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A Study of Instagram Reels Exploring the Interplay of User Motivations, Attitudes, and Continuance Intentions in Short-Form Video Content

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Abstract. This study investigates the relationships between user motivations, attitudes, and continued usage intentions for Instagram Reels, while examining the moderating role of consumption value orientations. Employing structural equation modeling with data from 352 users, we find that interactivity, entertainment, and escapism significantly influence attitudes, which strongly predict continued usage intentions. Our multi-group analysis reveals that hedonic and utilitarian consumption values moderate these relationships. Entertainment has a significantly stronger effect on attitudes for hedonic users, while interactivity and informativeness show stronger, though non-significant, associations for utilitarian users. Escapism exhibits divergent effects across groups, positive for hedonic users and negative for utilitarian users. Notably, self-expressiveness demonstrates a strong positive association with attitudes across both groups, suggesting its universal appeal. These findings extend Uses and Gratifications Theory to short-form video contexts and highlight the nuanced role of consumption values in shaping user engagement. The study offers valuable insights for platform developers and content creators, suggesting the need for tailored strategies that address the diverse needs of users with different consumption value orientations. As social media continues to evolve, understanding these nuanced relationships becomes increasingly crucial for both researchers and practitioners in the field, enabling more targeted and effective platform design and content strategies across various short-form video platforms. This research contributes to the growing body of literature on social media user behavior and provides practical implications for enhancing user engagement in the rapidly evolving landscape of short-form video content.

Keywords: Instagram Reels, Short-form video content, Social media engagement, User motivations, Uses and Gratifications Theory.

1. INTRODUCTION

The advent of social media platforms has irrevocably transformed the landscape of modern communication, profoundly impacting both individual interactions and business strategies on a global scale. Among these platforms, Instagram has emerged as a preeminent force, captivating users worldwide with its visually-driven content and innovative features (Sheldon & Bryant, 2016). In a strategic move to capitalize on the burgeoning popularity of short-form video content, Instagram introduced 'Reels' in 2020, a feature that enables users to create and share brief, engaging videos ranging from 15 to 30 seconds in duration. This addition swiftly garnered significant traction among Instagram's user base, fostering a new avenue for creative expression and content dissemination (Abidin, 2021). The sustained success and viability of social media platforms are inextricably linked to their ability to maintain and enhance user engagement over time. This reality underscores the critical importance of developing a nuanced and comprehensive understanding of the multifaceted motivations that drive users towards specific platforms, as well as the intricate factors that shape their attitudes and intentions for continued usage (Hsiao et al., 2016). Such insights are invaluable for platform operators, equipping them with the knowledge necessary to meticulously tailor their offerings to the ever-evolving needs and preferences of their user base. This user-centric approach, grounded in empirical understanding, not only fosters a deeper, more meaningful connection between the platform and its users but also serves as a catalyst for long-term success and sustainability in an increasingly competitive digital ecosystem.

While previous research has made significant strides in elucidating various aspects of Instagram Reels, including its features and usage patterns, there remains a conspicuous gap in our understanding of the underlying motivations driving user engagement with this feature. Moreover, the complex interplay of factors influencing users' attitudes and intentions for continued use of Reels has yet to be fully explored. This lacuna in the existing literature presents a compelling opportunity for a more in-depth investigation into the nuanced dynamics of user behavior within the context of short-form video content on social media platforms. To address this critical gap in knowledge, the present study aims to conduct a comprehensive empirical analysis of the intricate relationships between usage motivations, user attitudes, and intentions for sustained engagement with Instagram Reels. By employing a rigorous methodological approach, we seek to elucidate the multifaceted factors that contribute to the formation of positive attitudes towards Reels and, subsequently, foster intentions for continued use among its diverse user base. This investigation is not only timely but also of paramount importance in the rapidly evolving landscape of social media, where user preferences and platform features are in constant flux. By delving deep into the psychological and social drivers behind Reels usage, our research aspires to provide valuable insights that can inform both theoretical frameworks and practical strategies in the realm of social media engagement and user retention. Through this empirical exploration, we aim to contribute significantly to the growing body of literature on social media user behavior, while also offering actionable insights for platform developers, content creators, and marketers seeking to optimize their strategies in the competitive arena of short-form video content.

The theoretical foundation of our study is firmly rooted in the Uses and Gratifications Theory (UGT), a

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seminal framework that has been extensively applied in research exploring motivations for social media platform usage. UGT posits that individuals actively select and use media to satisfy specific needs and desires (Blumler & Katz, 1974). This theory suggests that people consciously choose media that they believe will fulfill their needs, and the gratifications obtained from this media consumption subsequently reinforce continued usage. Over the years, UGT has proven to be a robust and versatile framework for elucidating user behavior across diverse media environments (Ruggiero, 2000). By anchoring our research in UGT, we position our study within a well-established theoretical tradition while simultaneously extending its application to the novel context of Instagram Reels. This approach allows us to build upon existing knowledge while contributing new insights specific to the unique characteristics and user dynamics of short-form video content on social media platforms. Through this multifaceted analysis, our study aspires to make significant contributions to both the theoretical understanding of social media user behavior and the practical realm of platform design and content strategy. The findings from this research have the potential to inform more effective, user-centric approaches to platform development and content creation, ultimately enhancing user engagement and satisfaction in the highly competitive landscape of social media.

Furthermore, this research seeks to investigate the moderating effects of hedonic and utilitarian values on the relationships between usage motivations, attitudes, and continued usage intentions. Hedonic value refers to the pursuit of sensory and experiential benefits such as pleasure and fun, while utilitarian value pertains to the pursuit of functional and practical benefits (Babin et al., 1994). By examining these moderating effects, we aim to provide a more nuanced understanding of how the type of value users seek may influence their engagement with Instagram Reels.

Previous research has illuminated the significant influence that users' value orientations can exert on their service evaluations and behavioral intentions (Childers et al., 2001; Overby & Lee, 2006). This insight underscores the importance of examining the moderating effects of hedonic and utilitarian values in the context of social media usage, particularly for innovative features like Instagram Reels. By incorporating an analysis of these moderating effects, our study aims to provide a more nuanced and comprehensive understanding of the intricate relationships between usage motivations, attitudes, and continued usage intentions for Instagram Reels. This approach allows us to explore how the pursuit of sensory and experiential benefits (hedonic value) versus functional and practical benefits (utilitarian value) may shape users' engagement with the platform, potentially revealing distinct user segments with varying needs and preferences. Such insights are crucial for informing more targeted and effective platform design and content strategies, enabling Instagram to better cater to the multifaceted desires of its diverse user base. Moreover, this investigation contributes to the broader theoretical understanding of how value perceptions influence social media usage, extending the applicability of established theories to emerging digital contexts. By elucidating these nuanced relationships, our research aspires to bridge the gap between theoretical frameworks and practical applications in the realm of social media engagement, ultimately guiding platform developers, content creators, and marketers in crafting more resonant and value-aligned experiences for users of Instagram Reels.

2. THEORETICAL BACKGROUND

The theoretical foundation of this study is rooted in the Uses and Gratifications Theory (UGT), which has been extensively applied to understand social media user behavior (Katz, Blumler, & Gurevitch, 1973). UGT posits that individuals play an active role in selecting and using media to satisfy specific needs. This theoretical framework is particularly apt for analyzing user motivations and behaviors related to novel social media features such as Instagram Reels. Drawing on UGT, this study identifies and analyzes key motivational factors associated with Instagram Reels usage. These factors include interactivity, informativeness, entertainment, escapism, and self-expression. Each of these factors has been established through prior research as having significant influence on social media user behavior, and this study explores how they operate within the context of Instagram Reels. Furthermore, this research investigates the impact of these motivational factors on users' attitudes and intentions to continue using the platform. This approach borrows concepts from the Technology Acceptance Model and the Theory of Planned Behavior, predicated on the notion that user attitudes are crucial predictors of behavioral intentions.

2.1. Interactivity

Research on short-form video content has identified interactivity as a key factor in user engagement and platform success. Studies by Omar and Dequan (2020), and Bossen and Kottasz (2020) collectively highlight the importance of interactive features in motivating users to engage with and continue using short-form video platforms. Interactivity, manifested through real-time communication, content sharing, and creator-user engagement, has been shown to positively influence user attitudes and usage intentions across various platforms like YouTube Shorts, TikTok, and Instagram. These studies emphasize that the ability to facilitate two-way communication and user-to-user interactions is crucial for the appeal and success of short-form video content. As we examine Instagram Reels, understanding how it leverages interactivity could provide insights into its user appeal and long-term viability in the competitive short-form video landscape. Based on the above existing

research, we propose the following hypothesis.

H1: The perceived interactivity of Instagram Reels positively influences users' attitudes towards the platform.

2.2. Informativeness

Research on short-form content consistently highlights 'informativeness' as a crucial factor in shaping users' positive attitudes and engagement. Studies by Lou, Taylor, & Zhou (2023) and Mou, Xu, & Du (2021) on platforms like TikTok reveal that informative content significantly enhances user satisfaction, perceived value, and continued usage intentions. These findings challenge the notion that short-form content is purely for entertainment, suggesting it can serve as a valuable information source. Users appreciate content that delivers substantive, relevant, and timely information, even within brief formats. For platforms like Instagram Reels and content creators, balancing entertainment with informational value is key to fostering positive user attitudes and encouraging ongoing engagement. The concept of 'informativeness' in this context is multifaceted, encompassing not just facts but also useful information that adds value to users' lives or knowledge base. As the short-form content landscape evolves, understanding how different types of informative content impact various user segments could offer refined strategies for leveraging informational value in short-form content. Based on the above the research, we present the following hypothesis.

H2: The perceived informativeness of Instagram Reels content positively influences users' attitudes towards the platform.

2.3. Entertainment

Recent studies on short-form video platforms consistently highlight the significant impact of entertainment value on user attitudes, satisfaction, and engagement. Research by Youn, Shah, & Dodoo (2024) and Omar et al. (2020) on TikTok revealed that entertainment positively influences user satisfaction, immersion, and continued usage intentions. Abbasi et al. (2023a) found that entertaining content on social media platforms drives positive user reactions, while Xu et al. (2016) demonstrated its importance in shaping positive experiences on platforms like Snapchat. These findings collectively emphasize that entertaining content is crucial in attracting and retaining users, even in brief formats. For platforms like Instagram Reels and content creators, this underscores the importance of prioritizing enjoyable, creative content to foster user satisfaction and loyalty. The research suggests that balancing entertainment with other content attributes could be key to success in the competitive short-form video landscape, highlighting the need for diverse and innovative approaches to captivate and retain user interest. Based on the presented research findings, we provide the following hypothesis.

H3: The perceived entertainment value of Instagram Reels content positively influences users' attitudes towards the platform.

2.4. Escapism

Recent studies on short-form content platforms have highlighted 'Escapism' as a significant motivator influencing users' attitudes and engagement. Research by Alhabash et al. (2024), Sun et al. (2024), and Dong & Xie (2024) consistently shows that users seeking escape through platforms like TikTok and Douyin develop more positive attitudes and higher usage intentions. These studies reveal that escapism is particularly appealing to users under stress, leading to increased content consumption and platform loyalty. The desire to escape daily pressures through short-form videos correlates with greater satisfaction and continued usage. For content creators and platform operators, these findings suggest that providing content and features catering to users' escapism needs could enhance user satisfaction, engagement, and retention. Understanding and leveraging this motivation could be key to success in the competitive short-form content landscape. Based on the research findings presented, we present the following hypothesis.

H4: The perceived escapism value of Instagram Reels positively influences users' attitudes towards the platform.

2.5. Self-Expressiveness

Recent studies have highlighted the significant role of 'Self-expressiveness' in shaping users' positive attitudes and engagement with short-form content platforms. Abbasi et al. (2023b) explored hedonic consumption experiences on TikTok, identifying self-expression as a key component. Their research showed that TikTok features enabling self-expression significantly increased users' positive emotions, satisfaction, and continued usage intentions. This demonstrates that providing opportunities for self-expression can lead to higher user satisfaction and engagement on short-form content platforms. Chen et al. (2021) studied users of Kuaishou, a Chinese short-form video platform, and found that self-expressiveness positively influenced user satisfaction and loyalty. This indicates that short-form content offering self-expression opportunities can contribute to positive user attitudes and long-term relationships with the platform. These findings collectively emphasize the importance of self-expressiveness in forming positive user attitudes and experiences with short-form content. Content creators and platform operators could potentially enhance user satisfaction, engagement, and retention by developing features and content that facilitate user self-expression. Understanding and leveraging this motivation could be key to success in the competitive short-form content landscape. Based on the previous research, we provide following hypothesis.

H_2: The perceived self-expressiveness opportunities provided by Instagram Reels positively influence users' attitudes towards the platform.

2.6. Attitude and Intention to Continue

Recent studies have consistently demonstrated the significant influence of users' attitudes on their continued usage intentions for short-form content platforms. Xu et al. (2023) found that positive attitudes towards short-form video platforms positively affected users' intentions to seek travel information on these platforms. This suggests that favorable attitudes lead to more active engagement with platform content. Wang et al. (2022) examined TikTok users and discovered that positive attitudes indirectly influenced continued usage intentions through user satisfaction. This indicates that favorable attitudes contribute to higher satisfaction, which in turn drives sustained platform usage. Yin et al. (2024) analyzed user experience and continued usage intentions through the lens of Flow Theory. Their results showed that positive attitudes and flow experiences significantly impacted continued usage intentions, highlighting the importance of both favorable attitudes and immersive experiences in fostering long-term user engagement. These findings collectively emphasize that users' positive attitudes towards short-form content platforms play a crucial role in driving continued usage intentions, both directly and indirectly. For content creators and platform operators, developing strategies to cultivate and maintain favorable user attitudes is essential (Cha, 2020). This may involve understanding user needs and preferences, and consistently delivering high-quality content and services that align with these expectations.

Recent research on users' intent to continue using short-form content platforms has drawn from several established theoretical frameworks, providing valuable insights into the factors driving sustained engagement. The Expectation-Confirmation Model, proposed by Bhattacherjee (2001), has been widely applied to understand continued usage intentions across various online services and platforms. This model posits that the congruence between users' expectations and actual performance influences satisfaction, which in turn affects continued usage intentions. Building on this foundation, the UTAUT2 model by Venkatesh, Thong, and Xu (2012) offers a comprehensive framework that can be applied to short-form platforms like Instagram Reels. This model suggests that factors such as performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit play crucial roles in technology acceptance and continued use. Further empirical studies have expanded our understanding of specific factors influencing continued usage intentions. Chen, Yen, and Hwang (2012) analyzed the impact of usefulness, satisfaction, habit, and trust on Web 2.0 services. Mouakket (2015) examined the effects of perceived usefulness, satisfaction, enjoyment, and habit on Facebook users' continued usage intentions. Additionally, Hsiao, Chang, and Tang (2016) highlighted the importance of satisfaction, habit, and customer value in driving continued usage of mobile social apps. Collectively, these studies suggest that for platforms like Instagram Reels, a complex interplay of factors including user satisfaction, perceived usefulness, ease of use, social influence, habit formation, and hedonic motivation significantly influence users' intent to continue using the platform. Understanding and leveraging these factors could be key to fostering long-term user engagement and loyalty in the competitive landscape of short-form content. As the field evolves, further research may uncover additional nuances specific to emerging platforms and changing user behaviors. Based on the research findings presented, we propose the following hypotheses.

H_3: Users' attitudes towards Instagram Reels positively influence their intention to continue using the platform.

2.7. Consumer Value

2.7.1. Hedonic Value

Research by Hwang & Choi (2020) and Omar & Dequan (2020) emphasizes the importance of hedonic value in short-form video services. Hwang & Choi (2020) found that gamification elements stimulate users' intrinsic motivation, enhancing hedonic experiences (Cha, Kim & Tang, 2024). This applies to short-form video platforms, where features like music, filters, and effects promote creative expression and immersion. Interactive content such as challenges and duets foster competition and user interaction, further enhancing hedonic experiences. Omar & Dequan (2020)'s study on TikTok users revealed that hedonic value moderates the relationship between usage motivations and actual usage behavior. This suggests that the enjoyment and fun experienced on these platforms play a crucial role in converting user motivations into actions (Kim & Cha, 2024). These findings highlight the need for short-form video platform developers and content creators to focus on maximizing users' hedonic experiences. Strategies could include developing innovative filters and effects, creating new forms of interactive challenges, and enhancing features that promote user interaction. The goal should be to create not just temporary amusement but sustained engagement and loyalty through rich, personalized, and community-oriented hedonic experiences.

2.7.2. Functional Value

Although the study by Rietveld et al. (2020) was conducted in the context of Instagram, it also provides useful insights into understanding the functional value of short-form video services. They identified ease of use, information quality, and content variety as key dimensions of functional value, which are likely to influence user

experience and intention to continue using short-form video services like Instagram Releases. However, it is necessary to examine the functional attributes unique to short-form video services in a more granular manner to gain a deeper understanding of the impact of functional value on user behavior. While Liu et al.'s (2023) study was conducted in the context of tourism livestreaming, it has implications for understanding the complex impact of functional value on user behavior in short-form video services. Services such as Instagram Releases can induce a user's flow state by providing high-quality footage and an immersive viewing experience, which can contribute to increased interest and favorability toward a particular destination. At the same time, however, they can also lead to vicarious satisfaction from indirect experiences, which can reduce purchase or visit intent, so when designing and leveraging functional value, strategies should be explored to drive direct user action.

3. RESEARCH METHOD

The questionnaire items from previous studies were revised to align with the research objectives of the current study. From May 4 to June 2, 2024, the questionnaires were distributed using both online and offline survey methods, including via social media. 360 questionnaires were collected in total. After removing 8 incomplete or unreliable responses, 352 questionnaires remained for empirical analysis. The following analytical approach was taken: First, exploratory factor analysis using Amos 20.0 was conducted to assess convergent and discriminant validity of the measured variables. Non-compliant factors were then removed and confirmatory factor analysis re-run in Amos 20.0. Finally, covariance structure model analysis was employed to statistically test the study hypotheses. Of the 352 total respondents, 46% were male and 54% were female. The majority fell into the 20-29 (41%) and 30-40 (30%) age brackets. Students comprised the largest occupational group at 31%, followed by office workers at 34%. In terms of daily time spent viewing Instagram Reels, 47% reported watching 30 minutes to less than 1 hour, 38% watched 1-2 hours, 9% watched 2 hours or more, and 6% watched under 30 minutes per day.

Table 1: Demographic Characteristics of Instagram Reels Users.

Variables		No. of sample	Percentage
Gender	Male	162	46%
	Female	190	54%
Age	10-19	18	5%
	20-29	144	41%
	30-40	106	30%
	Over 40	84	24%
Occupation	Student	109	31%
	Office worker	120	34%
	Business person	32	9%
	Housewife	88	25%
	Misc.	4	1%
Watching reels per day	Under 30 minutes	21	6%
	30 Minutes to less than 1 hour	165	47%
	1 Hour to less than 2 hours	134	38%
	2 Hours or more	32	9%

4. RESULT OF THE STUDY

4.1. Measurement Model Assessment

The empirical analysis of our structural equation model yielded a multifaceted array of results that warrant careful interpretation. While the chi-square value of the measurement model demonstrated statistical significance ($p = 0.00$), it is widely acknowledged in the field of structural equation modeling that this particular metric is susceptible to influences from both model complexity and sample size. Consequently, to ensure a more comprehensive and nuanced evaluation of the model's fit, we deemed it prudent to incorporate additional fit indices, specifically the Normed Fit Index (NFI) and Comparative Fit Index (CFI), as recommended by seminal works in the field (Bearden, Sharma, & Teel, 1982; Bagozzi & Yi, 1988). Upon thorough examination, the overall model fit was found to be highly satisfactory, with the NFI registering at 0.922 and the CFI at an impressive 0.957. These values comfortably exceed the conventional thresholds for acceptable model fit, indicating a robust alignment between our theoretical framework and the empirical data. Furthermore, the Root Mean Square Error of Approximation (RMSEA) was calculated at 0.056, falling well within the range typically associated with good model fit, thus providing additional support for the validity of our structural model. In our rigorous assessment of the measurement model's psychometric properties, we found that both the Composite Reliability (CR) and Average Variance Extracted (AVE) surpassed the stringent criteria established by Bagozzi and Yi (1988). Specifically, all CR values were observed to be above the recommended threshold of 0.6, while AVE values consistently exceeded the stipulated minimum of 0.5. These findings provide strong evidence for the internal

consistency and reliability of our measurement scales. Moreover, all factor loadings demonstrated statistical significance at the $p < 0.01$ level, further reinforcing the convergent validity of our constructs. The cumulative weight of these statistical indicators offers compelling evidence for the overall robustness and validity of our measurement model. The combination of satisfactory fit indices, strong reliability metrics, and significant factor loadings collectively affirms that our model effectively captures the underlying constructs of interest and their interrelationships within the context of Instagram Reels usage motivations, attitudes, and continued usage intentions. This solid empirical foundation provides a firm basis for the subsequent analysis and interpretation of the structural relationships hypothesized in our research model.

Table 2: Confirmatory Factor Analysis Result.

Variables	Measure	Standardized Regression Coefficient	CR	AVE
interactivity	INT01	0.80	0.866	0.683
	INT02	0.84		
	INT03	0.82		
informativeness	INF01	0.91	0.897	0.743
	INF02	0.84		
	INF03	0.82		
Entertainment	ENT01	0.93	0.928	0.764
	ENT02	0.93		
	ENT03	0.82		
	ENT04	0.80		
Escapism	ESC01	0.89	0.942	0.803
	ESC02	0.85		
	ESC03	0.91		
	ESC04	0.92		
Self-expressiveness	SEL01	0.71	0.896	0.686
	SEL02	0.93		
	SEL03	0.92		
	SEL04	0.70		
Attitude	ATT01	0.93	0.919	0.741
	ATT02	0.84		
	ATT03	0.89		
	ATT04	0.76		
Intent to Continue	IN to CON01	0.90	0.919	0.741
	IN to CON02	0.81		
	IN to CON03	0.81		
	IN to CON04	0.90		

Note: Chi-square = 588.493 (p=0.000, df=278), NFI=0.922, RFI=0.902, IFI=0.957, TLI=0.946, CFI=0.957, RMSEA=0.056.

In our meticulous evaluation of the psychometric properties of the measurement model, particular attention was devoted to establishing discriminant validity among single-dimensional factors. To this end, we employed a sophisticated analytical approach, utilizing the square root of the Average Variance Extracted (AVE) for each construct. This method, widely recognized in the field of structural equation modeling, provides a robust assessment of the degree to which each construct is truly distinct from others in the model. The results of this analysis, as meticulously presented in Table 3, reveal a pattern of findings that strongly support the discriminant validity of our measurement model. Specifically, we observed that for each construct, the square root of its AVE not only surpasses the critical threshold of 0.5 but also, more importantly, exceeds all correlation values in the corresponding row and column outside the diagonal. This pattern of results is of paramount importance, as it provides empirical evidence that each construct in our model captures a unique aspect of the phenomenon under investigation.

The implications of these findings are far-reaching and multifaceted. Primarily, they offer compelling evidence that our measurement model possesses the capacity to effectively differentiate between distinct constructs. This differentiation is crucial in ensuring that each factor in our model is indeed measuring a separate and unique concept, as originally intended in our theoretical framework. The clear delineation between constructs enhances our confidence in the subsequent structural analysis and interpretation of relationships between variables. Moreover, the robust demonstration of discriminant validity as shown in Table 3 serves to fortify the overall construct validity of our research. It provides assurance that the observed relationships between variables are not artificially inflated due to conceptual overlap or measurement confounds. Instead, we can be confident that any observed relationships reflect genuine associations between distinct constructs.

In sum, the discriminant validity analysis presented in Table 3 adds a critical layer of rigor to our study, reinforcing the methodological soundness of our approach and enhancing the credibility of our findings. This meticulous attention to psychometric properties ensures that our research stands on a solid empirical foundation, from which we can draw meaningful and reliable conclusions about the motivations, attitudes, and behavioral intentions associated with Instagram Reels usage.

Table 3: Discriminant Validity through Correlation Analysis.

	Attitude	Interactivity	Informativeness	Entertainment	Escapism	Intent to Continue	Self-expressiveness
Attitude	0.861						
interactivity	0.317	0.826					
informativeness	-0.012	-0.041	0.862				
Entertainment	0.412	0.142	0.050	0.874			
Escapism	0.551	0.171	0.030	0.519	0.896		
Intent to Continue	0.524	0.192	-0.040	0.244	0.414	0.861	
Self-expressiveness	-0.151	0.116	0.065	-0.135	-0.214	-0.128	0.828

Source: The values presented at the diagonal are the square root of AVE.

4.2. Research Hypothesis Verification

The examination of our study's hypotheses was conducted utilizing Amos 20.0 software, a sophisticated tool widely recognized in the field of structural equation modeling. The results of this analysis provide robust support for the theoretical framework underpinning our research, while also offering nuanced insights into the dynamics of user engagement with Instagram Reels. Our structural model demonstrated highly satisfactory fit indices, indicating a strong alignment between the theoretical constructs and the empirical data. Specifically, the chi-square value was 598.434 ($df = 283$, $p = 0.000$), which, while statistically significant, should be interpreted in conjunction with other fit indices due to its sensitivity to sample size. The Normed Fit Index (NFI) of 0.921 and Comparative Fit Index (CFI) of 0.956 both exceeded the conventional threshold of 0.90, indicating excellent model fit. Furthermore, the Root Mean Square Error of Approximation (RMSEA) value of 0.056 falls well within the range typically associated with good model fit, providing additional support for the validity of our structural model. The outcomes of the main effects tests for Hypotheses 1 through 6 are meticulously presented in Table 4, offering a comprehensive overview of the relationships between our key constructs. Analysis of these main effects yielded several significant findings that contribute to our understanding of user behavior in the context of Instagram Reels.

Of particular note, our results reveal that interactivity, entertainment, and escapism emerged as significant influencers of user attitudes towards Instagram Reels. This finding underscores the multifaceted nature of user engagement with short-form video content, highlighting the importance of both interactive features and content characteristics in shaping user perceptions and experiences. Moreover, the path coefficient from attitude to intention to continue using Instagram Reels was found to be statistically significant. This result provides strong support for the theoretical link between attitudinal factors and behavioral intentions, a relationship that has been widely posited in technology adoption and usage models. To facilitate a more intuitive understanding of these complex relationships, Figure 1. offers a visual representation of our findings. This diagrammatic illustration not only summarizes the key outcomes of our analysis but also provides a clear depiction of the structural relationships between the variables under investigation. Collectively, these results offer a nuanced and empirically grounded perspective on the factors driving user engagement with Instagram Reels. The significant influences of interactivity, entertainment, and escapism on user attitudes, coupled with the strong relationship between attitudes and continued usage intentions, provide valuable insights for both researchers and practitioners in the field of social media and digital content creation.

Table 4: Results of Research Hypothesis.

Hypothesis	Paths	Path Coefficient	t value	Results
H1	Interactivity → Attitude	0.332	4.541***	Support
H2	Informativeness → Attitude	0.021	0.421	Reject
H3	Entertainment → Attitude	0.168	2.755**	Support
H4	Escapism → Attitude	0.420	7.290***	Support
H5	Self-expressiveness → Attitude	0.100	1.391	Reject
H6	Attitude → Intent to Continue	0.686	9.982***	Support

Note: * < 0.05, ** < 0.005, *** < 0.001.

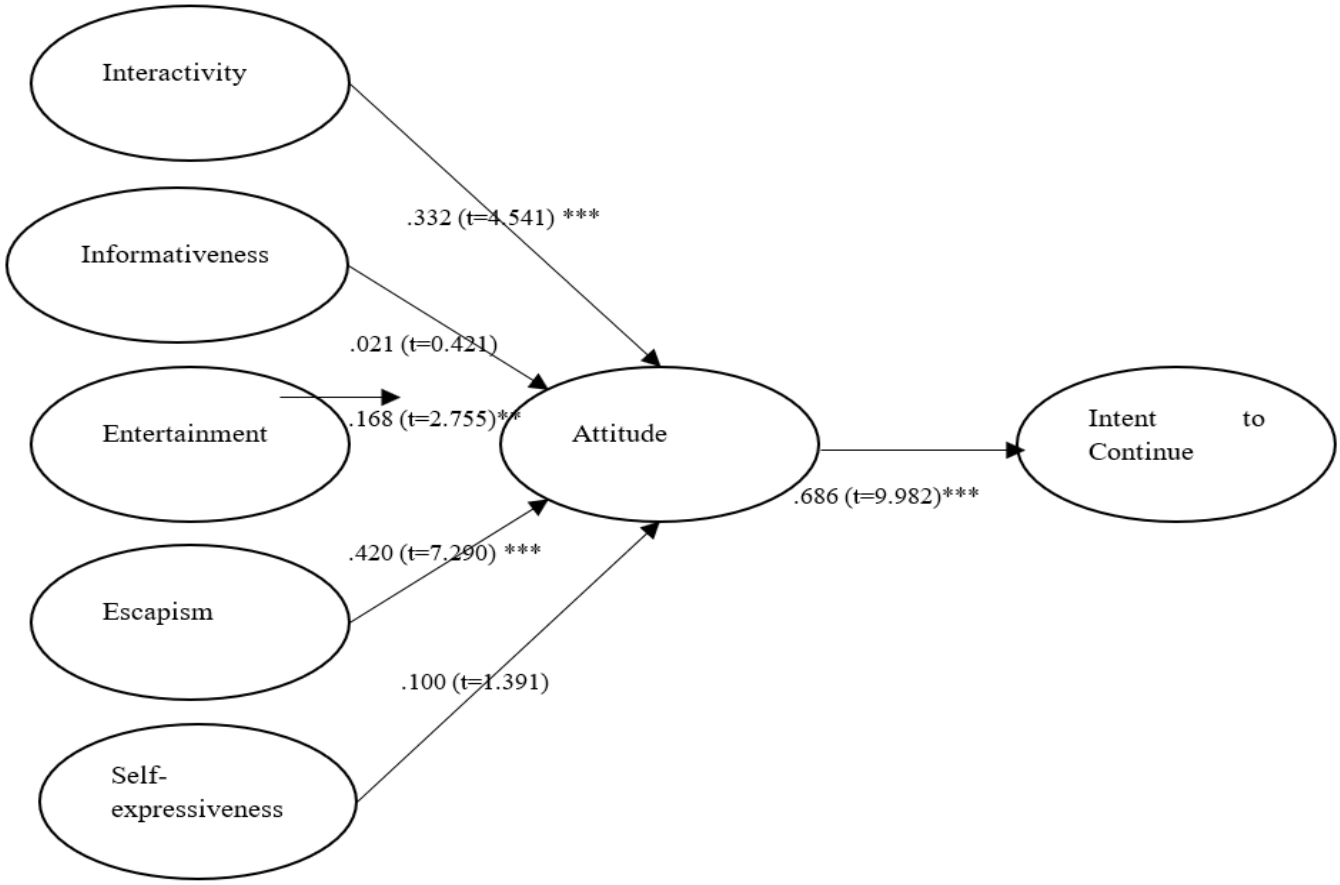


Figure 1: Results of research hypothesis.

4.3. Verification of the Moderating Role of Consumption Value Group

This study provides a nuanced analysis of the moderating effects of consumption value groups among Instagram Reels users, illuminating the complex interplay between user motivations and attitudes towards short-form video content. Grounded in the theoretical framework of hedonic and utilitarian consumption values, this analysis reveals significant variations in the relationships between key constructs across different user segments in Table 5. To test the moderating role of consumption value groups, multi-group analysis in Structural Equation Modeling (SEM) was employed (Byrne, 2001). The total sample (n = 352) was divided into hedonic value-oriented and utilitarian value-oriented groups, and the paths were compared. This approach follows previous research exploring the role of hedonic and utilitarian motivations in social media usage (Babin et al., 1994; Childers et al., 2001). The results, as presented in Table 5, reveal several intriguing patterns. Notably, the relationship between interactivity and attitude demonstrates a more pronounced effect in the utilitarian group ($\beta = 0.280$) compared to the hedonic group ($\beta = 0.081$). While this difference is not statistically significant ($\chi2 = 0.310$, $p = 0.577$), it suggests a tendency for users with utilitarian motivations to place greater emphasis on interactive features when forming attitudes towards Instagram Reels. Similarly, informativeness exhibits a stronger positive association with attitude in the utilitarian group ($\beta = 0.100$) relative to the hedonic group ($\beta = -0.024$). Although this difference also lacks statistical significance ($\chi2 = 0.029$, $p = 0.865$), it aligns with theoretical expectations regarding the utilitarian value of informative content in social media platforms (Whiting & Williams, 2013). Conversely, the relationship between entertainment and attitude reveals a statistically significant moderating effect ($\chi2 = 6.767$, $p < 0.01$). The hedonic group demonstrates a substantially stronger positive association ($\beta = 0.376$) compared to the utilitarian group's negative association ($\beta = -0.114$). This finding underscores the paramount importance of entertainment value for users with hedonic consumption orientations, echoing previous research on the role of hedonic motivations in social media usage (Alhabash & Ma, 2017). The escapism dimension exhibits a positive association with attitude in the hedonic group ($\beta = 0.032$) but a negative association in the utilitarian group ($\beta = -0.210$). While this difference is not statistically significant ($\chi2 = 1.010$, $p = 0.315$), it suggests potential divergences in how these user segments perceive and value escapist experiences within the context of Instagram Reels. Intriguingly, self-expressiveness demonstrates strong positive associations with attitude in both hedonic ($\beta = 0.651$) and utilitarian ($\beta = 0.666$) groups. The minimal difference between these coefficients ($\chi2 = 1.441$, $p = 0.230$) implies that self-expression may be a universally valued aspect of Instagram Reels usage, transcending the hedonic-utilitarian dichotomy.

Table 5: Moderating Effects of Consumption Value Groups.

	Standardized Regression Coefficient		Comparison Results	Chi-square increment	*p* - value
	Hedonic	Utilitarian			
Interactivity → Attitude	0.081	0.280	Hedo < Util	0.310 (d.f.=1)	0.577
Informativeness → Attitude	-0.024	0.100	Hedo < Util	0.029 (d.f.=1)	0.865
Entertainment → Attitude	0.376	-0.114	Hedo > Util	6.767 (d.f.=1)	0.009**
Escapism → Attitude	0.032	-0.210	Hedo > Util	1.010 (d.f.=1)	0.315
Self-expressiveness → Attitude	0.651	0.666	Hedo < Util	1.441 (d.f.=1)	0.230

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

5. CONCLUSION

The present study offers a comprehensive exploration of the relationships between user motivations, attitudes, and continued usage intentions within Instagram Reels, while illuminating the crucial moderating role of consumption value orientations. Our findings significantly advance the understanding of user behavior on short-form video platforms, which have rapidly emerged as a dominant form of digital communication. From a theoretical standpoint, this research extends the application of Uses and Gratifications Theory (UGT) to Instagram Reels, incorporating the nuanced effects of hedonic and utilitarian consumption values. As Babin et al. (1994) argue, "consumers derive value from the consumption experience itself and from the instrumentality of the product or service in achieving other goals" (p. 645). The significant influence of interactivity, entertainment, and escapism on user attitude formation, moderated by consumption value orientations, aligns with UGT while revealing unique motivational dynamics in short-form video platforms. Our study uncovered a limited overall impact of informativeness and self-expressiveness on user attitudes, contrasting with previous social media research (e.g., Whiting & Williams, 2013). However, the moderating effect analysis revealed that informativeness has a stronger, albeit non-significant, association with attitudes for utilitarian-oriented users. This finding suggests a differentiated operation of user motivations based on both media format and individual consumption value orientations. The strong influence of attitude on continued usage intention supports the fundamental claims of both the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). As Davis et al. (1989) posit, "people form intentions to perform behaviors toward which they have positive attitudes" (p. 986). This finding bridges the theoretical gap between traditional social media research and emerging ephemeral, video-centric platforms. Practically, our findings offer insights for social media platform operators. The significant role of interactivity, entertainment, and escapism in shaping user attitudes, moderated by consumption value orientations, underscores the importance of developing tailored platform features and content strategies. As Childers et al. (2001) suggest, "hedonic and utilitarian motivations are not mutually exclusive, and both may be present in any given consumption experience" (p. 514). In conclusion, this study provides an empirically grounded understanding of user behavior on short-form video platforms, offering valuable insights to both academia and industry. By illuminating the moderating role of consumption value orientations, our research paves the way for more nuanced approaches to platform design, content creation, and user engagement strategies. Future research should build upon these findings, further exploring the interplay between user motivations, consumption values, and platform characteristics across diverse contexts.

6. IMPLICATIONS AND LIMITATION

This study offers significant theoretical and practical implications for understanding user engagement with short-form video platforms, particularly Instagram Reels, while also acknowledging certain limitations that provide context for future research.

6.1. Theoretical Implications

Our research substantially contributes to the expansion and refinement of the Uses and Gratifications Theory (UGT) within the context of emerging social media features. By elucidating the specific motivations driving user engagement with Instagram Reels and unveiling the moderating role of consumption value orientations, we have not only validated the continued relevance of UGT in contemporary digital landscapes but also revealed nuanced variations in its application to short-form video content. As Sundar and Limperos (2013) argue, "new media often create new gratifications and new motivations for media use" (p. 504). Our findings support this notion, demonstrating how the unique characteristics of short-form video platforms shape user motivations and behaviors. The identification of interactivity, entertainment, and escapism as primary drivers of user attitudes, moderated by hedonic and utilitarian consumption values, provides a more granular understanding of user behavior in this specific context. This insight potentially paves the way for a more specialized theoretical framework for short-form video engagement. As Vorderer et al. (2004) suggest, "entertainment experiences are multi-faceted and can be better understood by considering both hedonic and non-hedonic gratifications" (p. 393). Our study extends this perspective to the realm of short-form video content, highlighting the complex interplay between different types of gratifications and individual value orientations. Moreover, the unexpected findings regarding the limited overall impact of informativeness and self-expressiveness, coupled with their differential

effects across consumption value groups, challenge existing assumptions about social media usage motivations. This divergence from previous research underscores the dynamic nature of user motivations across different social media platforms and features, suggesting a need for more flexible and context-specific theoretical approaches in future studies.

6.2. Practical Implications

From a practical standpoint, our findings offer valuable guidance for social media platform developers, content creators, and marketers. The strong influence of interactivity, entertainment, and escapism on user attitudes, moderated by consumption value orientations, suggests that platform designers should prioritize features that enhance these aspects of the user experience, tailored to different user segments. As Tussyadiah and Fesenmaier (2009) note, "the design of technology-mediated experiences should consider the different ways in which users derive value from their interactions" (p. 24). For users with hedonic value orientations, platform developers should focus on enhancing entertainment and escapism features, such as immersive content creation tools and engaging challenges. Conversely, for users with utilitarian value orientations, emphasis should be placed on interactive features that facilitate information exchange and goal-oriented interactions. The relatively weak overall impact of informativeness and self-expressiveness indicates untapped opportunities for differentiation in the market. Platform operators and content creators could explore novel ways to integrate informative content and self-expression opportunities within the constraints of short-form video formats, potentially carving out unique niches in a crowded digital landscape. This approach aligns with Kim et al.'s (2016) assertion that "successful social media platforms must continuously innovate to meet evolving user needs and preferences" (p. 267). Furthermore, the strong relationship between user attitudes and continued usage intentions emphasizes the critical importance of fostering positive user experiences. This insight underscores the need for a holistic approach to platform design and content strategy, one that not only addresses functional requirements but also cultivates an overall positive affective response from users across different value orientations.

6.3. Limitations

While this study provides valuable insights, certain limitations should be acknowledged. The cross-sectional nature of our data collection limits our ability to capture the dynamic evolution of user motivations and behaviors over time. Additionally, the focus on a specific geographic and cultural context may limit the generalizability of our findings to global populations. Future research should address these limitations through longitudinal studies and cross-cultural investigations to further enrich our understanding of user engagement with short-form video platforms in diverse contexts.

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