

“A Study on The Genuinity of “Reels” VS “Stories” VS “Feed Posts” in Ad Content

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Abstract- This study examines the perceived authenticity of advertisements on Instagram, focusing on three major formats: Reels, Stories, and Feed Posts. The research aims to compare how users perceive genuineness across these formats and to analyze the impact of authenticity on engagement, trust, and purchase intention. A quantitative research design was adopted using a structured online questionnaire distributed through Google Forms, with a sample size of 114 respondents. Statistical tools such as t-test and regression analysis were used for data analysis.

The findings reveal that Stories are perceived as the most authentic, Reels as the most engaging, and Feed Posts as more promotional in nature. Significant differences were found in authenticity perception among the formats. However, regression results indicate that while authenticity positively influences trust, it does not strongly affect purchase decisions. The study concludes that ad format plays an important role in shaping authenticity perception, but consumer buying behavior is influenced by multiple factors beyond advertising alone. Transparent and ethical marketing practices are essential for building long-term consumer trust.

Keywords: Instagram Advertising, Advertisement Genuineness, Consumer Perception, Social Media Marketing, Buying Behavior, Instagram Reels, Instagram Stories, Feed Advertisements.

I. INTRODUCTION

This study examines the genuineness of Instagram ads in Reels, Stories, and Feed Posts. As consumers demand authentic content, brands must understand which format builds more trust and engagement. Stories often appear more natural, Reels focus on entertainment and discovery, while Feed Posts support polished brand storytelling.

PROBLEM STATEMENT:

An “authenticity gap” is growing due to lack of transparency, exaggerated claims, and fake engagement. This reduces consumer trust in Instagram advertising.

PURPOSE OF THE STUDY:

To compare ad genuineness across formats and identify elements that improve trust and brand loyalty.

II. REVIEW OF LITERATURE

User Sensitivity and Ad Optimization

In 2024, Taiyuan Zhang and colleagues explored user sensitivity modeling. Their research utilized machine learning and randomized controlled trials to predict how users react to ad density and timing. The goal was to balance ad value with user engagement, identifying a research gap in collecting user-level RCT data and monitoring models using purely observational data.

Influencer Marketing and Destination Visit Intention

A 2020 study by Rejoice Jealous Tobias Mamini et al. investigated the impact of Instagram influencers on South African consumers. By using a unified social media influencer attitude model, they examined how brand attitudes and perceptions influence travel intentions. They noted a lack of understanding regarding the specific psychological processes that drive the final stages of a traveler's decision-making process.

Technology Acceptance in the Fashion Industry

Focusing on the Indonesian fashion sector, Aropria Saulina Panjaitan and colleagues (2025) applied the Technology Acceptance Model (TAM) and Theory of

Planned Behavior (TPB). Their work examined the factors influencing the desire to use Instagram Ads, highlighting a significant lack of data regarding user perceptions within the rapidly expanding fashion industry.

Evaluating Instagram Stories vs. Feed Posts

Mahatama vidya and Yasa Ni Nyoman Kerti (2020) utilized the Ducoffe model to gauge millennial opinions on Instagram Stories. They measured factors such as informativeness, amusement, annoyance, and credibility. This study was unique as it was the first empirical evaluation to apply the Ducoffe model specifically to the "Stories" format rather than standard feed posts.

Design Elements and Customer Attitude

In 2023, Muhamad Abdilah Ramdani and Prawira Fajarindra Belgiawan shifted the focus to tangible design aspects. Their research analyzed how visual components—such as color, product imagery, and typography—affect consumer views and actual purchasing decisions. They argued that previous research focused too heavily on abstract values while neglecting the clarity of specific design elements.

Consumer Attitudes in International Markets

Research by Hazem Rasheed Gaber et al. (2019) looked at the Egyptian market, examining how ad personalization and perceived advertising value influence consumer opinions. They identified a research gap in the availability of actual data regarding the relationship between personalization and perceived value.

Strategies for Brand Awareness

Finally, a 2023 qualitative case study by Khotimah Dewi Anom and colleagues focused on optimization strategies for "CV Media Computer."

The study looked at techniques to raise brand awareness and exposure, noting that more methodical explanations are needed to define the connections between these various optimization strategies.

III. OBJECTIVE OF THE STUDY

1. Compare the perceived authenticity of formats to assess how the perceived genuineness of advertising content in Reels, Stories, & Feed on Instagram is determined.
2. Engage with engagement motivation to evaluate the influence of the level of authenticity of Reels, Stories, & Feed post ads on the user’s engagement intention (like, comment, share, save, swipe-up, or click).
3. Engage politely with brand results to explore the influence of the authenticity of Reels, Stories, & Feed post ads on the associated brand variables of trust, brand attitude, & purchase intention.

HYPOTHESIS

Null Hypothesis (H0):

Users do not perceive a significant difference in the genuineness of advertisements across Reels, Stories, and Feed Posts.

There is no important relationship between the perceived genuineness of ads & users trust or purchase consideration.

Alternative Hypothesis (H1):

Users perceive a significant difference in the genuineness of advertisements across Reels, Stories, and Feed Posts.

There is important relationship between the perceived genuineness of ads & users trust or purchase consideration.

IV. RESEARCH METHODOLOGY

Particulars	Details
Research Design	Quantitative research using structured online survey
Data Collection Tool	Structured Questionnaire (Google Form)
Sampling Method	Convenience & Snowball sampling
Sample Size	114 Respondents
Platform Focus	Instagram (Reels, Stories, Feed Posts)

Variables Measured	Naturalness, Trustworthiness, Deceptiveness, Engagement intention
Data Collection Period	2–4 weeks via Instagram & WhatsApp
Data Analysis Tools	SPSS and MS Excel
Statistical Techniques	Percentage, Mean, Correlation, Regression

V. SCOPE OF THE STUDY

1. The study focuses only on Instagram ad formats (Reels, Stories, and Feed Posts).
2. It examines perceived authenticity and its impact on trust and purchase intention using a quantitative survey method.
3. Future research can use longitudinal or experimental studies for deeper analysis.
4. Convenience sampling limits the generalization of findings.
5. Self-reported responses may lead to bias.
6. Online survey methods may affect response quality and accuracy.

VI. DISCUSSION AND RESULTS OF THE HYPOTHESIS

Analysis of Hypothesis-1

Null Hypothesis (H₀):

Users do not perceive a significant difference in the genuineness of advertisements across Reels, Stories, and Feed Posts.

Alternative Hypothesis (H₁):

Users perceive a significant difference in the genuineness of advertisements across Reels, Stories, and Feed Posts.

VII. T-TEST

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
whichformatfeelsmostgenuine	114	2.1228	1.11419	.10435
Adsinreelsgenerallyfeels	114	2.6754	.98210	.09198
Adsinfoodpostsgenerallyfeels	114	2.7544	1.05227	.09855
Adsinstoriesgenerallyfeels	114	2.6053	1.00105	.09376

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
whichformatfeelsmostgenuine	20.342	113	.000	2.12281	1.9161	2.3296
Adsinreelsgenerallyfeels	29.086	113	.000	2.67544	2.4932	2.8577
Adsinfoodpostsgenerallyfeels	27.948	113	.000	2.75439	2.5591	2.9496
Adsinstoriesgenerallyfeels	27.787	113	.000	2.60526	2.4195	2.7910

Interpretation

Respondents have positive attitudes toward all ad formats. Feed Posts are most preferred, followed by Reels and Stories. Authenticity perception differs significantly among formats.

Decision Rule

Since Sig. (2-tailed) = 0.000 (< 0.05), the Null Hypothesis is rejected and the Alternative Hypothesis is accepted.

Key Findings

All formats received positive responses, with Feed Posts ranking highest. Results are statistically significant and reliable.

Analysis of Hypothesis-2

Null Hypothesis (H0):

There is no important relationship between the perceived genuineness of ads & users trust or purchase consideration.

Alternative Hypothesis (H1):

There is important relationship between the perceived genuineness of ads & users trust or purchase consideration.

VIII. REGRESSION

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Adsinfofeedpostsgenerallyfeel, Adsinfofeedpostsgenerallyfeel, Adsinfofeedpostsgenerallyfeel, Adsinfofeedpostsgenerallyfeel ^b		Enter

a. Dependent Variable: Everboughtaproduct

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.213 ^a	.045	.019	1.07234

a. Predictors: (Constant), Adsinfofeedpostsgenerallyfeel, Adsinfofeedpostsgenerallyfeel, Adsinfofeedpostsgenerallyfeel

Interpretation

There is a weak positive relationship (R = 0.123) between ad formats and purchase behavior. Only 4.5% of buying behavior is explained (R² = 0.045), showing very low predictive power.

Decision Rule

Since the R² value is low, the model has weak explanatory power. Therefore, the Null Hypothesis is accepted and the Alternative Hypothesis is rejected.

IX. FINDINGS

- Reels are the most engaging format.
- Stories are perceived as the most authentic and natural.
- Feed Posts are viewed as more promotional.
- Significant difference exists in authenticity among formats (t-test result).
- Authenticity alone does not strongly influence purchase decisions (regression result).

X. SUGGESTIONS

- Use Stories to build trust.
- Use Reels to increase reach and engagement.
- Use Feed Posts for detailed product information.
- Focus on transparency and proper sponsorship disclosure.
- Promote realistic and ethical advertising practices.

XI. CONCLUSION

- Ad format significantly affects perceived authenticity.
- Stories are seen as most genuine, Reels as most engaging, and Feed Posts as most promotional.
- Authenticity improves trust but does not directly guarantee purchases.
- Consumer buying decisions are influenced by other factors such as brand trust, product value, price, and personal needs.
- Overly polished or artificial content reduces credibility.
- Long-term success in Instagram advertising depends on transparency, ethical practices, and building genuine relationships with consumers.

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