EXAMINING MALAYSIAN YOUNG ADULTS' MOTIVATION ON THE CONSUMPTION

OF INSTAGRAM REELS

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ONG WING EN

DECLARATION

This article is entirely my work, besides all sources, whether transcribed, electronic, or own, are properly acknowledged in the bibliography and references. The number of words in this research is 12,743.

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Motivation on the Consumption of Instagram Reels" as part of her Bachelor of
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ABSTRACT

Instagram Reels are concise content videos that are measured in seconds rather than minutes. Nowadays, fewer people are watching TV or going to the movies. Yet they still want to be entertained. Thus, reels are a perfect source of entertainment for the younger generation of Instagram users. The issues that this investigation will attempt to solve are the limitation of demographic data as well as a lack of interaction engagement of young adults via Instagram in Malaysia regarding their motivation to consume. This study aims to investigate the demographic information of Malaysian Young Adults who consume Instagram Reels. It also wants to examine the motivation of young adults and their satisfaction with consuming Instagram Reels. A quantitative research approach is implemented in this analysis. Online questionnaires in the format of Google Forms will be distributed to 60 respondents. Then SPSS is used to analyse the survey data in this study. The present research holds importance in augmenting and deepening the analyses of Instagram usage in Malaysia so that researchers will gain a deeper and more comprehensive understanding of the motives of Instagram Reel users. The findings show that the variables, socially rewarding self-promotion, trendiness, and escape having a positive relationship with satisfaction of the consumption of Instagram Reels.

CHAPTER 1

INTRODUCTION

1.0. Introduction

This segment will examine Instagram short-form videos, Reels, and their usage of in the society, followed by the problem statement, significance of the study, research objective, and questions of this study.

1.1 Background of Study

In this day of advanced technology and inventions, social media has grown into an essential aspect of daily life. Our lives are intricately linked to and reliant on this expanding virtual network, either directly or indirectly. Among the most widely used social networking sites is Instagram, which has about 1.1 billion active monthly users (Dean, 2023). "Reels," the term for short-form videos on Instagram, are a new and captivating trend that has emerged in recent years. These brief, snappy video clips captivate viewers with their engaging content because they frequently have catchy music and quick transitions. What appeals to them about it? It is its flexibility. Instagram users can share a vast array of content, ranging from simple photos to fully realized artistic creations. These brief video clips were produced in response to TikTok's growing popularity. Reels and TikTok are comparable in many aspects, but there is one important difference. Reels are only available through the Instagram app, in contrast to TikTok. A brief video that users can edit on the website is all the need to create a reel. Reels can help users stand out and increase their visibility on a crowded platform like Instagram. One of the primary advantages of Instagram Reels is the potential to reach a larger audience. When an individual creates a Reel, it is shown in a special

section where users may discover and interact with fresh content. This implies that, even if a user has little popularity, their Reels can reach a significantly bigger audience. This is especially important for businesses and influencers trying to grow their presence on the network (Boyle, 2023). Moreover, Reels allow users to be creative and innovative with their messages. Making short videos encourages people to experiment with different sounds and images, which fosters fresh ideas. This allows creativity to move forward in novel ways. People enjoy original, innovative, and creative material, which improves their social media experience as well as consumption. Investigating how the consumption of Instagram Reels motivates Malaysian Young Adults, including time spent and content on the platform as well as understanding the behaviours can reveal information about user satisfaction in Instagram Reels consumption.

1.2 Problem Statement

The issue that this investigation will attempt to solve is the limitation of demographic data. The only demographic information gathered from the participants in the earlier studies was age and gender, which limits the samples' representativeness of the overall population and diversity (Kircaburun et al., 2018; Menon, 2022b). Therefore, a variety of participant demographics, including their political and religious views, marital status, employment status, and problematic use of social media, will need to be investigated in this study as demographic data offers insightful information about the age, gender, location, and interests of the intended audience, especially Malaysians. Hence, content producers can better tailor their content to appeal to Malaysia's youth by researching these demographics.

Moreover, there is a lack of interaction engagement of young adults via Instagram in Malaysia regarding their motivation to consume. The majority of relevant research was carried out

in other countries such as Turkish, India, and Bangladesh (Hossain, 2019; Kircaburun et al., 2018; Menon, 2022b). It presents formidable obstacles to research endeavours. It limits access to important data, making it more difficult to comprehend user motivations, and could produce less precise and useful results for researchers, marketers, and content producers. Hence, scholars in Malaysia must advance and deepen their research in this area.

1.3 The Significance of Study

The present research holds importance in augmenting and deepening the analyses of Instagram usage in Malaysia, specifically offering additional perspectives on social media communication research. Through this study, researchers will gain a deeper and more comprehensive understanding of the motives of Instagram Reel users.

Furthermore, this research is being done to improve knowledge and information about social media because there is a deficiency of academic analyses on related subjects in the framework of non-professional users.

Conversely, the study seeks to comprehend the impact of Instagram usage among young adults in Malaysia. It is critical to research how young adults in Malaysia are currently using social media and why they do so to feel satisfied with their lives. Instagram Reels are visually appealing, short video snippets. Malaysian young adults may be drawn to them because of their appealing images, colourful aesthetics, and creative content. Advertisers can take advantage of this by making their advertising visually appealing and imaginatively designed to capture attention in the initial few seconds. A lot of young people use social networking sites such as Instagram for fun and to escape from their daily lives. Instagram Reels offer brief bursts of entertainment in the form of hilarious, relatable, or inspirational videos. Advertisers can tailor their content to these themes

to effortlessly merge their brand messaging into the forms of entertainment that young adults already consume.

1.4 Research Objectives

This study has several research objectives, which have been formed as follows:

1. To examine Malaysian Young Adult's Motivation in consuming Instagram Reels.
2. To investigate the relationships between Malaysian Young Adult's motivation in consuming Instagram Reels and their satisfaction.

1.5 Research Question

This study has several research objectives, which have been formed as follows:

1. What are the motivations of Malaysian Young Adults in the consumption of Instagram Reels?
2. What are the relationships between Malaysian Young Adults' motivations in consuming Instagram Reels and their satisfaction?

1.6 Chapter Layout

The study summary is explained in the first chapter, which serves as an introduction. The goal and background of the investigate, the problem statement, the research objectives, the research questions, the impact of the analysis, and the chapter layout were all listed in the first chapter.

The relevant literature and findings to the research topic will be covered in chapter 2. This chapter will also include the underlying theory and results from previous research. This chapter will also address the hypothesis. And lastly, a conclusion to wrap up the chapter.

Research methods are summarised in Chapter 3. It will cover the following topics: research design, data gathering techniques, sampling design, study instrument, management of social media constructs, data processing, data study, and finally, a closing.

In Chapter 4, the questionnaire results that are pertinent to the study's goals and hypothesis are further discussed and analysed through the use of figures and tables. Additionally, variable reliability analysis and explanatory analysis based on the data will be covered. Finally, a summary to wrap up the chapter.

The entire research study, including its analysis and implications, will be concluded in Chapter 5. We will also talk about the study's recommendations and limits. Ultimately, the conclusion will wrap up this dissertation's research goals.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This segment will discuss the development of social media, the background of Instagram and how it works, past studies about Instagram with journals, the uses and gratification theory as well as reviewing journals with the theory applied.

2.1 Social media

The word "social media" explains the extent of technological implements that let users share information and concepts. About 60% of the global population, or above 4.7 billion people, use social media, comprising Facebook, Instagram, YouTube, and X platform, formerly Twitter (Dollarhide, 2023). In 2023, 94.8% of people used internet site and apps for discussion and messaging, beside social media platforms coming in second with 94.6% of individuals (Dollarhide, 2023). Social media initially served as a platform for communication linking friends and family, but it rapidly grew to be used for a wide extend of activities. The initial social network to gain one million active monthly users was MySpace in 2004 (Mutabazi, 2023). The initiation of Facebook and Twitter (now known as the X platform) in the years that followed affected an explosion in the utilization of social media. Companies assembled to these channels to instantly attach with a global viewer. 46% of online users worldwide get their news from social media, and this distinction with 40% of the individuals who visit news sites to perceive news (Dollarhide, 2023). Compared to other age groups, Millennials as well as Gen Z were almost likely to pay attention to news on

social media. It is scarcely surprising that social media serves a key fragment in marketing strategies for many businesses contemplating how many hours people utilize social media websites and apps daily. Concurrently, the orbit of social media is enduring persistent alteration, as relatively new concentrations like Clubhouse, Signal, then TikTok are rising to the types of recognized social networks like Instagram, Facebook, YouTube, and X platform.

Six classifications are generally used to categorize social media platforms: online forums, media sharing, social networking, social bookmarking, and social news. A wide selection of customer preferences and principles are functioned by these various platforms. Some are more demanding to enthusiasts, although others focus on professionals. They are used by people to attach with individuals around the world who hold alike political or other beliefs. Politicians network with voters on social media, entertainers with fans, and charitable organizations through donors. Throughout situations of emergency, governments commonly use social media to publicize important information.

2.2 Instagram

Kevin Systrom instituted Instagram, a social media platform for posting photos and videos, in 2010. When the Instagram app was leading distributed on October 6, 2010, it expanded to 25,000 users in one day. The total of users on the app had risen to about 27 million in March 2012 (Eldridge, 2023). When Instagram for Android phones was released in April 2012, it was downloaded over a million times in a single day. On that occasion, the business was also on the edge of obtaining a $500 million round of new grants (Blystone, 2022). Among Stanford events, Systrom and Zuckerberg, who founded Facebook, had become familiarized, and both had been in contact at the onset of Instagram's explosive progression in popularity. In 2022, there were 15.7

million Instagram users in Malaysia. At 7.1 million, males make up 47% of the user base, while females make up 53% at 8.3 million. Malaysian young adults (18 to 24 years old), with 4.7 million people (17.6% of total users) 2.2 million individuals, is the second greatest group of users on Instagram, 47% of the total, are male, and 2.5 million users, or 53%, are female (Naim & Naim, 2022).

As its launch in 2010, it has expanded in recognition by commencing cutting-edge new sorts like Instagram Stories, shopping, Instagram Reels, and even more. Like Facebook, Instagram accounts have a news feed and a profile for each user. A picture or video that people upload to Instagram exists on one's profile. Individual posts appear in the feeds of other users who have already followed. People also see posts from other users that they have followed. Instagram is like Facebook but more concentrated on mobile access and the contribution of visual content. Like various social networks, people can be involved with other users through private messaging, making comments, liking, tagging, and following others. Instagram photos that people view can also be saved. Reels is the newest feature on Instagram. It gives the Instagram mobile app a new, trendy format for short-form musical videos. Stated differently, it is a clone of TikTok. One can capture and modify video clips with Instagram Reels. Afterward, incorporate audio or even add music from another person's video. These features are provided by TikTok, which also contributed to the rise in popularity of their application in brief musical content. Reels is an addition to the main Instagram app, so all people need to download to use it is the most recent version of Instagram. Reels is not a standalone app, though. Reels are incorporated throughout the app once people are on the most recent version; they even occupy the top spot on the primary menu bar at the bottom of the app.

2.3 Uses and Gratification Theory (U&G)

Uses and gratifications theory (U&G) indicates that people acquire the channels they receive based on the expectations that those choices will lead to gratifications. When it comes to media consumption, U&G differs from other theories regarding media by emphasizing the consumer over the media or its messages. People are viewed by other theories as passive recipients of media messages, but according to U&G, people actively consume media and are conscious of the factors that influence their choices.

A key area of analysis for U&G is the satisfaction that the media can or should deliver. This has indicated the expansion of numerous typologies that categorize satisfactions into a small number of groups. For instance, Katz, Gurevitch, and Has (1973) extended a well-known list of five social and psychological essentials that are satisfied by media utilization. These needs include cognitive needs, or else the urge to absorb new things or extend one's conception; the need for appealing or emotive experiences is acknowledged as an affective need; integrative needs, also known as the need, to strengthen credibility, status, or assurance. These needs involve both affective and cognitive components; requirements for social integration, or the necessity to fortify bonds with friends and family; tension-release needs, or the require to de-stress and chill out by reduction of self-awareness. Interestingly, current U&G research indicates that new media may provide comparable satisfaction.

Nevertheless, research by Sundar and Limperos (2013) notes that although new and old media may satisfy some comparable social and psychological demands, new media's affordances also generate distinct needs that may go unnoticed in studies of the applications and satisfactions of new media. The researchers propose several novel rewards that fit into four groups that are

unique to new media features, including Modality-based gratifications which text, video, and audio are just a few of the modalities in which new media content can be delivered. The need for realism, novelty, or, in the case of virtual reality, a desire to feel as though people have been somewhere, can all be satisfied by using these various modalities; Agency-based gratifications which people have a certain amount of power thanks to new media, which allows them to create and share content and information. This can meet requirements for the growth of communities, agency enhancement, and the customization of content to an individual's preferences; Interactivity-based gratifications which Content is no longer static thanks to new media's interactivity. Rather, content can be instantly interacted with and altered by users. This meet demands for increased choice, management, and responsiveness; Navigability-based gratifications in which users interact with new media, and their experiences can be significantly impacted by the navigation that various interfaces provide. Good new media navigation encounters meet browsing needs, for support during navigation (also called scaffolding), and for the enjoyment of navigating through areas and, in the case of a game, levels (Vinney, 2022).

2.4 Past studies on Uses and Gratifications Theory (U&G) on Instagram

Numerous studies have examined Instagram using the U&G approach. Research on the usage and satisfaction of Instagram is conducted by individuals of all ages and genders, including children, adults, and middle-aged people. The study looked at user personality traits, gender differences in usage motivations, as well as the motivations, gratification, and behaviour of Reels users.

Menon (2022) conducted a study that identified the motivations for using Reels and found out what satisfaction people get from using Instagram Reels is the aim of his study. The study

provides empirical support for the earlier conclusions made by Sheldon and Bryant (2016) that the use of Instagram was motivated by **surveillance,** illustrates how users use the reels to view other people's livers through the brief videos posted on the website and documentation, which Instagram Reels' features enable users to capture and preserve significant life events in brief videos. Menon (2022) deduces that Reels' usage is motivated by a combination of its parent app, Instagram, and the app Tik Tok, which allows users to share short videos. Additionally, the outcome supports earlier research by Meng and Leung (2021), asserting that users of vertical video-sharing platforms are driven by both medium-specific gratifications like novelty, documentation, and trendiness as well as outmoded uses and gratifications motives like entertainment, escape, and surveillance**.** Thus, these results also lend support to U&G's theoretical validity. Menon (2022) showed that all life position values and Reels' use motives were positively correlated, excluding the negative correlation between **escapism** and life satisfaction. This implies that those who are dissatisfied with their lives use Instagram reels being a way to flee the issues they are facing in the real world.

In terms of narcissism, it has been noted that narcissists primarily use Instagram Reels for self-promotion that receives positive social feedback. This makes a lot of sense because narcissists' primary goal in Reels is to validate their dominance. Their narcissistic personality is satiated by manipulating the short video content with the aid of Reels' diverse features, which include beauty cameras, various filters, and video editing tools. Positive correlations with narcissism were also observed for all the other motives. Sheldon and Bryant (2016) noticed that college students enjoy liking their friends' Instagram photos to gain popularity among their peers and discovered a positive association relating narcissism and self-promotion. Besides, as anticipated, the reel usage manners of creation, consumption, and input were positively predicted by the social and psychological precursors, for instance, contextual age and then narcissism. The findings showed

that user behaviour on Reels wherever consumers keenly create, consume, and contribute was positively predicted by social activity and interpersonal interaction. This result is in line with earlier research which demonstrated that social interaction and activity were favourable indicators of behaviour on social media (Papathanassopoulos, 2011; Sheldon et al., 2021). According to Papacharissi and Mendelson (2010), to gain more social capital, users should engage in a lot of interpersonal communication and social activity. Therefore, it stands to reason that Reel users who engage in more social media and interpersonal interaction would be eager to gain more followers to increase their social capital.

Additionally, Hossain's (2019) review authenticates the U&G and its prompt on usage intention by employing an online survey method with a sum of 25 respondents in Bangladesh to research the mediating function of habit and subjective pattern. The study reveals that the relationship between U&G and usage intention is largely intervened by the user habit, which is a substantial influence that shapes usage intention. The substantial correlation connecting usage intention and habit is in line with the discoveries of Gan et al. (2017) and Hsiao et al. (2015). It demonstrates that U&G significantly improves user habit, and that habit improves usage intention. These indicate that satisfactions create habits that increase the likelihood of repeating the intended use, the same activity, or a long-term relationship. Users are more likely to spend social networking sites (SNS) consistently and extra frequently if they develop habitual behaviour while using them. In this sense, habitual behaviour may be significantly shaped by pre-use, cognitive, or social factors. Similarly, according to Teo (2009) and Choi and Chung (2013), as well as our expectations, the subjective norm is also thought to be a significant factor in determining usage intention. As demonstrated by the results, usage intention is significantly positively impacted by the subjective norm, and the UGT significantly positively influences the subjective norm. A specific social

pressure appears to be a major factor in social media use, as evidenced by the significance of subjective norms in influencing user behaviour towards usage intention. A social media user who accepts and then uses SNS is inevitably connected to another individual. Put differently, individuals who use social media are heavily impacted by one or more significant references, particularly those who belong to their primary reference group, which includes friends and family.

On the other hand, using a social media use questionnaire, Kircaburun et al. (2018) explored the connection relating to Problematic Social Media Use (PSMU) and the reasons behind about 68 Turkish students. The findings demonstrated that women utilized social media considerably more to manage their tasks and preserve current relationships as well as to satisfy their desire for information and education. The use of social media as a task management tool was found to be positively correlated with extraversion and femininity, but the use of social media for informational and educational purposes (IAE) was negatively correlated with these characteristics and predicted only 4% of the variance. Instagram use was positively associated with passing the time and projecting a more popular image, but negatively associated with age. The study found that passing time was abstemiously related to PSMU, while gender, maintaining existing relationships, meeting new people, and socializing, neuroticism, Instagram use, agreeableness, extraversion, entertain mental use, and conscientiousness were all weakly associated with PSMU. More precisely, the most common social media platforms accounted for 7%, personality traits for 4%, gender and age for 4%, and social media use purposes for 13% of the variance in PSMU. In summary, female, agreeable, quiet, neurotic, and non-conscientious individuals were more likely to have higher PSMU levels. Additionally, they were more likely to use Facebook, Instagram, and Snapchat. They most likely used SMS to pass the time, socialize and meet new people, express, or present a more popular self, have fun, and have lower info and education motivations.

Furthermore, Menon (2022b) uses data from an online survey involving 338 respondents from India to conclude the rationale behind updating "Stories" on Facebook, Instagram, and WhatsApp. Age is positively correlated with just two Instagram story update motives: social sharing, meaning that Stories are a common means of interpersonal communication that people use to express their joys and sorrows to those in their social circle, and **socially rewarding self-promotion**, which suggests that people post updates to Stories to promote themselves and earn likes and comments as rewards. In terms of Instagram story updates, women are more likely than men to pursue trendy fashion gratifications and socially rewarding self-promotion. The outcome supports the earlier research by Sheldon and Bryant (2016), who discovered that one of the main forms of satisfaction obtained from Instagram is self-promotion. Besides, as per Sundar et al. (2014) earlier research, fashionable clothing started to positively predict Instagram story updates. According to Sundar et al. (2014), affordances that are pinpointed around the platform, like "coolness," encourage users to try new things and embrace new elements and habits. Additionally, stylish clothing and coolness were found to be important indicators of user behaviour in recent research on Instagram (Sheldon & Bryant, 2016) and social media sites (Scherr & Wang, 2021). Ultimately, through the identification of two modalities-based gratifications, socially rewarding self-promotion and fashionably **trendy,** which became apparent as a reflection of Reels' usage as a modern trend that users might adopt, inspiring other users to make use of the feature (Sundar et al., 2014; Sundar & Limperos, 2013). Menon (2022b) analytically proven that platform-credentialed affordances could impact media actions (Rathnayake & Winter, 2018). It follows that Uses and Gratification is yet an applicable and accepted theory that able to predict user behaviours (Lin, 2006).

In short, I purposefully chose motives that resonate with the cultural backdrop of the country. Socially rewarding self-promotion is essential since it is consistent with Malaysian culture's emphasis on neighbourhood and social relationships. It attempts to share various perspectives, accomplishments, and creative work through self-promotion, establishing a sense of unity and mutual support within the Malaysian community, consistent with the cultural emphasis put on collective achievement and the celebration of individual successes.

The theme of escape in the content addresses the pressures and challenges faced by all individuals, including Malaysians. Instagram Reels is distributed as an outline of escapism, offering moments of joy and creativity fundamental to the lives of Malaysians. By supporting content that proffers a stimulating break from daily schedules, it attempts to sustain the need for strengthening and enjoyable disturbances amidst the unique challenges encountered by Malaysians.

Acknowledging Malaysia's lively and diverse cultural background, the trendiness factor is crucial. Staying current on Instagram Reels relates to the rapidly growing nature of Malaysian social media culture. This approach warrants that the information stays applicable and involves a diverse audience, accenting the cultural nuances and values integral to Malaysia's vital social connections.

Surveillance in this investigate is aimed at revealing the choices and interests of the Malaysian audience. Examining statistics and interaction becomes a fundamental tool for modifying material to local details, ensuring Instagram Reel content is mutually relevant then engaging to Malaysians. This intentional attempt supports the research's overall effect by bringing it closer to the cultural convictions and practices of Malaysia's online community.

2.5 Hypothesis
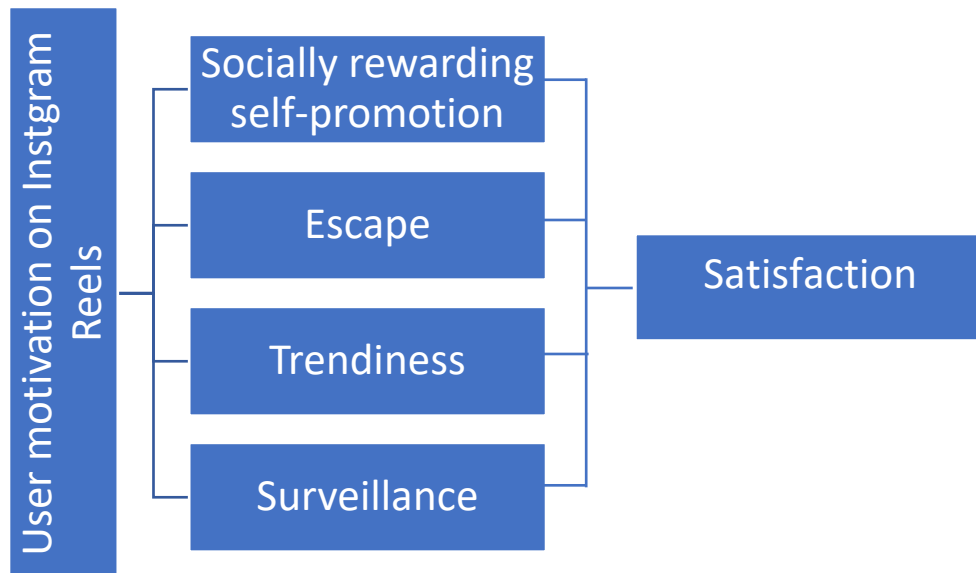
Figure 2.1 Hypothesis

H1: There is a positive relationship between socially rewarding self-promotion and satisfaction in the consumption of Instagram Reels.

H2: There is a positive relationship between escape and satisfaction in the consumption of Instagram Reels.

H3: There is a positive relationship between trendiness and satisfaction in the consumption of Instagram Reels.

H4: There is a positive relationship between surveillance and satisfaction in the consumption of Instagram Reels.

2.6 Conclusion

Instagram Reels are a foremost type of short-form video material on the internet. Users are driven to Reels because of its concise and immersive content, making it a popular medium for rapid amusement and keeping up with the newest trends and happenings.

The present research will investigate this topic utilizing the Uses and Gratification Theory, which advances that people deliberately opt for media rather than content to gratify particular wants and appeals to derive satisfaction from media use. Its main goal is to comprehend how and why individuals utilize media by looking at the satisfactions they pursue, including escapism, amusement, knowledge, social contact, and the reinforcement of their own identities. It will be useful to determine respondents' motivations for using Instagram Reels and their level of satisfaction. The hypothesis predicts a positive correlation between four pairs of variables and satisfaction which are the variables of socially rewarding self-promotion, escape, trendiness, and surveillance.

CHAPTER 3

METHODOLOGY

3.0 Introduction

This segment keeps a detailed justification as to how the research will be conducted. The chapter is organized into nine parts: research design, research instrument, questionnaire design, sample size and sampling method, pilot test, data collection, data processing and analysis, ethical measures, and chapter conclusion.

3.1 Research Design

A research design is a comprehensive framework or structure that leads the research development. It is a central part of the research process since it outlines how a study will be conducted, including the methodologies and procedures utilized to gather and analyse data (Alam, 2023). An efficient research study is required to ensure that the research objectives are satisfied and that the findings are valid and reliable. A well-constructed research design is essential because it ensures the accuracy, dependability, and generality of research findings, helping researchers to draw significant inferences and add to the body of knowledge on their subject.

The current study is intended to be correlational quantitative research. Quantitative research is a route that researchers use to evaluate theories regarding people's views and behaviors by numerical and statistical data (*What Is Quantitative Research?* 2023). Quantitative research focuses on collecting facts about social processes while presuming a stable and measurable reality. This research tool, which provides numbers and statistics-based insights, is an important aspect of primary research since it helps comprehend how well an organizational decision will work out.

Using the survey approach, this study will employ statistical analysis and offer numerical data at the conclusion, demonstrating how strong or weak the connections among the variables are. The study contains four independent variables which are socially rewarding self-promotion, escape, trendiness, and surveillance.

3.2 Research Instrument

A research instrument is a piece of equipment that a researcher uses to assist in gathering, calculating, and analysing the data for a study (Mallory, 2022). The researcher usually has the freedom to select the research instrument that best fits the technique.

There is a wide range of research equipment to gather data. One of them would be interviews, whether conducted in groups or one-on-one. Conducting interviews can be done in a variety of methods. The interview may be unstructured, semi-structured, or structured, such as. The degree of formality with which the interviewee is asked distinguishes them from one another. The researcher could decide to ask the interviewers in a group interview to share their ideas or perspectives on particular subjects.

In addition, surveys (online or offline). When conducting survey research, the researcher asks survey respondents to respond to a series of questions. He or she can choose to utilize closed-ended questions like several-choice questions or open-ended questions like essay-style questions. Researchers may even want to merge the two in the investigation.

Additionally, focus groups. As with the previous group interview, the researcher could need to ask a focus group to discuss a certain issue or viewpoint and record the responses they provide.

Moreover, observations. If the researcher is conducting a study on human behaviour, this is an excellent tool to employ. There are assorted approaches to this research, for example looking at applicants' reckless behaviour in daily life or using a more structured method. An organized remark is when academics watch behaviour as arranged and decided upon with participants, usually at a predetermined time and location.
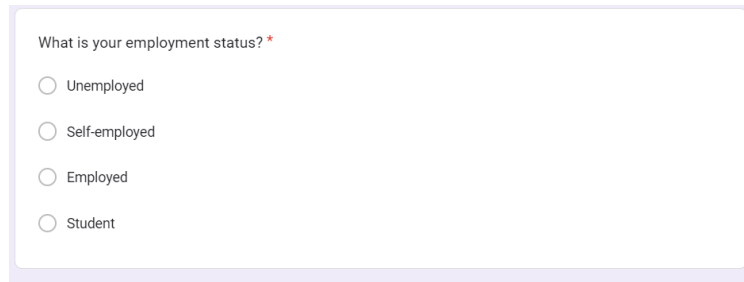
The questionnaire is the only research tool consumed in this study. Preparing a questionnaire quickly allows for a high response rate. To avoid the time-consuming process of physically distributing and collecting responses, an online questionnaire with a link was created.

3.2.1 Questionnaire Design

The questionnaire that was created is an online questionnaire in the form of a Google Form. The questions were adapted from existing surveys by Menon (2022). This questionnaire will use a combination of multiple-choice questions (MCQ), Likert scale questions, and checkboxes. In general, it consists of four sections, beginning with personal information, then consumption of Instagram reels, user motivation on the consumption of Instagram Reels, and finally satisfaction on the consumption of Instagram Reels.

Section A (Personal Information) screens out ineligible participants based on the survey requirements. It was also utilized to obtain demographic data regarding the samples, such as their age, gender, race, educational level, and afterward job status. This section used multiple-choice questions (MCQ) to allow respondents to select the most appropriate answers.
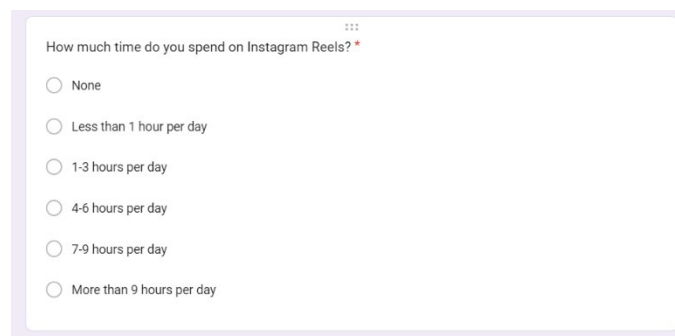
Figure 3.1. Example of question from Section A

Section B will be "Consumption of Instagram Reels." It monitors the targeted sample's consumption behavior on Instagram Reels. This part uses an MCQ style to gather specific data. For instance, respondents will share their Instagram Reels time consumption based on user motivation.

Figure 3.2. Example of question from Section B

Section C (User motivation on the consumption of Instagram Reels) used a Likert scale to assess participants' motivation for consuming Instagram Reels. Participants can score their perception based on the motivation presented, alternating from 1 (strongly disagree) to 5 (strongly agree). The section has a total of six motivation statements, all of which were derived from previous research (Menon, 2022).

Figure 3.3. Example of question from Section C

The final Section D, satisfaction on the Consumption of Instagram Reels**,** will demonstrate the attitude of the respondents towards satisfaction with the consumption of Instagram Reels by using the Likert scale. Participants can score their perception based on the motivation provided, extending from 1 (strongly disagree) to 5 (strongly agree).

Figure 3.4. Example of question from Section D

3.3 Sample Size and Sampling Method

The study's illustration consists of young adults aged 18 to 26 from Malaysia who utilize Instagram Reels. As of June 2023, Malaysian young adults accounted for more than 40%, which occupied the biggest proportion of the Instagram user base in Malaysia (Statista, 2023).

Malaysian Communications and Multimedia Commission (MCMC) also stated that Malaysians in their 20s are the most active users of online platforms, while the number of Internet users under 20 continues to rise (Malaysian Communications and Multimedia Commission, 2020).

The study focused on social media users between the ages of 18 to 26 to better understand their behaviour. Participants under 18 were omitted from the study as they may have limited access to social media due to parental controls.

The proportional quota sampling approach was used to reach the intended sample size of 60 young adults. Quota sampling is a non-probability sampling technique that implies the non-random range of a preset quantity or proportion of units. This is identified as a quota. The goal of quota sampling is to regulate what and who makes up the sample. Quota sampling is classified into two types: proportional and non-proportional sampling. Proportional quota sampling represents the population's primary features by sampler them concerning their percentage in the research population while non-proportional quota sampling is less stringent (Nikolopoulou, 2023). This study used proportional quota sampling due to the lack of random selection options. Quota sampling saves time while collecting data as the sample is equivalent to the population of interest, it is a quick, simple, and handy approach to sample data (Simkus, 2023). In this study, samples were separated into two subgroups based on gender, with each segment accounting for 50% of the total. The group size is 60 young adults, 30 males and 30 females.

Below is the procedure for conducting quota sampling:

Steps	
1	Recruit suitable samples—young adults aged 18–26 years old and located in Malaysia.
2	Arrange the samples into subgroups—male or female.
3	Filter and select suitable samples until each subgroup reach 30 young adults.

Table 3.1 Steps of the sampling process

3.4 Pilot Test

Pilot testing is a pilot test or study carried out before a larger-scale study. A pilot study can provide vital info to aid steer the course of the larger study or research project, such as insights into the study's subsequent cost, overall viability, and any barriers that the study may encounter after it begins (Williams, 2023). A pilot test can aid in attaining a better insight into any challenges that may arise when conducting a larger study. A pilot test allows discover more about the efficacy of the strategies that have been chosen, the feasibility of acquiring the necessary information, and the feasibility of the study. Furthermore, any potential issues with the study early on will be detected, allowing alter the methodology before beginning a larger-scale testing.

The researcher shared the questionnaire with six participants who met the criteria for the sample. The researcher verified that all questionnaires were completed after respondents had finished answering all questions. The researcher collected input from participants to ensure the questions were clear and provided adequate options. The researchers then deleted or altered the

problematic queries. The pilot test results were used to evaluate the data analysis procedure. The outcome helped assess the viability of the research design.

On 23rd February 2024, the pilot test was completed. Following comments, questions were adjusted to improve clarity. The table below provides additional information about the revisions.

Sections	Original Questions/ Answers	New Questions/ Answers	Remarks
Section A	Which state are you from? • Johor • Kedah • Kelantan • Labuan • Melaka • Negeri Sembilan • Pahang • Penang Island • Perak • Perlis • Putrajaya • Sabah • Sarawak • Selangor • Terengganu	Which state are you from? • Johor • Kedah • Kelantan • Labuan • Melaka • Negeri Sembilan • Pahang • Penang Island • Perak • Perlis • Putrajaya • Sabah • Sarawak • Selangor • Terengganu	• Added a new state

		• Kuala Lumpur	
Section A	What is your employment status? • Unemployment • Self-employed • Employed	What is your employment status? • Unemployment • Self-employed • Employed • Student	• Added a new status
Section C	Trendiness • Because Instagram reel is a new trend • Everybody else is using it • Friends are using it • Using Instagram reel is new fashion • It is cool	Trendiness • Because Instagram reel is a new trend • Everybody else is using it • Using Instagram reel is new fashion It is cool	• Remove the selection of "Friends are using it" as it is same as other selection of "Everybody else is using it"

Table 3.2 Results of pilot test

3.5 Data Collection

Participants were selected from classmates or family who met the conditions. After confirming eligibility, participants were emailed a link to a Google Form to complete the questionnaire. To guarantee accurate and appropriate sampling, the questionnaire begins with questions on age and resident state. The method screened out responses from ineligible individuals. The data-gathering period lasted around 5 days, beginning February 26th, 2024.

3.6 Data Processing and Data Analysis

The study used many analysis approaches, including descriptive, statistical, central tendency measures, and Pearson correlation. Initially, all portions were examined descriptively. Furthermore, the statistical data analysis generated the central tendency measures for each variable involving a Likert scale. Pearson correlation can examine the relationship between user motivation on the consumption of Instagram Reels (Section C). SPSS V29 was used to perform this analysis.

3.7 Measures of Handling Ethical Issues

This study does not gather any personal data. The data-gathering procedure was conducted anonymously. To protect participants, an informed consent form was supplied before their responses. It includes research specifics, benefits and dangers, data processing techniques, privacy safeguards, and contact information. Participants would only participate in the study after providing consent. No matter how they joined, they could skip the questionnaire at any time.

Acknowledgement and Consent
You are invited to participate in a research study about examining the influence of Malaysia Young Adults' user motivation on the consumption of Instagram Reels. The goal of this research study is to determine whether the user motivation on instagram reels deeply influence on Malaysia Young Adults. This study is conducted by Ong Wing En (Student ID: 20UJB02720), a student from Universiti Tunku Abdul Rahman , Sungai Long Campus (UTAR).

Participation in this study is voluntary. If you agree to participate in this study, you will need to take about 5 minutes to answer the following questionnaire.

This study will be conducted anonymously. Your information will be assigned a code number that is unique to this study. No one, including the investigator, can know your identity. When the study is completed and the data have been analysed, the collected data will be destroyed. Study findings will be presented only in summary form. Your data will be processed and protected in accordance with the Personal Data Protection Act 2010.

If you have any questions about this study, please contact Ong Wing En at 0172229138 or hye2002@1utar.my

Your participation is truly appreciated.

Sincerely,
Ong Wing En
Student
University Tunku Abdul Rahman (UTAR)

Sign in to Google to save your progress. Learn more

* Indicates required question

By clicking the button below, you acknowledge that your participation in this study * is voluntary, you are at least 18 years of age, and that you are aware that you may choose to terminate your participation in the study at any time and for any reason. Please Indicate your consent before proceeding.

◯ I consent, begin the study

◯ I do not consent, I do not wish to continue participating

Figure 3.5. Example of acknowledgement and consent in the questionnaire

3.8 Conclusion

The study used a quantitative technique, collecting responses from participants via an online survey form. A more comprehensive outcome that encompasses the entire population is preferable. The sample includes 60 young adults aged 18 to 26 who use social media and live in Malaysia. To avoid random sampling, proportional quota sampling was used instead. To avoid bias, the final sample includes 30 males and 30 females. The following data analysis utilized descriptive, statistical, central tendency measures and Pearson Correlation approaches. Finally, the study indicated a relationship between socially rewarding self-promotion, escape, surveillance, trendiness, and user motivation on Instagram Reels.

CHAPTER 4

FINDINGS & ANALYSIS

4.0 Introduction

The outcome of the data from the previous chapter is presented in this chapter. It entails a thorough study of the research results, including the Pearson Correlation results central tendency assessments, and reliability test results. Sections on demographics, consumption of Instagram Reels, user motivation on the consumption of Instagram Reels, and satisfaction on the consumption of Instagram Reels will be covered along with the central tendency measures and Pearson Correlation results. To further assist in illuminating the conclusions, these studies will also include graphs, tables, and charts. Predictions and concepts will be offered to explain the results. In the end, the research hypothesis will either be accepted or rejected based on all the statistics.

4.1 Reliability Test

Reliability Statistics

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
	.931	.932	23

Table 4.1 Results of the reliability test

The questionnaire with 23 Likert scale questions has a Cronbach's Alpha score of .931, indicating that it is a comparatively decent questionnaire. The study's high level of reliability is

further supported by its Cronbach's Alpha grade. As a result, this list of inquiries is appropriate for gathering pertinent information.

4.2 Demographics

		Frequency	Percentage
What is your age?	18-20	6	10.0%
	21-23	41	68.3%
	24-26	13	21.7%
What is your gender?	Male	30	50.0%
	Female	30	50.0%
What is your race?	Malay	9	15.0%
	Chinese	44	73.3%
	Indian	6	10.0%
	Kadazan-Dusun	1	1.7%
Which state are you from?	Johor	4	6.7%
	Kedah	0	0.0%
	Kelantan	0	0.0%
	Labuan	0	0.0%
	Melaka	0	0.0%
	Negeri Sembilan	2	3.3%
	Pahang	5	8.3%
	Penang Island	5	8.3%
	Perak	24	40.0%
	Perlis	0	0.0%
	Putrajaya	2	3.3%
	Sabah	1	1.7%
	Sarawak	13	21.7%
	Selangor	0	0.0%
	Terengganu	0	0.0%
	Kuala Lumpur	4	6.7%
What is the highest level of education you have achieved?	No academic or professional qualifications	0	0.0%
	Primary or secondary education	2	3.3%
	Diploma or equivalent	9	15.0%

	Undergraduate degree or equivalent	46	76.7%
	Postgraduate degree or equivalent	3	5.0%
What is your employment status?	Unemployed	3	5.0%
	Self-employed	3	5.0%
	Employed	13	21.7%
	Student	41	68.3%

Table 4.2 Demographics table

Age
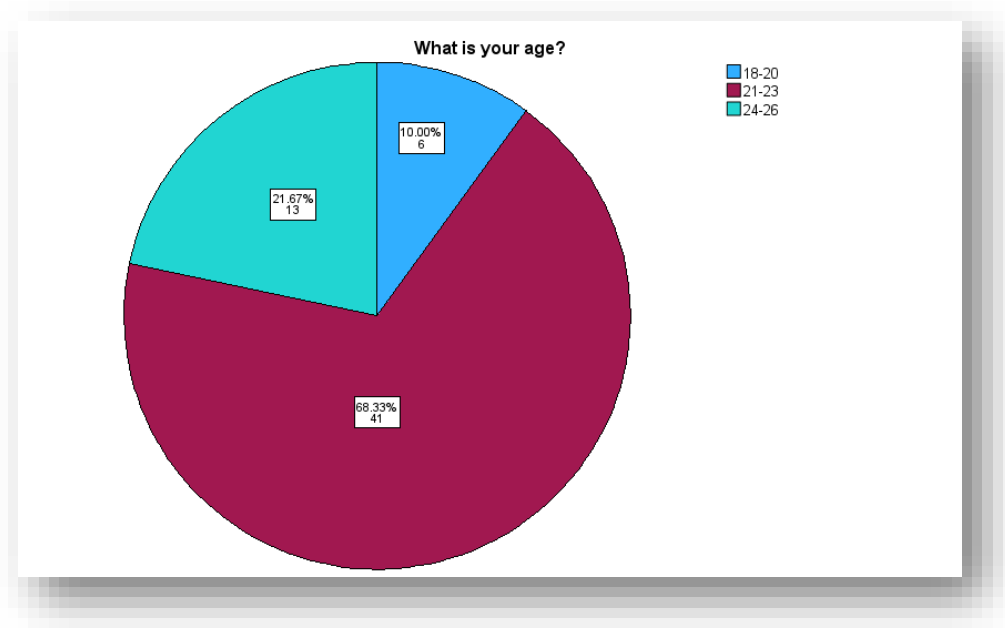
Figure 4.1. Age of the respondents

Among all of the 60 respondents, there is 68.3 % of respondents are aged between 21 to 23 years old, 21.67 % of them are between 24 to 26 years old and 10 % of them are between 18 to 20 years old.

Gender
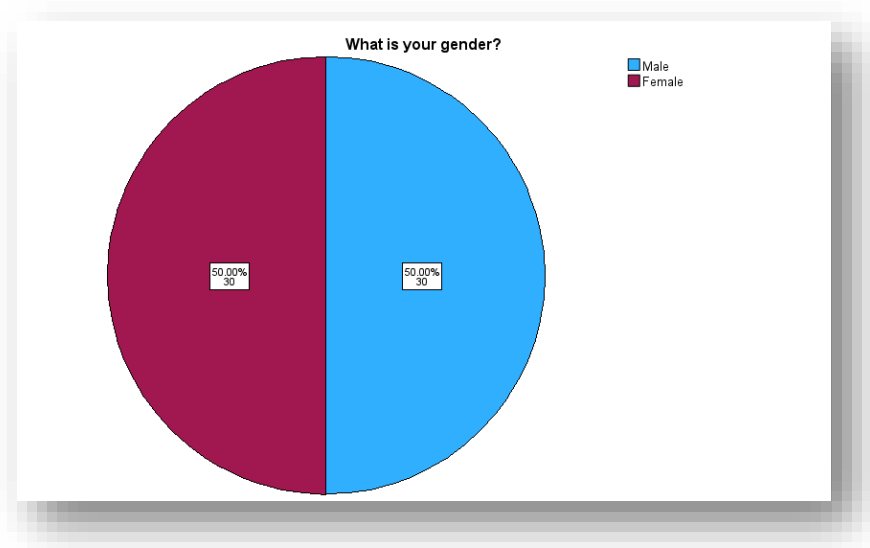
Figure 4.2. The gender of the respondents

Half of the total number of responders were male and half were female. As a result, the study used an equal ratio of genders to attain quota sampling, which guaranteed the absence of misrepresentation.
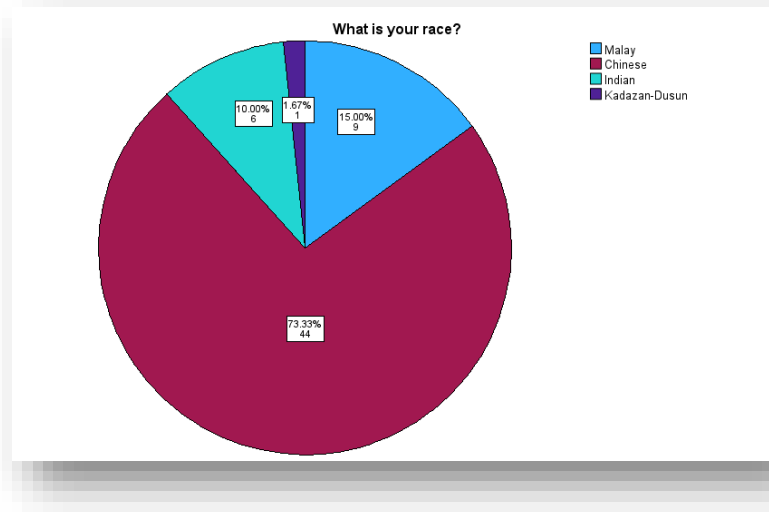
Race

Figure 4.3. Race of the respondents

Chinese participants make up the largest percentage (73.33%), followed by Malay (15%), Indian (10%), and Kadazan-Dusun (1.67%) individuals.

State
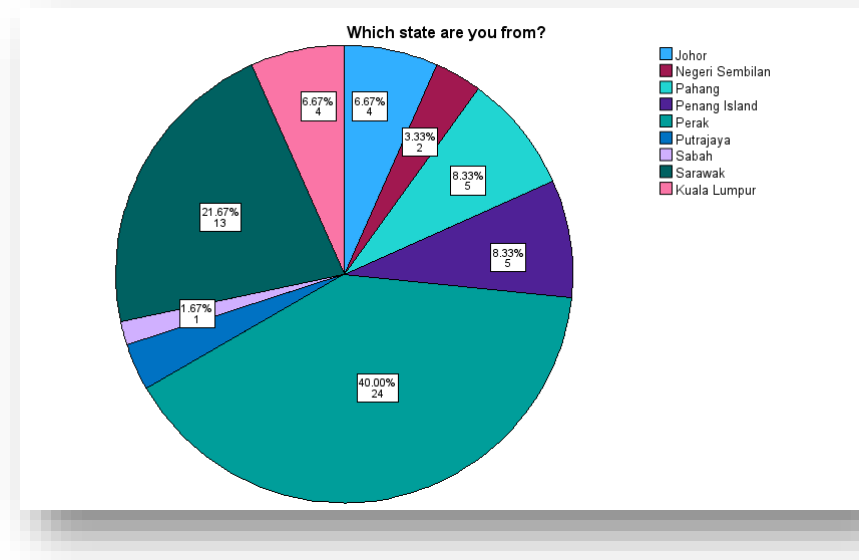
Figure 4.4. State of the respondents

Most of the participants are from Perak (40%), followed by Sarawak (21.67%), Pahang and Penang (8.33%), Kuala Lumpur and Johor (6.67%), Negeri Sembilan and Putrajaya (3.33%) and Sabah (1.67%).

Education

What is the highest level of education you have achieved?

- Primary or secondary education
- Diploma or equivalent
- Undergraduate degree or equivalent
- Postgraduate degree or equivalent

5.00% 3
3.33% 2
15.00% 9
76.67% 46
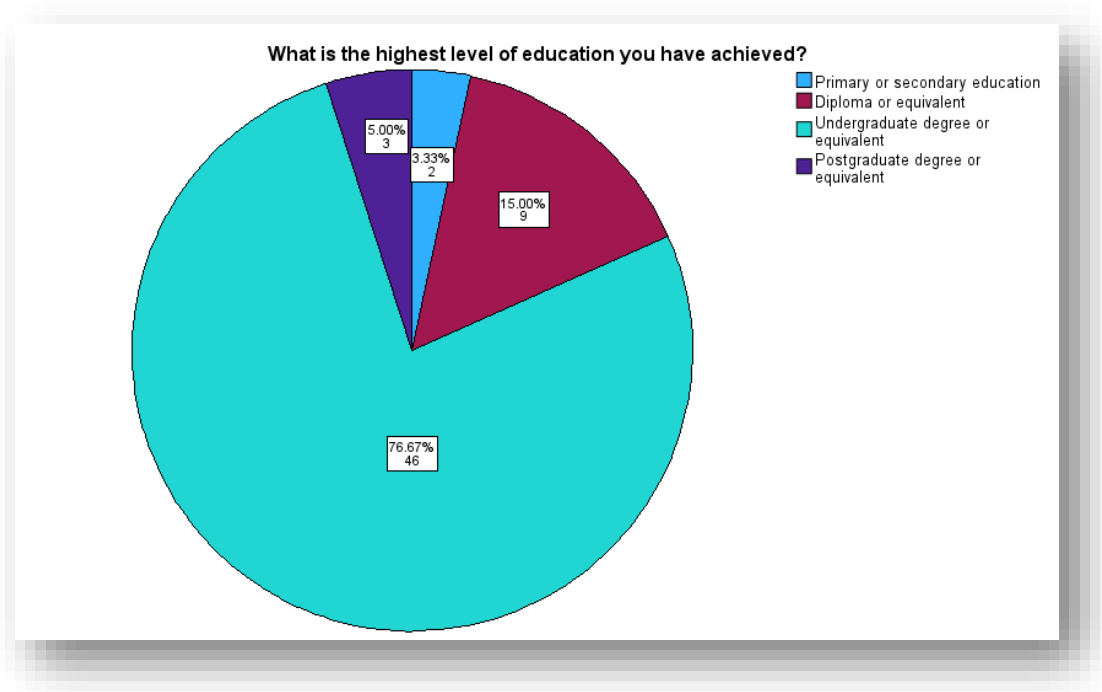
Figure 4.5. The education level of the respondents

Of the participants, 76.67% claimed to have a bachelor's degree or its equivalent. At only 3.33% of the total, the responders with only a primary or secondary education comprise the smallest category. The other educational levels include postgraduate degree or equivalent (5%), and diploma or relevant education (15%).

Employment Status
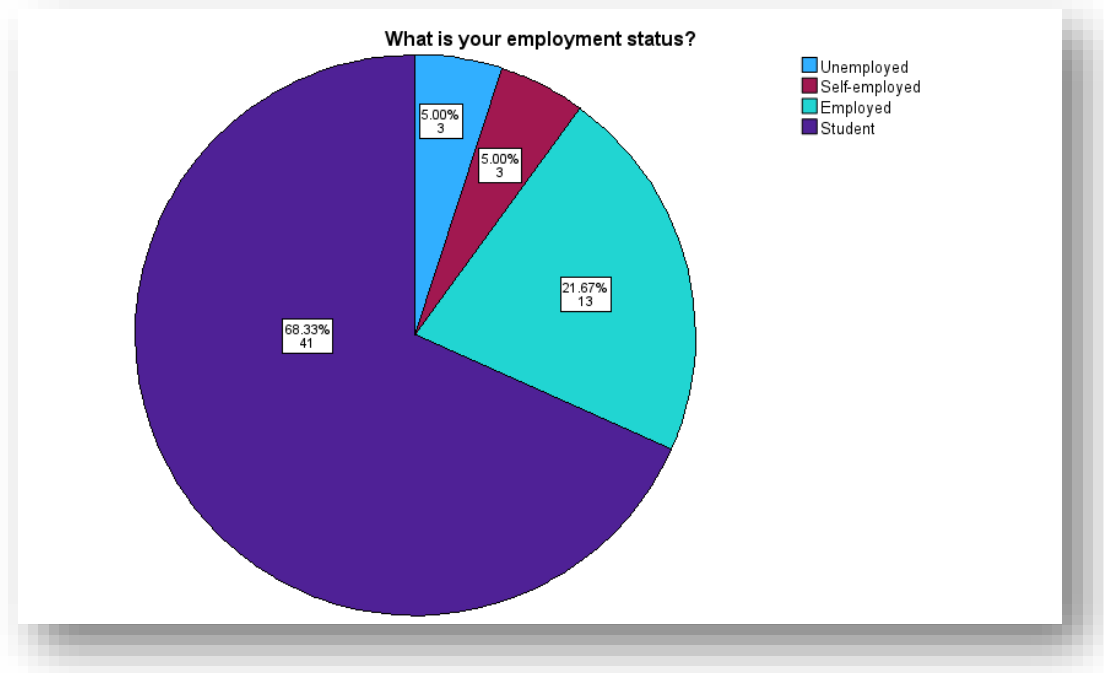
Figure 4.6. The employment status of the respondents

Of the respondents, 21.67% are employed, and the bulk (68.33%) are students. The unemployed and self-employed make up the minority of responders (5%).

4.3 Consumption of Instagram Reels
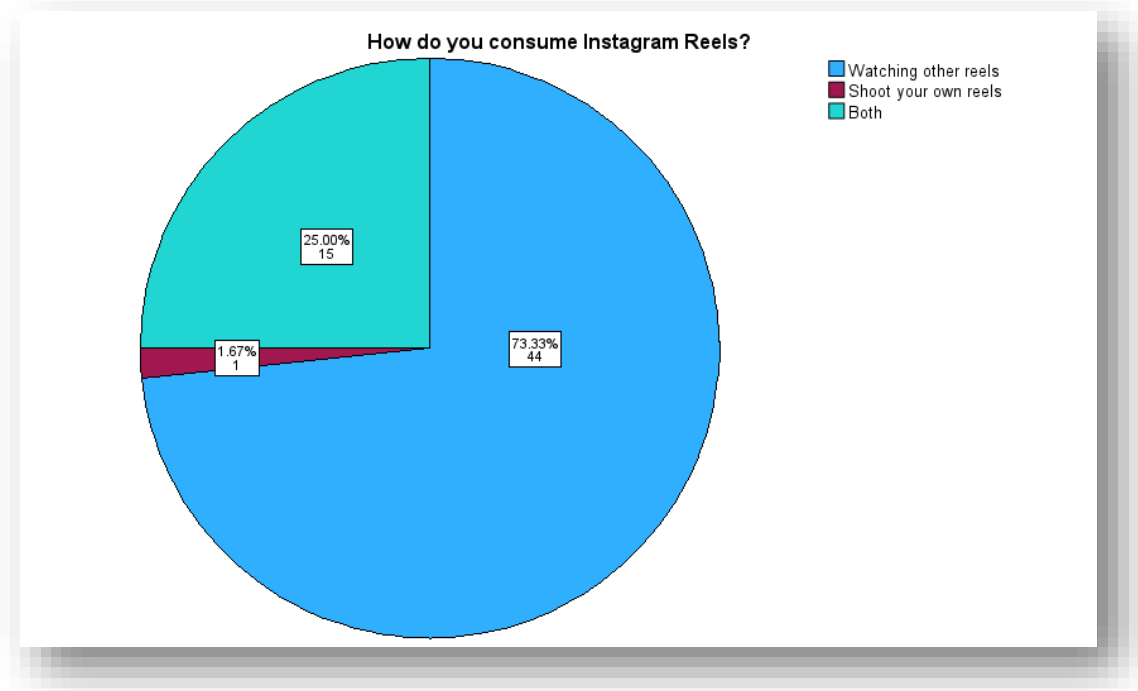
Figure 4.7. Instagram Reels consumption of the respondents

There are 73.33% of respondents consume Instagram Reels by watching other reels on Instagram, followed by 25% of them consuming both watching the reels and shooting their reels on Instagram and 1.67% prefer to shoot their reels on Instagram.
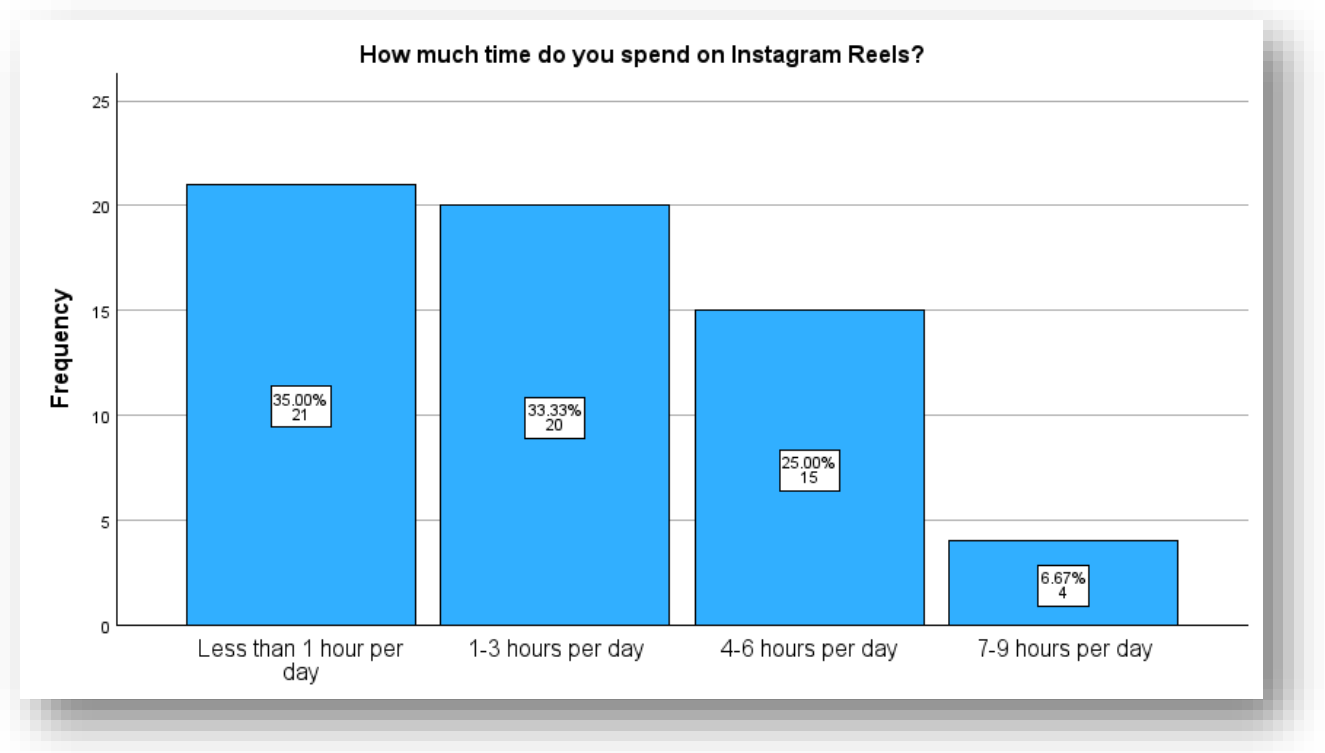
Figure 4.8. Time consumption on Instagram Reels of the respondents

35% of participants use Instagram Reels for less than one hour a day, as indicated in Figure 4.8. One to three hours (33.33%), four to six hours (25%), and seven to nine hours (6.67%) a day come next. Based on Joyce (2022), the most recent statistics indicate that Malaysians are using social media for an average of three hours a day. Hence, the country's use of social media appears to be moderate.

Statistics

		Socially rewarding self-promotion	Surveillance	Trendiness	Escape
N	Valid	60	60	60	60
	Missing	0	0	0	0
Mean		3.5533	3.6875	3.6708	3.5556
Median		3.8000	4.0000	3.7500	3.6667
Mode		4.00	4.00	4.00	4.00

Table 4.3 Mean, median, and mode of Variables

Based on table 4.3, the highest mean among the four variables is Surveillance with a mean of 3.6875 while the lowest mean goes to Socially rewarding self-promotion at 3.5533. Besides, the highest median of the variables is Surveillance at 4.00, followed by the lowest median, 3.6667 by the variable, Escape.

4.4 User motivation for the consumption of Instagram Reels

4.4.1 Socially rewarding self-promotion

	Socially rewarding self-promotion [To get attention from others]	Socially rewarding self-promotion [To promote myself]	Socially rewarding self-promotion [To become popular]	Socially rewarding self-promotion [To get likes from others]	Socially rewarding self-promotion [To get to know new people]
Strongly disagree	2	2	3	4	5
Disagree	6	7	8	7	5
Neither disagree nor agree	13	8	9	6	10
Agree	37	37	35	39	31
Strongly agree	2	6	5	4	9

Table 4.4 Frequency of User Motivation on the Consumption of Instagram Reels

(Socially rewarding self-promotion)

Table 4.4 provides reactions to user motivation on the consumption of Instagram Reels in Socially rewarding self-promotion. The study found that *Socially rewarding self-promotion [To promote myself]* and *Socially rewarding self-promotion [To get likes from others]* are the most prevalent user motivations among Malaysian Young Adults, with 43 of the respondents in the agreed and strongly agreed sections. Participants indicated a positive perspective towards both statements by selecting either agree or strongly agree. These statements show that Malaysian young adults might be impacted by the prevalent culture of social media, which views likes and validation as signs of popularity and social standing. With the growth of platforms such as Instagram and TikTok, there may be a greater need to cultivate an online identity and seek affirmation through likes and comments.

However, the top least reactions towards socially rewarding self-promotion are *Socially rewarding self-promotion [To become popular]*, and *Socially rewarding self-promotion [To get likes from others]* which has 11 of the respondents disagreeing or strongly disagreeing. The

numbers represent that Malaysian young adults may be apprehensive about social backlash or criticism if they engage in excessive self-promotion. Publicly seeking validation or attention may be regarded negatively by peers or elders, leading people to avoid such activities to maintain socially acceptable.

The remaining *Socially rewarding self-promotion [to gain attention from others]* had the biggest number of respondents choosing the neutral choice - neither disagreeing nor agreeing. Malaysian young adults may have varied feelings about socially rewarding self-promotion. Some people may regard it as a means of gaining attention and recognition, but others may see it as superficial or attention-seeking behaviour. This diversity of viewpoints could end in a neutral posture overall.

Figure 4.9 shows the distribution of responses, indicating if socially rewarding self-promotion motivates people.
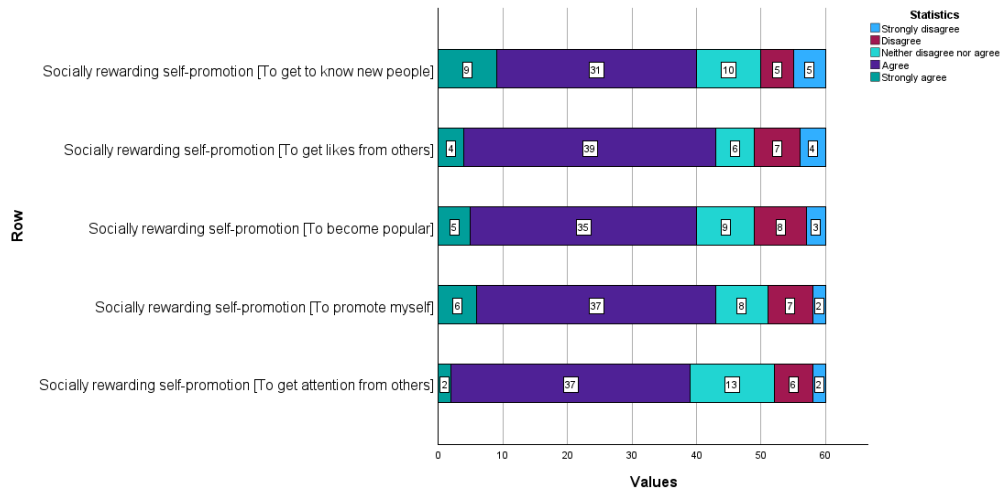
Figure 4.9 Chart of User Motivation on the Consumption of Instagram Reels

(Socially rewarding self-promotion)

4.4.2 Surveillance

	Surveillance [To see the reels posted by others]	Surveillance [To peek on the videos that others post]	Surveillance [To stalk the videos uploaded by other people]	Surveillance [To see what others people share]
Strongly disagree	2	3	3	0
Disagree	3	6	10	4
Neither disagree nor agree	9	8	14	10
Agree	37	34	26	35
Strongly agree	9	9	7	11

Table 4.5 Frequency of User Motivation on the Consumption of Instagram Reels

(Surveillance)

Table 4.5 shows how user motivation influences the consumption of Instagram Reels in Surveillance. The survey discovered that both *Surveillance [To see the reels posted by others]* and *Surveillance [To see what other people share]* are the most common user motivations for consuming Instagram Reels among Malaysian Young Adults. Approximately 46 of the survey respondents agreed or strongly agreed with both assertions. Participants responded positively to both statements by picking either agree or strongly agree. Instagram Reels offers short, interesting videos that are easy to watch. Malaysian young adults may find this content intriguing and devote more time to it as a form of amusement or leisure.

Nevertheless, the top least response towards surveillance is *Surveillance [To stalk the videos uploaded by other people]*, which has 13 of the respondents disagreeing or strongly disagreeing. Malaysian young adults may have restricted time for social media activity due to employment, school, or other obligations. As a result, individuals may prefer to browse quickly or engage with stuff that demands less time and attention.

The remaining *Surveillance [To stalk the videos uploaded by other people]* had the biggest number of respondents choosing the neutral choice - neither disagreeing nor agreeing. Some Malaysian young adults could just be uninterested in monitoring other people's content on Instagram Reels. They may not consider it a very major or meaningful action in their lives; thus, they do not strongly agree or disagree with it.

Figure 4.10 shows the distribution of responses, indicating if surveillance motivates people in Instagram Reels.
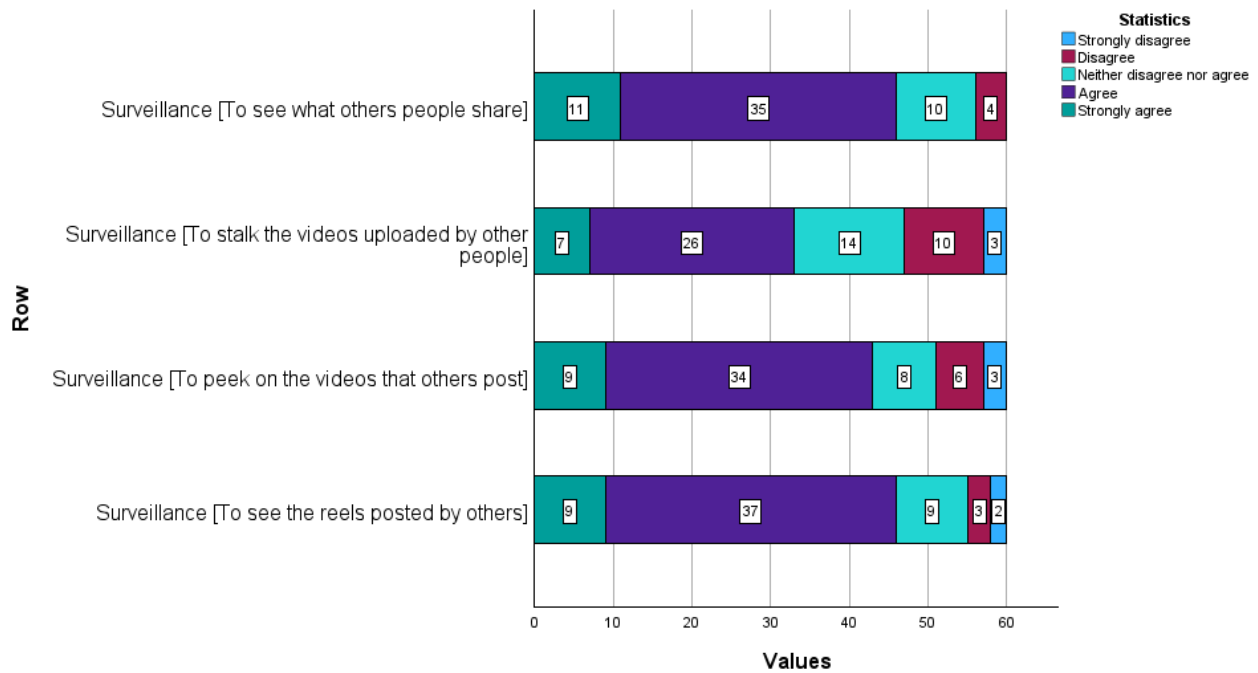
Figure 4.10 Chart of User Motivation on the Consumption of Instagram Reels

(Surveillance)

4.4.3 Trendiness

	Trendiness [Because Instagram Reel is a new trend]	Trendiness [Everybody else is using it]	Trendiness [Using Instagram reel is new fashion]	Trendiness [It is cool]
Strongly disagree	0	2	0	2
Disagree	6	5	9	9
Neither disagree nor agree	14	9	16	16
Agree	29	31	24	22
Strongly agree	11	13	11	11

Table 4.6 Frequency of User Motivation on the Consumption of Instagram Reels

(Trendiness)

Table 4.6 illustrates how user motivation affects the consumption of Instagram Reels in Trendiness. The poll found that *Trendiness [Everybody else is using it]* is the most typical user motive for consuming Instagram Reels among Malaysian Young Adults. About 44 of those polled agreed or strongly agreed with the statement. Participants reacted positively to both propositions, selecting either agree or strongly agree. Malaysia has a strong social media penetration rate, with sites such as Instagram being widely used across all age categories (*Social Media in Malaysia - 2023 Stats & Platform Trends - OOSGA*, 2023). Adults are also heavily involved in social media trends, given their ubiquitous use.

Nonetheless, the least favourable reaction to trendiness is *Trendiness [It is cool]*, with 11 of the respondents rejecting or strongly objecting. Many young adults prioritize authenticity and genuine expression over following trends just for the sake of being cool. They might see trendiness on Instagram Reels as manufactured or insincere, preferring to showcase their unique personalities and interests instead.

Both the remaining statements *Trendiness [Using Instagram Reel is new fashion]* and *Trendiness [It is cool]* received the highest number of responders who opted for the neutral option - neither objecting nor agreeing. The social media ecosystem, which includes sites like Instagram, is full of trends and difficulties. Some Malaysian young adults may feel overwhelmed or desensitized to constant shifts and new fads, resulting in a neutral attitude towards trendiness.

Figure 4.11 depicts the distribution of responses to determine whether trendiness drives users in Instagram Reels.
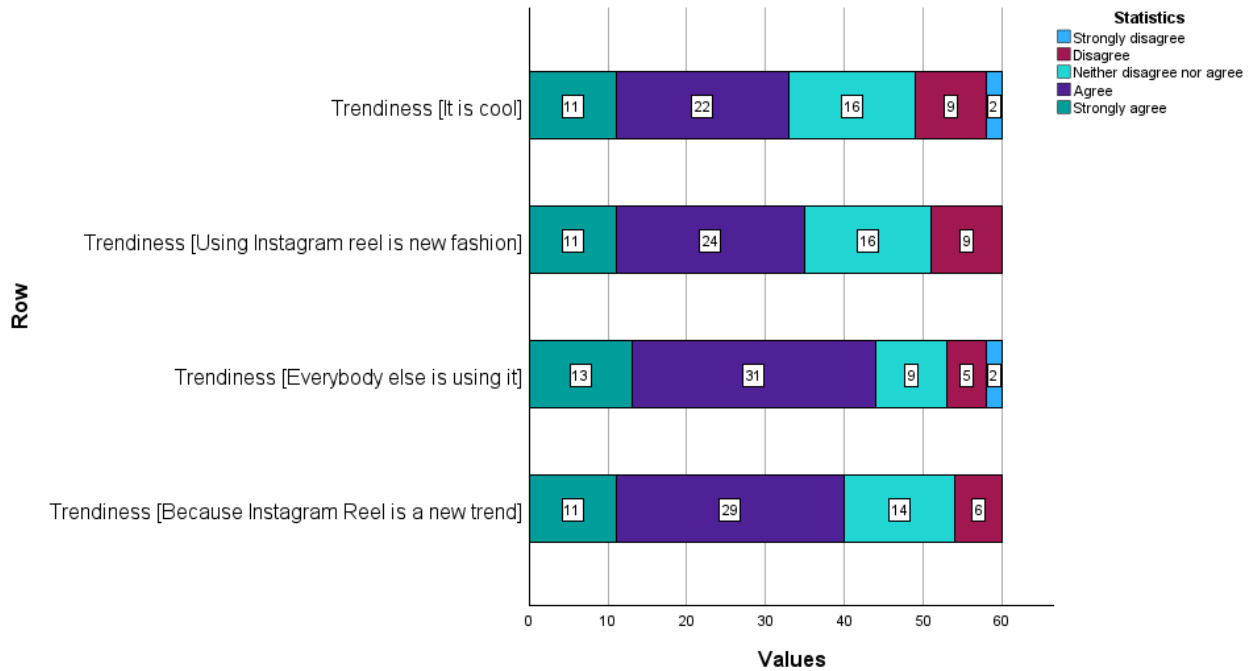
Figure 4.11 Chart of User Motivation on the Consumption of Instagram Reels

(Trendiness)

4.4.4 Escape

	Escape [To get away from what I'm doing]	Escape [To forget about study work or other things]	Escape [To take a break from what I'm doing]	Escape [To escape from reality]	Escape [To get away from the rest of family or others]	Escape [To reduce tension]
Strongly disagree	2	4	2	7	6	2
Disagree	12	10	5	13	18	8
Neither disagree nor agree	12	6	5	6	14	7
Agree	19	26	26	17	15	27
Strongly agree	15	14	22	17	7	16

Table 4.7 Frequency of User Motivation on the Consumption of Instagram Reels

(Escape)

Table 4.7 indicates that user motivation influences the consumption of Instagram Reels in Escape. According to the poll, the most prevalent justification for using Instagram Reels among Malaysian Young Adults is *Escape [To take a break from what I'm doing]*. Exactly 48 of the respondents agreed or strongly agreed with both assertions. Young adults in Malaysia, as elsewhere, frequently confront a variety of challenges in their everyday lives, including employment, studies, and personal commitments. Using Instagram Reels, they can briefly disconnect from these worries and relax.

Yet, *Escape [To get away from the rest of family or others]* receives the least favourable response from 24 respondents, who reject or strongly object. Malaysian culture frequently emphasizes the value of close family ties and unity. Young adults could place a higher value on spending time with their family and believe that using social media to isolate oneself from them is inappropriate.

The remaining respondents chose the neutral option—neither agreeing nor disagreeing—for *Escape [To get away from the rest of family or others]*. Ultimately, personal beliefs and

priorities may be the source of feelings of neutrality towards utilizing Instagram Reels as a means of fleeing. While some young adults place a higher emphasis on family and social relationships, others could place a higher value on privacy and alone time.

To ascertain whether escape motivates users in Instagram Reels, Figure 4.12 presents the distribution of replies.
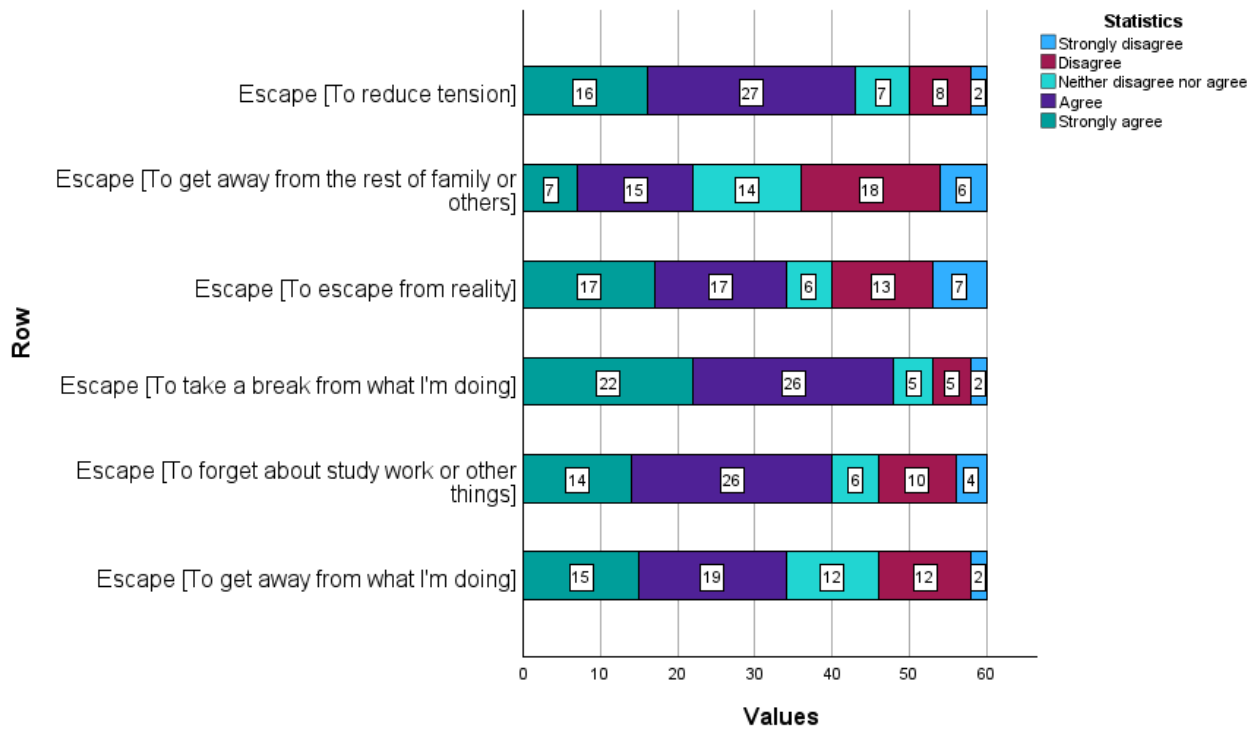
Figure 4.12 Chart of User Motivation on the Consumption of Instagram Reels

(Escape)

4.4.5 Satisfaction of the Variables

	Satisfaction on the consumption of Instagram Reels [I am satisfied with the self-promotion that is socially rewarding on the consumption of Instagram Reels]	Satisfaction on the consumption of Instagram Reels [I am satisfied with the surveillance on the consumption of Instagram Reels]	Satisfaction on the consumption of Instagram Reels [I am satisfied with the trendiness on the consumption of Instagram Reels]	Satisfaction on the consumption of Instagram Reels [I am satisfied with the escape on the consumption of Instagram Reels]
Strongly disagree	1	2	0	2
Disagree	5	8	5	6
Neither disagree nor agree	17	13	11	16
Agree	31	28	37	26
Strongly agree	6	9	7	10

Table 4.8 Frequency of the variable's satisfaction with the consumption of Instagram Reels

Table 4.8 shows all the variables of satisfaction on the consumption of Instagram Reels in frequency. The most satisfaction with using Instagram Reels among Malaysian young adults is the satisfaction of trendiness. Exactly 44 of them agreed or strongly agreed with both propositions. Reels frequently incorporate fun and engaging content, such as challenges, dances, and comedy skits. Malaysian young folks may appreciate Reels' entertainment value, using them to relax, enjoy, and distract from daily worries.

Despite this, the satisfaction with the Surveillance on the consumption of Instagram Reels obtains the lowest rating from 10 respondents, who reject or strongly object. The surveillance nature of social media sites such as Instagram causes issues about privacy and data protection. Young adults in Malaysia may be concerned that their actions, behaviours, and preferences are being tracked and potentially utilized for targeted advertising or other objectives without their explicit permission.

The other participants picked the neutral option—neither agreeing nor disagreeing—for the satisfaction of socially rewarding self-promotion on the consumption of Instagram Reels. The urge to engage in socially rewarding self-promotion on Instagram Reels can harm one's mental health and well-being. Young adults can encounter stress, anxiety, or despair when attempting to maintain a specific image or degree of status on social media.

Figure 4.13 depicts the distribution of replies to see whether escape drives Instagram Reels users.
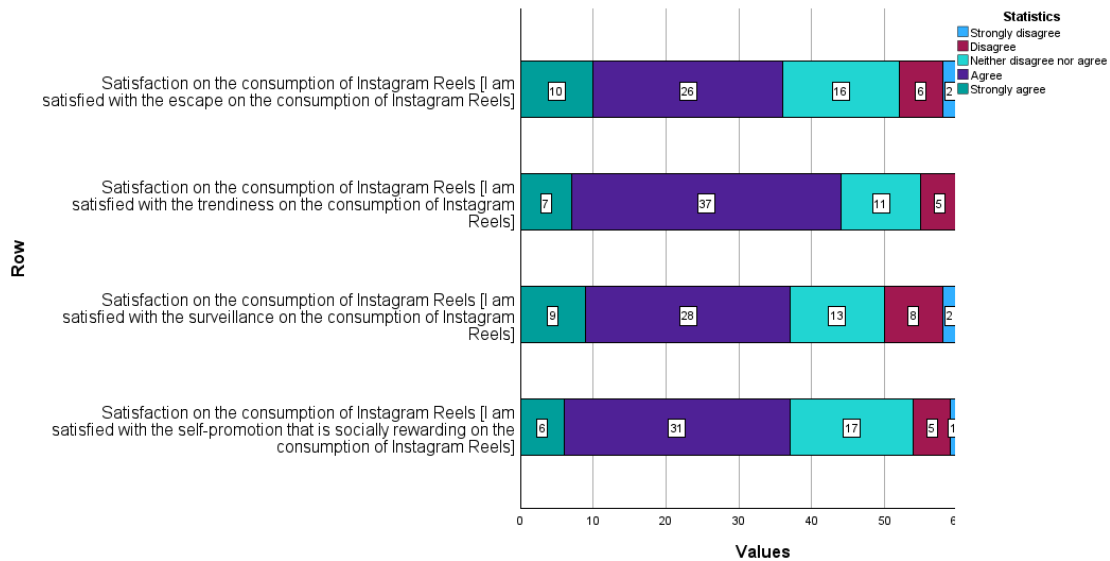
Figure 4.13 Chart of the variable's satisfaction with the consumption of Instagram Reels

4.5 Central Tendencies Measurement of Constructs

Statistics

		Socially rewarding self-promotion [To get attention from others]	Socially rewarding self-promotion [To promote myself]	Socially rewarding self-promotion [To become popular]	Socially rewarding self-promotion [To get likes from others]	Socially rewarding self-promotion [To get to know new people]	Total
N	Valid	60	60	60	60	60	
	Missing	0	0	0	0	0	
Mean		3.52	3.63	3.52	3.53	3.57	**3.55**
Std. Deviation		.854	.938	1.000	1.016	1.110	**.98**
Sum		211	218	211	212	214	

Table 4.9 Descriptive Analysis of Socially rewarding self-promotion

Statistics

		Surveillance [To see the reels posted by others]	Surveillance [To peek on the videos that others post]	Surveillance [To stalk the videos uploaded by other people]	Surveillance [To see what others people share]	Total
N	Valid	60	60	60	60	
	Missing	0	0	0	0	
Mean		3.80	3.67	3.40	3.88	**3.69**
Std. Deviation		.879	1.020	1.061	.783	**.94**
Sum		228	220	204	233	

Table 4.10 Descriptive Analysis of Surveillance

Statistics

		Trendiness [Because Instagram Reel is a new trend]	Trendiness [Everybody else is using it]	Trendiness [Using Instagram reel is new fashion]	Trendiness [It is cool]	Total
N	Valid	60	60	60	60	
	Missing	0	0	0	0	
Mean		3.75	3.80	3.62	3.52	**3.67**
Std. Deviation		.876	.988	.958	1.066	**.97**
Sum		225	228	217	211	

Table 4.11 Descriptive Analysis of Trendiness

Statistics

		Escape [To get away from what I'm doing]	Escape [To forget about study work or other things]	Escape [To take a break from what I'm doing]	Escape [To escape from reality]	Escape [To get away from the rest of family or others]	Escape [To reduce tension]	Total
N	Valid	60	60	60	60	60	60	
	Missing	0	0	0	0	0	0	
Mean		3.55	3.60	4.02	3.40	2.98	3.78	**3.56**
Std. Deviation		1.171	1.210	1.049	1.405	1.200	1.091	**1.19**
Sum		213	216	241	204	179	227	

Table 4.12 Descriptive Analysis of Escape

Statistics

		Satisfaction on the consumption of Instagram Reels [I am satisfied with the self-promotion that is socially rewarding on the consumption of Instagram Reels]	Satisfaction on the consumption of Instagram Reels [I am satisfied with the surveillance on the consumption of Instagram Reels]	Satisfaction on the consumption of Instagram Reels [I am satisfied with the trendiness on the consumption of Instagram Reels]	Satisfaction on the consumption of Instagram Reels [I am satisfied with the escape on the consumption of Instagram Reels]	Total
N	Valid	60	60	60	60	
	Missing	0	0	0	0	
Mean		3.60	3.57	3.77	3.60	**3.64**
Std. Deviation		.848	1.015	.767	.995	**3.63**
Sum		216	214	226	216	

Table 4.13 Descriptive Analysis of Satisfaction through all the variables

A 5-point Likert-type scale, extending from strongly agree to disagree, agree toward disagree, and disagree to strongly disagree, was used to score each component. Surveillance gets the greatest score of all the constructs, 3.69, according to Table 4.10. Furthermore, the surveillance construct's scale leans towards "Agree". With a mean of 3.55, Socially rewarding self-promotion has the lowest mean of all the structures, suggesting that average satisfaction responses also lean in the direction of "Agree" in Table 4.9. Hence, the average construct degrees are generally in the "Agree" categories.

4.6 Pearson Correlation Analysis

Correlations

		Socially rewarding self-promotion	Surveillance	Trendiness	Escape	Satisfaction
Socially rewarding self-promotion	Pearson Correlation	1	.314*	.451**	.380**	.466**
	Sig. (2-tailed)		.015	<.001	.003	<.001
	N	60	60	60	60	60
Surveillance	Pearson Correlation	.314*	1	.494**	.538**	.238
	Sig. (2-tailed)	.015		<.001	<.001	.067
	N	60	60	60	60	60
Trendiness	Pearson Correlation	.451**	.494**	1	.672**	.563**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	60	60	60	60	60
Escape	Pearson Correlation	.380**	.538**	.672**	1	.548**
	Sig. (2-tailed)	.003	<.001	<.001		<.001
	N	60	60	60	60	60
Satisfaction	Pearson Correlation	.466**	.238	.563**	.548**	1
	Sig. (2-tailed)	<.001	.067	<.001	<.001	
	N	60	60	60	60	60

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.14 Pearson Correlation Results on all the variables

Table 4.14 demonstrates that there is a significant relationship among satisfaction with consuming Instagram Reels and socially rewarding self-promotion, trendiness, and escape with a p-value (2-tailed) of less than 0.01, while one of the variables (Surveillance) p-value (2-tailed) is .067, which is greater than .05. This result shows that that surveillance does not have a statistical relationship between the satisfaction with using Instagram Reels.

Furthermore, the findings show that satisfaction is positively correlated with socially rewarding self-promotion (r = 0.466), trendiness (r = 0.563), and escape (r = 0.548). As most of the correlation coefficient values are between .4 to .5, the strength of the relationship between them is regarded as moderate which is the independent variable (Socially rewarding self-promotion) through a considerable degree of relationship (r = 0.466), the independent variable (Trendiness)

by a considerable degree of relationship (r = 0.563), and the independent variable (Escape) with a considerable degree of relationship (r = 0.548) while the independent variable (Surveillance) have a low strength of the relationship with a degree of relationship (r = 0.238).

4.7 Hypothesis Testing

H1: There is a positive relationship among socially rewarding self-promotion and satisfaction in the consumption of Instagram Reels.

The results in Table 4.9 show that the socially rewarding self-promotion p-value is less than the maximum value of 0.05 (P <0.001). H1 is therefore supported in this study. Socially rewarding self-advertisement and contentment are significantly correlated.

H2: There is a positive relationship among surveillance and satisfaction in the consumption of Instagram Reels.

The P-value for surveillance is 0.067, which is more than 0.05 and suggests that there is no influence between surveillance and satisfaction in Table 4.9. It demonstrates that there is no statistically significant relationship. H2 is therefore not accepted.

H3: There is a positive relationship among trendiness and satisfaction in the consumption of Instagram Reels.

Table 4.9 shows that the p-value, which is less than 0.05 (P <0.001), suggests significance between trendiness and satisfaction. H2 is thus supported in our investigation. The trendiness and satisfaction with the consumption of Instagram Reels are significantly positively correlated.

H4: There is a positive relationship among escape and satisfaction in the consumption of Instagram Reels.

Table 4.9 indicates that the social support p-value is less than the maximum value of 0.05 (P< 0.001). H4 is thus supported in this investigation. Escape and contentment with using Instagram Reels are significantly positively correlated.

4.8 Conclusion

In short, the study produced a few conclusions. First off, there is no connection between surveillance and satisfaction with the consumption of Instagram Reels. Second, socially rewarding self-promotion and satisfaction on the consumption of Instagram Reels are positively correlated, same as the other variables, trendiness, and escape, having a positive relationship with satisfaction on the consumption of Instagram Reels. Therefore, only hypothesis H2 is rejected for this investigation, while hypotheses H1, H3, and H4 are accepted. In general, young adults in Malaysia exhibit low surveillance with the satisfaction of the consumption of Instagram Reels.

CHAPTER 5

DISCUSSION & CONCLUSION

5.0 Introduction

This segment will include the summary of the statistical analysis, the implication of the study, limits, and suggestions for additional examination.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

The Google form questionnaire was distributed to 60 respondents. 50% of female respondents and 50% of male respondents participated in this research. Moreover, the respondents are between the ages of 18 to 26, and the highest percentage of the respondents 76.7%, from undergraduates.

Generally, the results indicated that 35% of the respondents spending Instagram Reels less than 1 hour per day. 33.3% of the respondents among the whole sample size spend 1 to 3 hours and 25% of them spend 4 to 6 hours per day while the rest of them occasionally utilize social media for 7 to 9 hours (6.7%).

Among the four hypotheses, H1, H3, and H4 were accepted while H2 was rejected in this research. The statistical analysis showed that socially rewarding self-promotion, trendiness, and escape are significantly correlated with satisfaction of using Instagram Reels while surveillance does not have a statistically significant association with the gratification on the consumption of Instagram Reels.

5.1.2 Reliability test

The scale measurement used in this study is based on a reliability test called Cronbach's alpha. The Cronbach's Alpha score of the 23 Likert scale questions on the questionnaire is .931, suggesting that it is a reasonably good questionnaire. The study's Cronbach's Alpha rating adds more evidence to its high degree of reliability. This selection of questions is therefore suitable for obtaining relevant data.

5.1.3 Pearson Correlation

Pearson the degree of correlation between the variables was ascertained using correlation analysis. Based on the results, all the variables have a positive correlation coefficient, indicating a positive relationship between them. The association between contentment and escape is highest (0.548), followed by trendiness (0.563), socially rewarding self-promotion (0.466), and surveillance (0.238). Furthermore, as three of the variable p-values are lower than 0.001 (socially rewarding self-promotion, trendiness, and escape), they are positively correlated with satisfaction with utilizing Instagram Reels while one of the variable p-values is 0.067 (surveillance), does not correlate with satisfaction on the consumption of Instagram Reels.

5.2 Discussion of Major Findings

Hypothesis	Pearson Correlation	P-value
H1: There is a positive relationship between socially rewarding self-promotion and satisfaction in the consumption of Instagram Reels.	.466	<.001
H2: There is a positive relationship between surveillance and satisfaction in the consumption of Instagram Reels.	.238	.067
H3: There is a positive relationship between trendiness and satisfaction in the consumption of Instagram Reels.	.563	<.001
H4: There is a positive relationship between escape and satisfaction in the consumption of Instagram Reels.	.548	<.001

Table 5.1 Summary of the major findings

H1: There is a positive relationship between socially rewarding self-promotion and satisfaction in the consumption of Instagram Reels.

Table 4.11 shows that socially rewarding self-promotion is one of the most critical factors influencing how satisfied people are with their use of Instagram Reels, p-value of <0.001 and a Pearson correlation of .466.

It is evident from the outcome that socially rewarding self-promotion and contentment have a substantial relationship when it comes to Instagram Reels. Studies conducted in the past have validated the claim. In terms of the correlation between the satisfaction attained and Reels usage behaviours, Menon (2022) discovered that people who use Reels for socially rewarding self-promotion make more movies than they watch, but they also actively engage with Reels by leaving comments or enjoying other people's videos. Positive correlations between socially rewarded self-promotion and Instagram Stories updates have been identified. Instagram reels are a popular way for users to update their stories, alerting followers when someone posts a new reel, showing that most people utilize Reels to get fame (Scott, 2024).

H2: There is a positive relationship between surveillance and satisfaction in the consumption of Instagram Reels.

Surveillance has a significant value of 0.067, which is higher than 0.05, and the Pearson correlation of .238, according to Table 4.09. As a result, the analysis demonstrates that surveillance is not statistically significant and does not provide compelling evidence for the satisfaction with the consumption of Instagram Reels.

However, the creation of Reels was adversely correlated with surveillance, but consumption was favourably correlated, suggesting that people who would rather watch others' reels produced lower-quality movies. Thus, "lurking" was confirmed by the current investigation. Sheldon and Bryant identified monitoring as one of the primary drivers of Instagram use in their study (Menon, 2022). Additionally, other scholars discovered that although those who utilized Instagram for surveillance posted less, they spent more time there (Lu & Lin, 2022)

.

H3: There is a positive relationship between trendiness and satisfaction in the consumption of Instagram Reels.

Trendiness has a significant value of <0.001 and a Pearson correlation of .563, according to Table 4.11. Trendiness is statistically significant, according to the study's methodology, and there is compelling evidence for using Instagram Reels for satisfaction. Trendiness became apparent concerning Reels' usage as a new style that many users now adopt, encouraging other users to make use of the function. Given that businesses and advertising agencies increasingly use Instagram Reels as a marketing tool, the findings are particularly insightful for public relations specialists and media campaigns (Liang & Wolfe, 2022). Professional communicators can create appropriate PR strategies to effectively engage with their intended audiences by using a theoretical approach to understanding user motivations. People from reels were seeking fulfilment from trendiness (Menon, 2022). This implies that to attract more customers, media marketers, and influencers had to produce more fashionable and enjoyable material.

H4: There is a positive relationship between escape and satisfaction in the consumption of Instagram Reels.

Escape has the biggest impact on how satisfied people are with utilizing Instagram Reels, as seen in Table 4.09. The Pearson correlation of escape is 0.548, and the significant values are less than 0.001. The study's analysis demonstrates the statistical significance of escape and provides compelling evidence for the satisfaction of the consumption of Instagram Reels.

The greatest indicator of Reel consumption was found to be escape. This indicates that individuals who utilize Reels as a way to escape reality have higher levels of participation and consumption. These results supported earlier studies conducted on other social media platforms.

Sun et al. (2023) discovered that people consume social media as a way to temporarily escape to a virtual existence and let go of their stress. Nonetheless, Kumar (2023) has indicated that using Reels for escape purposes can result in shorter attention spans. Furthermore, the youth's inability to focus and pay attention for extended periods may be impacted by their quick consumption of short, entertaining films on Instagram Reels.

5.3 Implication of the study

The conclusions of this examination on the reasons young adults in Malaysia utilize Instagram Reels can add to the body of knowledge on how people use social media, specifically when it comes to the new short-form video platforms. The knowledge of the altering patterns and tastes in digital media consumption is enriched by the investigation, which sheds light on the particular reasons behind this demographic's consumption of Instagram Reels.

The findings can function as a starting point for future investigation into the psychological, social, and cultural aspects that cause young adults to interface with short-form video content on social media platforms. This can be solved by academic researchers in the realms of communication, media studies, then sociology. This could entail delving into subjects such as how social comparison, self-presentation, social status, and cultural factors affect people's intentions and actions when they interact with others online.

Furthermore, the research might contribute to theoretical models and frameworks of media consumption that aim to forecast and explain how users will interact with digital media material. Through the identification of unique motivations behind the consumption of Instagram Reels among young adults in Malaysia, researchers can enhance current theories or create fresh conceptual structures that more accurately represent the intricacies of modern social media usage.

Overall, this study's scholarly consequences go beyond the particular context of Malaysian young adults' use of Instagram Reels, providing theoretical, methodological, and analytical insights that enhance social media studies scholarship.

5.4 Limitations

5.4.1 Self-report bias

Reliance on self-reported data—such as answers from surveys or interviews—may add bias because of memory errors or social desirability bias. There is a chance that participants will give answers that fit their idealized self-image or that they feel are socially acceptable, which could alter the stated reasons for watching Instagram Reels.

5.4.2 Generalizability

The results of the study might not be very applicable outside of the particular setting of Malaysian young adults using Instagram Reels. Distinctions in demographics, platform usage preferences, as well as cultural alterations with people could affect how generalizable the outcomes are to diverse age groups or else cultural sites.

5.4.3 Contextual Factors

The study could be lacking some significant contextual elements that impact wherefore young folks in Malaysia decide to view Instagram Reels. Several factors, including peer pressure, cultural principles, technological accessibility, then the contextual of socioeconomic, could influence people's selections and actions in ways that are not fully reflected in the research design or data analysis of the study.

5.4.4 Temporal Factors

The study could be impacted by temporal variables including shifts in the features of Instagram Reels, user demographics, or cultural trends over time. The long-lasting consistency of the investigation conclusions can be constrained if there is an occurrence of new technologies or else the adjustments of the platform, make the study's conclusions less relevant or invalid.

5.5 Recommendations

5.5.1 Recommendations for future research

To acquire more about the core motives and associations behind Malaysian young adults' consumption of Instagram Reels, utilize qualitative research techniques such as focus groups as well as in-depth interviews. Quantitative surveys could miss subtle viewpoints, experiences, and interactions with others that qualitative methods might reveal.

Besides, analyse the content of Instagram Reels to see how various kinds of material—such as promotional, instructive, and entertaining—align with and impact the consumption motivations of young people in Malaysia. Understanding the connection between content elements and audience motivations can be gained by analysing the traits, topics, and engagement measurements of reel content.

In addition, establish experiments that alter particular factors (such as the kind of material, social interaction elements, or incentive systems) and pursue how these alterations affect the influences why young adults in Malaysia watch Instagram Reels. By applying experimental methods, investigators can attest to theoretical theories about the variables affecting social media consumption patterns and institute causative relationships.

5.6 Conclusion

In short, this research paper explored why young individuals in Malaysia watch Instagram Reels, with a noteworthy emphasis on the elements of trendiness, escape, socially rewarding self-promotion, and surveillance. According to the research, young adults in Malaysia use Instagram Reels for a variety of purposes, like self-promotion as a means of gaining social validation, surveillance as a means of satiating curiosity or prurient tendencies, keeping up with current trends, and temporary diversion or mitigation from everyday stressors.

Corresponding to the result, young adults in Malaysia are noticeably more persuaded by their usage of Instagram Reels when it appears to socially reward self-promotion, surveillance, trendiness, and then escape. The improved conception of the factors influencing users' happiness with Instagram Reels can lead to the extension of more potent tools and materials that alter users' approaches and behaviours. Lastly, the information in this chapter will be effective to professionals, and scholars in the field, cultural aspects, and the psychology sector.

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APPENDIX

Appendix A.   *Questionnaire*

Examining Malaysia Young Adults' User Motivation On The Consumption Of Instagram Reels

Acknowledgement and Consent

You are invited to participate in a research study about examining the influence of Malaysia Young Adults' user motivation on the consumption of Instagram Reels. The goal of this research study is to determine whether the user motivation on instagram reels deeply influence on Malaysia Young Adults. This study is conducted by Ong Wing En (Student ID: 20UJB02720), a student from Universiti Tunku Abdul Rahman , Sungai Long Campus (UTAR).

Participation in this study is voluntary. If you agree to participate in this study, you will need to take about 5 minutes to answer the following questionnaire.

This study will be conducted anonymously. Your information will be assigned a code number that is unique to this study. No one, including the investigator, can know your identity. When the study is completed and the data have been analysed, the collected data will be destroyed. Study findings will be presented only in summary form. Your data will be processed and protected in accordance with the Personal Data Protection Act 2010.

If you have any questions about this study, please contact Ong Wing En at 0172229138 or hye2002@1utar.my

Your participation is truly appreciated.

Sincerely,
Ong Wing En
Student
University Tunku Abdul Rahman (UTAR)

* Indicates required question

1. By clicking the button below, you acknowledge that your participation in this study *
   is voluntary, you are at least 18 years of age, and that you are aware that you may
   choose to terminate your participation in the study at any time and for any reason.
   Please Indicate your consent before proceeding.

   Mark only one oval.

   ◯ I consent, begin the study

   ◯ I do not consent, I do not wish to continue participating

Section A : Personal Information

Please fill in your personal information. All information will be kept private and confidential.
For research purpose used only.

2. What is your age? *

   Mark only one oval.

   ◯ 18-20

   ◯ 21-23

   ◯ 24-26

3. What is your gender? *

   Mark only one oval.

   ◯ Male

   ◯ Female

4. What is your race? *

Mark only one oval.

- Malay
- Chinese
- Indian
- Other: _____

5. Which state are you from? *

Mark only one oval.

- Johor
- Kedah
- Kelantan
- Labuan
- Melaka
- Negeri Sembilan
- Pahang
- Penang Island
- Perak
- Perlis
- Putrajaya
- Sabah
- Sarawak
- Selangor
- Terengganu
- Kuala Lumpur

6. What is the highest level of education you have achieved? *

   Mark only one oval.

   ○ No academic or professional qualifications

   ○ Primary or secondary education

   ○ Diploma or equivalent

   ○ Undergraduate degree or equivalent

   ○ Postgraduate degree or equivalent

   ○ Other: _____

7. What is your employment status? *

   Mark only one oval.

   ○ Unemployed

   ○ Self-employed

   ○ Employed

   ○ Student

Section B : Consumption of Instagram Reels

In this section, you will be asked about the consumption of Instagram Reels

8. How do you consume Instagram Reels? *

   Mark only one oval.

   ○ Watching other reels

   ○ Shoot your own reels

   ○ Both

9. What are the reel contents that you usually watch? (You may choose more than one answer) *

Tick all that apply.

- [ ] Kpop song challenges
- [ ] Zodiac signs
- [ ] Kdrama edits
- [ ] Memes
- [ ] Mental health
- [ ] Travel
- [ ] Thoughts
- [ ] Foods
- [ ] Dances
- [ ] Pets
- [ ] Motivation
- [ ] Year recap
- [ ] Life recap
- [ ] Outfit guide
- [ ] Make up
- [ ] Other: _____

10. How much time do you spend on Instagram Reels? *

Mark only one oval.

- ⭘ None
- ⭘ Less than 1 hour per day
- ⭘ 1-3 hours per day
- ⭘ 4-6 hours per day
- ⭘ 7-9 hours per day
- ⭘ More than 9 hours per day

Section C : User motivation on the consumption of Instagram Reels

I would like to ask how much you agree with each statement below about the user motivation on the consumption of Instagram Reels. Please select the answer in the grid that fits the most with your opinion.

Assessment scale:
1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

11. Socially rewarding self-promotion *

Mark only one oval per row.

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
To get attention from others	○	○	○	○	○
To promote myself	○	○	○	○	○
To become popular	○	○	○	○	○
To get likes from others	○	○	○	○	○
To get to know new people	○	○	○	○	○

12. Surveillance *

Mark only one oval per row.

	Strongly disagree	Disagree	Neither disagree	Agree	Strongly agree
To see the reels posted by others	○	○	○	○	○
To peek on the videos that others post	○	○	○	○	○
To stalk the videos uploaded by other people	○	○	○	○	○
To see what others people share	○	○	○	○	○

13. Trendiness *

Mark only one oval per row.

	Strongly disagree	Disagree	Neither disagree	Agree	Strongly agree
Because Instagram Reel is a new trend	◯	◯	◯	◯	◯
Everybody else is using it	◯	◯	◯	◯	◯
Using Instagram reel is new fashion	◯	◯	◯	◯	◯
It is cool	◯	◯	◯	◯	◯

14. Escape *

Mark only one oval per row.

	Strongly disagree	Disagree	Neither disagree	Agree	Strongly agree
To get away from what I'm doing	○	○	○	○	○
To forget about study work or other things	○	○	○	○	○
To take a break from what I'm doing	○	○	○	○	○
To escape from reality	○	○	○	○	○
To get away from the rest of family or others	○	○	○	○	○
To reduce tension	○	○	○	○	○

Section D : Satisfaction on the consumption of Instagram Reels

I would like to ask how much you agree with each statement below about the satisfaction on the consumption of Instagram Reels. Please select the answer in the grid that fits the most with your opinion.

Assessment scale:
1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

15. Satisfaction on the consumption of Instagram Reels *

Mark only one oval per row.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I am satisfied with the self-promotion that is socially rewarding on the consumption of Instagram Reels	○	○	○	○	○
I am satisfied with the surveillance on the consumption of Instagram Reels	○	○	○	○	○
I am satisfied with the trendiness on the consumption of Instagram Reels	○	○	○	○	○
I am satisfied with the escape on the consumption of Instagram Reels	○	○	○	○	○

Thank you for your participation.

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