

Role of Instagram Reels in Creating New Women Home-Based Entrepreneurs

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Peer Review Information	Abstract
Type: Article Received: 11 July 2026 Revised: 13 Aug2026 Accepted: 07 Sept 2026 Published: 06 Oct 2026	The rapid growth of social media has transformed how businesses are established, promoted, and managed. This study examines the role of Instagram Reels in creating and supporting new women home-based entrepreneurs, with emphasis on product and service promotion, brand awareness, customer reach, sales growth, income generation, and entrepreneurial development. A descriptive research design was adopted and primary data were collected from 100 women home-based entrepreneurs through structured questionnaires, personal interviews, online survey forms, and direct interaction. Percentage, tabular, and graphical analysis were used. The findings show that Instagram Reels provides an affordable and accessible marketing channel: 60% of respondents reported a significant increase in customer reach and 45% reported a high increase in sales. Boutique/fashion and homemade food businesses were the most common categories. The study also recognizes content creation difficulties, technical skill gaps, changing algorithms, and competition as challenges. Overall, Instagram Reels supports women-led home-based enterprises by expanding market reach, reducing marketing barriers, and encouraging digital entrepreneurship. Keywords: Instagram Reels; Women Entrepreneurship; Digital Entrepreneurship; Social Media Marketing; Home-Based Business; Customer Engagement; Women Empowerment.

How to Cite This Article

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Introduction

Entrepreneurship is widely recognized as a key driver of economic growth, innovation, employment generation, and social development. In recent years, technological advancements and the widespread adoption of digital platforms have transformed the entrepreneurial landscape. The emergence of social media has created new opportunities for individuals to establish and grow businesses with limited financial resources. Among various social media platforms, Instagram has become one of the most influential tools for business promotion and customer engagement.

Instagram introduced the Reels feature in 2020, allowing users to create and share short-form videos with music, effects, and creative editing tools. Since its launch, Instagram Reels has gained popularity because of its ability to reach large audiences through algorithm-driven distribution. Unlike traditional marketing methods that often require substantial investment, Instagram Reels offers entrepreneurs a comparatively cost-effective and accessible way to showcase products, demonstrate services, and build brand awareness.

Women entrepreneurship has become an important area of focus in economic development. Women-owned businesses contribute to household income, employment creation, and community development, yet many women face challenges such as limited access to capital, lack of business networks, family responsibilities, and restricted mobility. Home-based entrepreneurship offers a practical model that enables women to combine business activities with personal and family commitments.

The rise of Instagram Reels has created new opportunities for women operating home-based businesses. Women entrepreneurs can use Reels to market handmade products, clothing, beauty services, food items, educational services, home decor products, and other offerings. Through engaging video content, they can attract potential customers, increase brand visibility, and communicate directly with target audiences beyond local markets. The algorithm-driven nature of Reels also gives small businesses an opportunity to gain visibility without depending on large advertising budgets.

In addition to business promotion, Instagram Reels can serve as a source of entrepreneurial learning and inspiration. Women can observe successful business strategies, learn marketing techniques, understand customer preferences, and follow market trends. They can also gain practical ideas related to product presentation, customer communication, and online brand building by observing other businesses on the platform. Such exposure may encourage women with limited business experience to explore home-based entrepreneurial opportunities. At the same time, effective use of Reels presents challenges related to digital literacy, content creation, time management, changing platform algorithms, and increasing competition.

Against this background, the present study examines the role of Instagram Reels in creating new women home-based entrepreneurs. It focuses on how the platform influences business creation, customer engagement, brand development, income generation, and entrepreneurial growth, while also identifying the challenges experienced by women using Reels for business purposes. It further considers the potential of Reels as an accessible digital platform for women seeking to establish and promote small businesses from home. The study therefore contributes to understanding the relationship between social media innovation, digital entrepreneurship, and women-led home-based enterprise.

Review Of Literature

Social Media and Entrepreneurship

Social media has transformed the way businesses communicate with customers. Platforms such as Instagram, Facebook, YouTube, and TikTok have become important tools for marketing, customer engagement, and brand development. Kaplan and Haenlein (2010) observed that social media provides businesses with opportunities to establish direct relationships with customers and create interactive communication channels. Social media can also reduce marketing barriers for small businesses by providing comparatively low-cost access to broader audiences.

Digital Entrepreneurship

Digital entrepreneurship refers to the creation and management of business activities using digital technologies and online platforms. Nambisan (2017) explained that digital technologies have changed entrepreneurial processes by enabling innovation, collaboration, and market expansion. Digital platforms give entrepreneurs access to customers, suppliers, and business information without requiring substantial physical infrastructure. This flexibility is particularly relevant for women because online business models can reduce geographical limitations and support the management of business alongside family responsibilities.

Women Entrepreneurship

Women entrepreneurship contributes to economic development, household income, employment generation, and social empowerment. At the same time, women entrepreneurs may face limited financial resources, restricted mobility, lack of business experience, and weak professional networks. The Global Entrepreneurship Monitor identifies such barriers in women's entrepreneurial activity, while Brush et al.

(2018) emphasize the importance of understanding gender in venture creation. Digital platforms can help address some of these constraints by providing affordable marketing opportunities, direct customer interaction, and broader professional networks.

Instagram as a Business Platform

Instagram has emerged as a prominent platform for visual business promotion. Its features, including posts, stories, live sessions, and Reels, allow businesses to display products, communicate brand identity, and engage customers. The platform is particularly relevant to visually oriented businesses such as fashion, beauty, food, handicrafts, home decor, and lifestyle products, which are also common categories among women operating home-based enterprises.

Instagram Reels and Short-Form Video Marketing

The introduction of Instagram Reels has changed social media marketing by emphasizing short-form, visually engaging video content. Reels can be used for product demonstrations, tutorials, customer testimonials, and behind-the-scenes communication. The original study notes that short-form video content can attract interaction because it combines information with visual appeal, while algorithm-driven distribution can extend content beyond an entrepreneur's existing followers. Consistent and creative use of Reels is therefore associated with greater brand visibility, audience reach, and customer engagement.

Social Media, Home-Based Business and Customer Engagement

Advances in digital technology have supported the growth of home-based businesses by reducing dependence on physical stores and traditional distribution channels. Social media enables entrepreneurs to attract customers, receive feedback, build brand recognition, and interact directly with consumers. Instagram Reels further supports engagement through likes, comments, shares, saves, and direct messages. Such interaction can strengthen customer relationships, trust, purchase interest, and business visibility.

Research Gap

Although previous studies have examined social media marketing, digital entrepreneurship, women entrepreneurship, and Instagram as a general business platform, limited research has specifically focused on the role of Instagram Reels in creating new women home-based entrepreneurs. There is also limited empirical evidence regarding how Reels contributes to business creation, customer acquisition, income generation, and entrepreneurial growth among women operating from home. The present study addresses this gap by examining the role of Instagram Reels in the emergence and development of women-led home-based businesses.

Research Methodology

Objectives of the Study

The main objectives of the study are:

1. To examine the role of Instagram Reels in promoting women home-based entrepreneurship.
2. To study the impact of Instagram Reels on business visibility and customer reach.
3. To analyze the influence of Instagram Reels on income generation and business growth.
4. To identify the challenges faced by women entrepreneurs while using Instagram Reels.
5. To suggest measures for improving the effectiveness of Instagram Reels as a business tool.

Research Design, Data and Sample

The study adopts a descriptive research design to examine the opinions, experiences, and behavior of women entrepreneurs using Instagram Reels for business. Primary data were collected through structured questionnaires, personal interviews, online survey forms, and direct interaction. Secondary data were drawn from research journals, academic articles, books, government reports, industry publications, websites, online databases, and social media marketing reports. Convenience sampling was used because respondents were selected on the basis of accessibility and willingness to participate.

The sample consists of 100 women home-based entrepreneurs from urban and semi-urban areas. Respondents represented boutique/fashion, homemade food, beauty and skincare services, handmade crafts, jewellery, educational services, content creation, and freelancing. A structured questionnaire covered demographic information, Reels usage, business impact, and challenges.

Data Analysis and Hypothesis

The collected data were analyzed using percentage analysis and organized in tables, with charts and graphs identified in the study as graphical tools. The percentage was calculated as: $\text{Percentage} = (\text{Number of Responses} / \text{Total Responses}) \times 100$. The null hypothesis (H_0) states that Instagram Reels has no significant role in creating and promoting women home-based entrepreneurs; the alternative hypothesis (H_1) states that Instagram Reels has a significant role in creating and promoting women home-based entrepreneurs.

The study is limited to women home-based entrepreneurs, a sample of 100 respondents, respondent perceptions, changing social-media trends, limited geographical coverage, and differences across business sectors.

Data Analysis and Interpretation**Table 1. Age of Respondents**

Age Group	Respondents	Percentage
18–25 Years	28	28%
26–35 Years	42	42%
36–45 Years	20	20%
Above 45 Years	10	10%
Total	100	100%

Interpretation: 42% of respondents belong to the 26–35 years group, followed by 28% in the 18–25 years group, indicating stronger participation among young and middle-aged women.

Table 2. Educational Qualification of Respondents

Qualification	Respondents	Percentage
Higher Secondary	15	15%
Graduate	45	45%
Postgraduate	30	30%
Others	10	10%
Total	100	100%

Interpretation: 45% of respondents are graduates and 30% are postgraduates, indicating substantial adoption of social-media-based entrepreneurship among educated women.

Table 3. Type of Home-Based Business

Business Type	Respondents	Percentage
Boutique/Fashion	30	30%
Homemade Food	25	25%
Beauty Services	15	15%
Handicrafts	12	12%
Jewellery	10	10%
Others	8	8%
Total	100	100%

Interpretation: Boutique/fashion businesses account for 30% and homemade food for 25%, making them the two largest business categories in the sample.

Table 4. Duration of Using Instagram Reels for Business

Duration	Respondents	Percentage
Less than 1 Year	35	35%
1–2 Years	40	40%
3–4 Years	18	18%
More than 4 Years	7	7%
Total	100	100%

Interpretation: 40% of respondents have used Instagram Reels for business for 1–2 years, while 35% have used it for less than one year.

Table 5. Frequency of Posting Reels

Frequency	Respondents	Percentage
Daily	40	40%

Weekly	35	35%
Twice a Week	15	15%
Occasionally	10	10%
Total	100	100%

Interpretation: 40% post Reels daily and 35% weekly, showing frequent use of the format for business communication.

Table 6. Main Purpose of Using Instagram Reels

Purpose	Respondents	Percentage
Product Promotion	50	50%
Brand Awareness	20	20%
Customer Engagement	15	15%
Sales Generation	10	10%
Others	5	5%
Total	100	100%

Interpretation: Product promotion is the main purpose for 50% of respondents, followed by brand awareness at 20%.

Table 7. Impact of Reels on Customer Reach

Response	Respondents	Percentage
Significant Increase	60	60%
Moderate Increase	25	25%
Slight Increase	10	10%
No Change	5	5%
Total	100	100%

Interpretation: 60% reported a significant increase in customer reach, while 25% reported a moderate increase.

Table 8. Impact of Reels on Sales Growth

Response	Respondents	Percentage
High Increase	45	45%
Moderate Increase	30	30%
Slight Increase	15	15%
No Change	10	10%
Total	100	100%

Interpretation: 45% experienced a high increase in sales and 30% a moderate increase after using Instagram Reels.

Results And Findings

The analysis shows that Instagram Reels is widely used by women home-based entrepreneurs for product promotion, brand awareness, customer engagement, and sales generation. The largest respondent group is aged 26–35 years (42%), and 45% of respondents are graduates. Boutique/fashion (30%) and homemade food (25%) are the leading business categories. Forty percent of respondents have used Reels for 1–2 years, and 40% post daily. Product promotion is the primary purpose for half of the respondents.

In business outcomes, 60% reported a significant increase in customer reach, while 25% reported a moderate increase. For sales growth, 45% reported a high increase, 30% a moderate increase, 15% a slight increase, and 10% no change. The study further identifies low-cost promotion, visual presentation, creative content, and regular posting as important features supporting business visibility and engagement. Challenges reported in the synopsis include lack of technical skills, content creation difficulties, competition, time management issues, and algorithm changes.

Discussion

The findings indicate that Instagram Reels functions as an accessible digital marketing channel for women operating businesses from home. The concentration of respondents in visually oriented businesses such as boutique/fashion, homemade food, beauty services, handicrafts, and jewellery is consistent with the platform's visual format. The reported increases in customer reach and sales show that respondents perceive Reels as contributing to market visibility and business performance. This suggests that short-form visual content can provide home-based entrepreneurs with opportunities to present their products effectively and connect with a wider customer base.

These findings align with the literature reviewed in the study, which describes social media as a tool for interactive customer relationships and digital technologies as enablers of entrepreneurial market expansion (Kaplan & Haenlein, 2010; Nambisan, 2017). At the same time, the benefits depend on entrepreneurs' ability to create content consistently and manage technical, competitive, and algorithm-related challenges. Because the study uses convenience sampling and respondent-reported outcomes, its findings describe the surveyed group and should be interpreted within the stated sample and geographical limitations.

Conclusion And Suggestions

The study concludes that Instagram Reels plays an important role in creating and supporting new women home-based entrepreneurs by providing a comparatively affordable channel for product promotion, brand visibility, customer interaction, and sales generation. The data show substantial reported gains in customer reach and sales, while also identifying barriers related to digital skills, content creation, competition, time management, and algorithm changes. Overall, the findings indicate that effective use of Reels can support the growth and sustainability of women-led home-based businesses in an increasingly digital marketplace.

The study suggests improving digital skills through training in social media marketing, video editing, and content creation; maintaining consistent and engaging content; using relevant platform features; responding to customer feedback; strengthening brand identity; using analytics to understand customer preferences; encouraging networking; and providing institutional support for digital entrepreneurship. These measures reflect the study's objective of improving the effectiveness of Instagram Reels as a business tool.

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