

**“IMPACT OF SHORT-FORM VIDEO CONTENT [INSTAGRAM REELS]
ON PURCHASE BEHAVIOR OF GEN Z IN THE FASHION INDUSTRY.”**

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ABSTRACT

This investigation delves into the significance of Instagram Reels (short-form video content) being a major influencer on the purchasing habits of Gen Z consumers in the fashion sector. The constantly changing digital environment together with the introduction of Instagram Reels has caused a serious disruption in marketing and made social media the most important channel for brand awareness, influencing of trends, and consumer interaction.

The study shows that the Gen Z consumers are not merely using Reels for fun but considering it as an instantaneous and reliable channel that they use to form their identities and make purchasing decisions. The short video format creates a fast-paced and vibrant atmosphere in which it is necessary for fashion brands to produce visually attractive, short, and genuine content to keep their attention. According to the research, among the various impacts of Reels, the major one is the impulsive buying which is largely influenced by social factors such as the Fear of Missing Out (FoMO) and high attachment to micro- and nano-influencers.

Although its usage increases the sales of the brand and the intention to buy the product, the study points out the risk of losing brand loyalty as the latter is dynamic and depends on constant value alignment (e.g., authenticity and inclusivity). The marketers are suggested to tap into the influencer collaborations, Instagram shops and the real-time insights of the Reels to mix up the instant interaction with the trust-building process which lasts. Thus, they would be able to face the complexity of navigating this digit-born generation's fashion consumption. The study highlights Reels being a very important digital marketing format, which the fashion industry can benefit from (through rapid trend dissemination) and also face the challenge (leading to impulsive buying) at the same time.

KEYWORDS: *Short-form video content, Purchase behavior, Gen Z, Fashion Industry, Fear of Missing Out (FoMO), Brand loyalty, Purchase decision.*

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