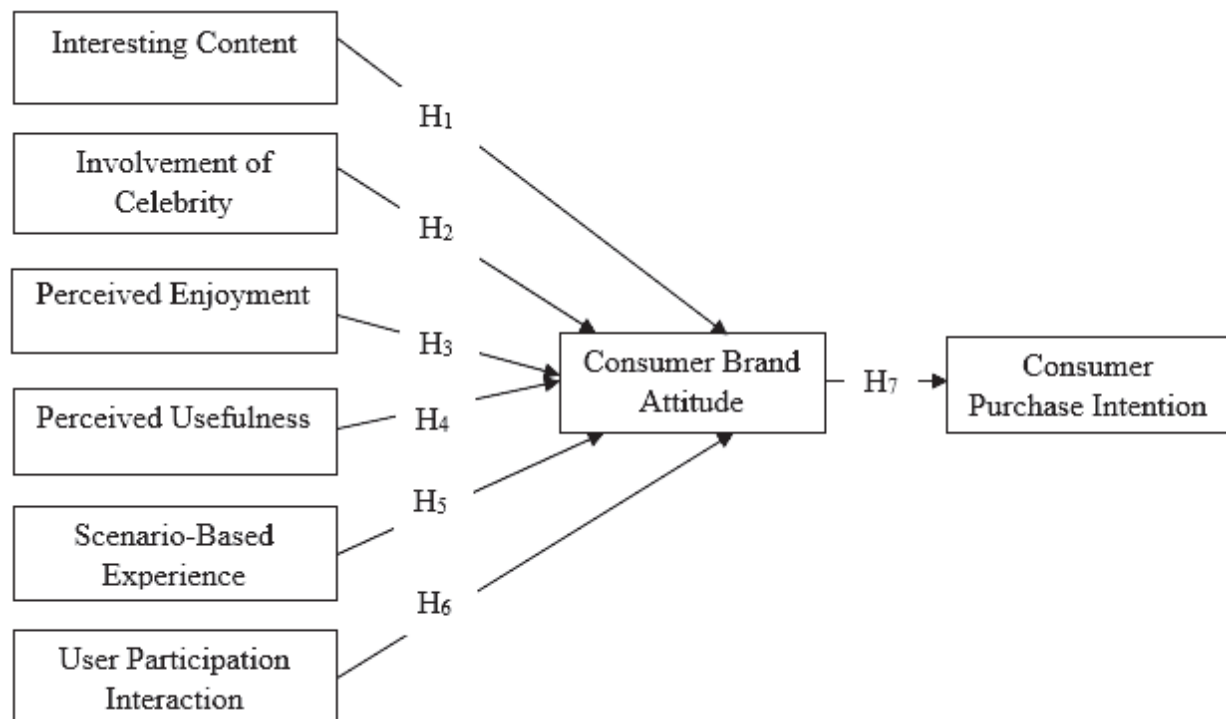
H₆: UPI has a positive impact on CBA.

2.7. Consumer brand attitude (CBA)

Brand attitudes significantly influence consumers' purchase intentions and it can significantly influence a consumer's disposition to buy (Hmoud, Nofal, Yaseen, Al-Masaeed & AlFawwaz, 2022). Brand attitude is a consumer's inclination or distaste for a particular brand. In contrast, an undesirable brand insolence suggests a hatred or antipathy to the brand. A constructive brand assertiveness suggests that the consumer has a promising inclination or fondness for the brand (Fishbein & Ajzen, 1975). A brand's ability to satisfy the demands and goals of its target audience and taking into account a variety of elements, including the caliber of the product, its features and benefits, and how well the brand satisfies the customer's wants and objectives (Percy & Rossiter, 1992). Phelps and Hoy (1996) suggest that an advertisement's positive or negative impression influences a customer's inclination towards a brand. Additionally, a number of studies indicate that a consumer's opinion headed for brands has a significant and favorable impact on their intention to make a purchase (Batra & Ray, 1985; Phelps & Hoy, 1996; Kumar, Lee & Kim, 2009; Elseidi & El-Baz, 2016).

H₇: CBA has a positive impact on CPI.

The proposed research framework includes endogenous and exogenous variables. Figure 1 shows the impact of the exogenous variable on consumer brand attitude and the influence of consumer brand attitude on consumer purchase intention. The proposed mod-

Figure 1: Proposed research framework

Source: Authors

el will be tested using the PLS-SEM model, which will be discussed in the empirical analysis and discussion sections.

3. METHODOLOGY OF THE STUDY

3.1. Questionnaire Design

The study measured the concepts under study using a 5-point Likert scale. This allowed people to indicate how they felt about various aspects of Facebook reel video marketing. Market research still widely uses Likert-scale surveys (Heo, Kim, Park & Back, 2022). The study obtained the needed information by giving the respondent a questionnaire. Any applied research project must adhere to a precise and well-defined methodology, which is a collection of techniques that involves sample size, sample selection procedure, data collection process, other pertinent activities, and combinations of rules and techniques. Scale development is one of the significant parts of questionnaire design. In this study, all the endogenous and exogenous constructs and their items were developed from previous research studies by Baskara and Sukaatmadja (2016), Davis (1989), Ha and Lam (2017), Liu et al. (2019).

3.2. Sampling Procedure

This study employs a quantitative research technique. Quantitative research is a positivist-based research methodology that entails the examination of specific populations or samples, data collection with research tools, and quantitative or statistical data analysis to evaluate preconceived assumptions (Kuantitatif, 2016). The researchers created a survey questionnaire to evaluate the theories. The survey consists of structured questions (Noh, 2011). The previous studies used convenience sampling methods for marketing studies (Babu, Ejaz, Nasir, Jaman, Fodor & Hossain, 2024). Thus, this study employs a nonprobability convenience sampling strategy.

3.3. Data Collection

We collected data through an online survey using a structured questionnaire, which we distributed to the intended respondents via Google Form. A study like this one should have a sample size that is at least five times greater than the entire number of questionnaire items (Hair, Black, Babin & Anderson, 2010). In his academic work, Kline (2011) examines the sample size issue and emphasizes the value of a 200 sample.

Besides that, Kahai and Cooper (2003) stated that ten samples for single observed variable is enough to conduct a study. Thus, 203 respondents served as research samples for this study. Dinajpur, Bangladesh, was chosen as a study area for sample collection. The questionnaire explicitly states that research purposes will use each respondent's responses, guaranteeing no invasion of privacy. Based on the statement, the respondents agreed and shared their opinion. So before participating in the study, all participants gave their informed consent for inclusion.

3.4. Measurement Model

Structural equation modeling data analysis using partial least squares structural equation modeling (PLS-SEM) is a second-generation method (Hair, Hult, Ringle & Sarstedt, 2022). Vinzi, Lauro and Amato (2005) proposed Partial Least Squares Structural Equation Modelling (PLS-SEM) for causal-predictive analysis in highly complicated circumstances with little theoretical knowledge. However, because of its more significant advantages, the PLS-SEM approach has been used in multiple other research (Hair, Ringle & Sarstedt, 2011; Kline, 2023; Babu et al., 2025) instead of the covariance approach. Remember that reflective measures typically reveal the relationship between the ideas and the particular assessment items (Hanafiah, 2020). Understanding the internal consistency of a reflective measurement model is essential for validating it. This can be done by evaluating it with measures like Cronbach's alpha and composite reliability.

Evaluating the convergent validity by looking at the average variance and loadings is also crucial. In addition, testing for discriminant validity is essential

(Hair, Hult, Ringle & Sarstedt, 2016). Finding critical components, analyzing complicated hypothetical interconnections, and gauging the strength of correlations between factors are all tasks that structural equation modeling (SEM) approaches excel at. Researchers can evaluate the total impact of predictor factors on the outcome variable with these techniques, which involve employing a structured model that includes several items and constructs (Hair et al., 2022; Sarstedt, Hair & Ringle, 2023).

If formal theory and the appropriate sample size are unavailable, SPLS can work, but Amos does not give a proper model fit. In the words of Hair, Matthews, Matthews and Sarstedt (2017), „both methods are complementary, not competitive“. The choice of the method originates from the goal of the research. If the existing theory needs to be tested and confirmed, CB-SEM is the chosen one. Nevertheless, for theory development and prediction purposes, PLS-SEM is better.

4. EMPIRICAL ANALYSIS

Table 1 indicates that the percentage of male respondents was higher than that of female respondents. Specifically, there were 125 male respondents (61.58%) and 78 female respondents (38.42%). There were 8 individuals aged below 18 years (3.94%), 132 individuals aged 18–24 (65.02%), 54 individuals aged 25–29 (26.60%) and 9 individuals aged above 30 (4.43%). From the respondents, 137 were undergrads (67.49%), 45 were graduates (22.17%) and 21 were postgraduates (10.34%). Among the respondents, the majority were students. There were 180 respondents

Table 1: Socio demographic profile of the respondents

Particulars		Frequency	Percentage
Gender	Male	125	61.58
	Female	78	38.42
Age	Below 18	8	3.94
	18-24	132	65.02
	25-29	54	26.60
	Above 30	9	4.43
Education	Under-graduate	137	67.49
	Graduate	45	22.17
	Post-graduate	21	10.34
Occupation	Business	8	3.94
	Service	7	3.45
	Student	180	88.67
	Others	8	3.94

Source: Authors

Table 2: Results for reflective measurement models

Variables	Item	Convergent validity		Internal consistency reliability	
		Loading > 0.70	AVE > 0.50	Cronbach's alpha > 0.60	CR > 0.60
CBA	CBA1	0.717	0.606	0.835	0.884
	CBA2	0.708			
	CBA3	0.813			
	CBA4	0.885			
	CBA5	0.753			
CPI	CPI1	0.756	0.702	0.875	0.903
	CPI2	0.887			
	CPI3	0.801			
	CPI4	0.898			
IC	IC1	0.884	0.681	0.818	0.864
	IC2	0.849			
	IC3	0.735			
IOC	IOC1	0.903	0.716	0.868	0.909
	IOC2	0.887			
	IOC3	0.757			
	IOC4	0.831			
PE	PE1	0.798	0.678	0.844	0.893
	PE2	0.732			
	PE3	0.920			
	PE4	0.834			
PU	PU1	0.824	0.656	0.929	0.938
	PU2	0.851			
	PU3	0.827			
	PU4	0.876			
	PU5	0.852			
	PU6	0.761			
	PU7	0.731			
	PU8	0.746			
SBE	SBE1	0.717	0.606	0.787	0.860
	SBE2	0.742			
	SBE3	0.850			
	SBE4	0.796			
UPI	UPI1	0.838	0.739	0.884	0.919
	UPI2	0.812			
	UPI3	0.930			
	UPI4	0.854			

Note: Reliability and validity tests by using Smart PLS® version 4.1.0.0

Source: Authors

who were students in percentage (88.67%), 8 respondents were in business (3.94%), 7 respondents were in service (3.45%), and 8 respondents were in other occupations (3.94%).

According to Hair et al. (2017), in order to determine the validity of a reflective measurement model, one must be familiar with convergent validity, discriminant validity, and internal consistency, which are all evaluated using alpha and CR values.

When we utilized Cronbach's alpha to evaluate the reliability of the assessment questions, all variables

had values greater than 0.6. For further information, refer to Table 2. On a scale from 0 to 1, the CR value closer to 1 indicate more dependability. Acceptable CR values are those between 0.60 and 0.90. According to Hair et al. (2016), values above 0.95 are undesirable since they demonstrate that all variables measure the same phenomenon. In this analysis, every CR value is less than or equal to 0.95. Items meant to be indicators or measures of a specific reflective construct should, according to Hair et al. (2016), show convergence or a substantial level of variance sharing. This

Table 3: Discriminant validity – Fornell-Larcker criterion

	CBA	CPI	IC	IOC	PE	PU	SBE	UPI
CBA	0.778							
CPI	0.072	0.838						
IC	0.142	-0.007	0.825					
IOC	0.165	-0.058	0.055	0.846				
PE	0.138	-0.110	0.045	-0.037	0.824			
PU	-0.140	-0.193	0.148	0.018	0.005	0.810		
SBE	0.151	0.080	-0.082	0.129	0.101	0.076	0.778	
UPI	-0.139	-0.109	-0.034	0.008	0.084	0.154	0.095	0.860

Note: **Bold** diagonal numbers are the square roots of AVE

Source: Authors

study confirmed convergent validity by examining the factor item loadings (see Table 2), after confirming that all loadings were above 0.7 and that all values of AVE were higher than 0.5 (Fornell & Larcker, 1981; Malhotra, Birks & Wills, 2012; Hair et al., 2022). All measuring items accurately represented the corresponding variables, demonstrating the achievement of convergent validity.

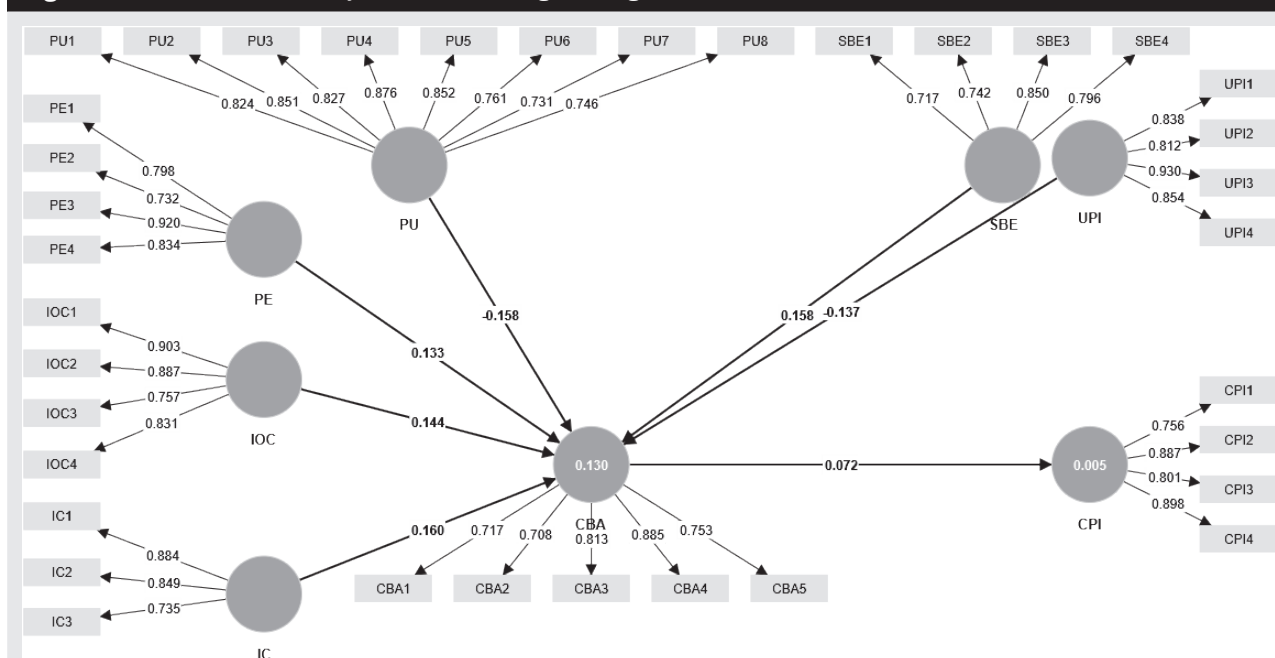
According to Hair et al. (2016), discriminant validity refers to how different a notion is from other constructs based on empirical criteria. Fornell and Larcker (1981) used discriminant validity and the AVE of each concept to compare the constructs regarding shared variance (squared correlation). The discriminant validity was sufficient, as shown in Table

3, since all of the AVE square roots were distant from the diagonal correlation values.

The model calculation in this paper, which utilizes the PLS bootstrapping technique, supports the hypothesis (Ananda & Halim, 2022b). Based on the completed data processing, these results can address the study's hypothesis. To test a hypothesis, one looks at the p-value and t-statistic values. Conversely, the smaller the p-values, the more evidence to support the rejection of the null hypothesis. We consider $p < 0.05$ to be statistically significant. The study's inner model produced the direct effect and indirect impact hypotheses, which were among the results of the hypothesis testing.

The study tested the formulated hypothesis, and the results reveal the following relationship indicated

Figure 2: Model resolution by Smart PLS using PLS algorithm



Source: Authors

Table 4: Path analysis

Path direction	Standardized estimates (β)	t statistics	p values	Result
IC $\rightarrow$ CBA	0.160	2.657	0.025**	Supported
IOC $\rightarrow$ CBA	0.144	1.424	0.077	Not Supported
PE $\rightarrow$ CBA	0.133	1.987	0.025**	Supported
PU $\rightarrow$ CBA	-0.158	1.975	0.038**	Supported
SBE $\rightarrow$ CBA	0.158	1.967	0.025**	Supported
UPI $\rightarrow$ CBA	-0.137	2.283	0.011**	Supported
CBA $\rightarrow$ CPI	0.072	1.977	0.025**	Supported

Note: ** = $p < 0.05$, *** = $p < 0.001$

Source: Authors

in Table 4 and Figure 2. Testing the hypothesis yielded the following conclusions with the t-statistic value obtained is 2.657, the beta value $\beta = 0.160$, $p < 0.05$. Therefore, we can assert that captivating content significantly positively influences consumer brand sentiment. The results show a t-statistic value of 1.424, and $\beta = 0.144$, $p > 0.05$. Therefore, we can conclude that the inclusion of a celebrity does not significantly improve customer brand opinion. The results indicate that the t-statistic value obtained is 1.987, the beta value (β) is 0.133 and $p < 0.05$. Therefore, we can conclude that the users perceived enjoyment significantly and favorably influences the consumer's attitude towards the brand. The consequences show a t-statistic value of 1.975, a β coefficient of -0.158, and $p < 0.05$. Therefore, we can conclude that the perceived utility of a product or service has a negative and significant impact on consumers' attitude towards a brand. The findings of hypothesis testing indicate that the t-statistic value obtained is 1.967, the beta coefficient (β) is 0.158, and $p < 0.05$. Therefore, we can conclude that the use of scenario-based experience significantly and favorably influences consumer brand opinion. The results of hypothesis testing indicate that the t-statistic value obtained is 2.283, the beta coefficient (β) is -0.137, and $p < 0.05$. Therefore, we can conclude that users' active engagement with a brand significantly and negatively influences their opinion of that brand. The findings of hypothesis testing indicate that the t-statistic value obtained is 1.977, the beta coefficient (β) is 0.072, and $p < 0.05$. Therefore, we can affirm that consumer brand attitude significantly and favorably influences consumer purchase intention.

5. DISCUSSION

In this paper, we look at how reel video marketing influences customers' buying inclination. Independen-

dent, engaging content, user-perceived enjoyment, and scenario-based experience significantly and positively affect consumer brand attitude, which in turn significantly and positively affects consumer purchase intention, according to the results of hypothesis testing. In the meantime, celebrity involvement's effect on consumer brand attitude is neither favorable nor noteworthy, as the hypothesis is not supported. Therefore, a negative estimate value indicates a negative influence from the perceived usefulness and user participation interaction. Finally, the study demonstrated that reel videos positively influence consumers' purchasing intentions, with an estimated value of 0.072. According to McMillan et al. (2003), compelling content is essential for creating positive brand perceptions since it motivates users to share and interact with the information actively. Users are more likely to spend time viewing engaging content, which increases brand visibility and engagement. Customers and brands can interact with emotionally charged material that arouses their senses. Previous research has demonstrated that for consumer evaluations to be productive, the celebrity's and product's image must align (Wrigley & Straker, 2018; Robinot, Boeck & Trespeuch, 2023). Therefore, celebrity involvement does not significantly affect brand views. Short videos that are enjoyable, captivating, or amusing to viewers, elicit good feelings and build a deep emotional bond between them and the company (Baskara & Sukaatmadja, 2016; Singh & Banerjee, 2019). These positive feelings associated with the film led to the transfer of favorable brand attitudes to the brand itself. Perceived enjoyment drives better engagement and sharing ability, enhancing brand visibility and fostering a favorable consumer perception. The study examines the correlation between consumers' perception of utility and their attitude toward a brand (Singh & Singh, 2022). Perceived usefulness does not substantially affect brand attitudes (Rahmiati & Yuannita, 2019).

Comparably, scenario-based experience favors brand attitudes (Choi & Seo, 2021; Ananda & Halim, 2022a). Brands can make a different appealing experience by incorporating storytelling elements into their short videos of their target audience and elicit strong feelings by meticulously creating settings that speak to them. Realistic and relatable situations help viewers feel confident in the company since they believe it to be sincere and consistent through their beliefs.

User engagement in short films also significantly affects the brand (Ko, Kim & Kim, 2022). Encouraging people to engage in Facebook reels itself promotes a sagacity of lively contribution. This interaction enhances the brand experience and positively impacts brand sentiments. Additionally, the research shows that consumer brand attitudes in reel videos have a positive impact on customer purchase intention (Yuk-sel, 2016; Ha & Lam, 2017; Lin, Chen & Zhang, 2022; Liu et al., 2019; Ngo et al., 2023). Short reels can connect with viewers and arouse their emotions. Customers find resonance in these reels, which generate favorable feelings and influence their intention to purchase. The attitude of a brand is essential to establishing credibility and trust.

6. CONCLUSION AND IMPLICATIONS

This study explores the effect of reel video marketing on Bangladeshi consumers' intentions to purchase. The results of this study offer insightful marketing information as well as original and imaginative concepts, techniques, and tactics to draw in customers in this target market and encourage them to make a purchase. The study's findings showed that several vital variables substantially impacted customers' perceptions of brands, which in turn affected their propensity to buy. Engaging content, perceived enjoyment, and scenario-based experiences positively impact consumer brand perceptions. Celebrity involvement, however, has no discernible beneficial effect on consumer perceptions of the company. The results also imply that interesting content has the most significant influence on customer brand sentiment. The study's findings offer helpful information to companies looking to improve their product offerings and create precise advertising campaigns that successfully capture customers' purchase intentions. These results also significantly impact companies using Facebook video marketing to interact with customers. Through developing engaging and pertinent content, a focus on utility, the promotion of user satisfaction, and the

creation of scenario-based experiences, companies can develop favorable brand perceptions and increase buy intent within this target market. In order to succeed in a competitive market, firms must comprehend and take advantage of these essential characteristics, which can help them customize their tactics and establish meaningful connections with customers.

The study will enhance the Uses and Gratifications Theory (UGT). The research substantiates that consumers utilize Facebook Reels to satisfy particular needs, including entertainment, information, and social interaction. These gratifications may lead to increased interest and trust in brands showcased on Reels, ultimately influencing purchasing intentions. The marketer will gain a comprehensive grasp of the audience's content preferences and identify which types of material significantly influence customer purchase intentions. Reels provide a versatile platform for innovative narrative expression. Brands can utilize reels to disseminate concise and captivating information, including lessons, behind-the-scenes glimpses, and product exhibitions. This style satisfies the need for genuine and relatable information, which can enhance brand loyalty and interaction.

Facebook Reels have the potential to significantly enhance one's social media presence, increase client interaction, and drive sales both online and offline. By adopting this trend and exploring innovative content, a business can strategically position itself in the highly competitive digital environment.

7. LIMITATIONS AND FUTURE RESEARCH

There are some limitations with this study, as there are with all studies. The group was unequal in age, sex, and level of schooling. Most of the people who took part were men in their early to mid-20s. In addition, we need to launch a fresh inquiry to probe characteristics shared by other consumer groups, as the findings are group-specific. Limitations of this work that point to possible directions for further research have already been highlighted. Future studies on this subject should include a more diverse sample of respondents, give special attention to global representation, and administer the polls at different times to make the results more reliably accurate and helpful to a broader audience. In addition, the organization's promotional practices could be the subject of future research to determine their impact on market share (customer growth).

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Apstrakt

Istraživanje uticaja Facebook Reels sadržaja na stav potrošača prema brendu i nameru za kupovinom

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Cilj ove studije je istražiti potencijalni uticaj video sadržaja u formi reels-a na namere potrošača da kupuju na Facebook-u. U studiji je korišćen neslučajni uzorak a podaci su prikupljeni od 203 ispitanika putem onlajn ankete u Dinajpuru, Bangladeš. Analiza podataka izvršena je pomoću softvera Smart PLS 4.1.0.0 primenom PLS metode modeliranja strukturnih jednačina (PLS-SEM). Prema rezultatima studije, stavovi prema brendu značajno utiču na nameru za kupovinom. Ove interakcije imaju značajan uticaj na marketinške odluke kompanija i kupovne namere njihovih potrošača. Istraživanje je motivisano velikim brojem

korisnika interneta u Bangladešu i njihovim oslanjanjem na Facebook, koji nudi korisne funkcije, uključujući reels. Studija pruža preporuke kompanijama za unapređenje kvaliteta i sadržaja platformi za kratke video sadržaje, čime se povećava efikasnost marketinških kampanja. Korisno bi bilo sprovesti detaljniju analizu promotivnih politika kompanija i njihovog uticaja na tržišno učešće.

Ključne reči: Facebook reels, društvene mreže, stav potrošača prema brendu, namera za kupovinom, SEM analiza

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