

1 Exploring the Role of Instagram Reels in Driving Gen Z's Cafe Visits and Buying 2 Behaviour in Mumbai.

3

4 Abstract

5 The rise of shortform video has radically altered the way young consumers discover brands
6 and places to visit. Platforms such as Instagram have pivoted from static photographs to
7 dynamic Reels, giving marketers new ways to reach Generation Z. This paper explores
8 whether Instagram Reels encourage GenZ residents of Mumbai to visit cafes and whether this
9 exposure influences their buying behaviour. A structured questionnaire was administered to
10 150 respondents aged 18 - 25 years in Mumbai. The survey measured Reels usage patterns,
11 cafe visitation frequency, spending per visit and attitudes toward Reelsdriven discovery and
12 purchasing. Descriptive statistics, chi-square tests, independent-samples *t*-tests, one-way
13 ANOVA and factor analysis were employed to analyse the data. Research results show that
14 89 % of Gen-Z social media users globally are on Instagram and shortform video is their
15 preferred format; this study confirms similar patterns in Mumbai. More than half of
16 respondents watched Reels frequently and 61 % reported being influenced by Reels to visit
17 cafes. The findings highlight that Instagram Reels serve as mini-market place combining
18 entertainment with product tags and influencer endorsements; they motivate Gen Z not only
19 to discover new cafes but also to make impulse purchases. The study recommends that cafe
20 owners and marketers invest in authentic Reels content, collaborate with micro-influencers
21 and create “instagrammable” spaces to attract Gen Z.

22 **Keywords:** Instagram Reels, Generation Z, cafe culture, social media marketing, consumer
23 behaviour, Mumbai.

24

25 Introduction

26 Social media has become integral to daily life, particularly for younger cohorts who were
27 born into a digital world. Generation Z (born between 1997 and 2012) accounts for roughly
28 27 % of the global workforce and wields purchasing power exceeding US \$3 trillion.
29 Traditional advertising media platforms are less effective with this cohort; instead, they rely
30 heavily on digital platforms such as Instagram. The 2025 Sprout Social Index reports that
31 89 % of Gen-Z social media users are active on Instagram, and that they use the platform

32 both for entertainment and for discovering products and news. Short-form video has rapidly
33 become the dominant medium; Instagram Reels allows users to create and consume visually
34 rich, multi-modal stories. In the Journal of Social Responsibility, Tourism and Hospitality,
35 Doloi notes that Reels have become a “dominant platform for daily media consumption” and
36 that Gen Z values the entertainment and discovery aspects of these clips. Another study found
37 that Reels are key to how Gen Z and millennials discover and connect with brands, with
38 features such as product tags and influencer tieups turning Reels into minimarketplaces.
39 Survey data revealed that over 85 % of respondents watch Reels daily or often and that 60 %
40 follow a brand after watching a Reel. Moreover, 75 % of respondents reported purchasing a
41 product after viewing a Reel.

42 While research on social media marketing and Gen Z purchasing intent is growing, there is
43 little empirical evidence about how Instagram Reels affect offline behaviours such as cafe
44 visits. Youth in India increasingly view cafes as “third places” where they meet friends, study
45 or work. A case study on the coffee market in India found that the youth demographic is
46 “particularly drawn to cafe culture and coffee shops as social spaces” and that coffee
47 consumption among young people is often linked to socialising, studying, and hanging out
48 with friends. Another piece on coffee culture and social media interaction notes that
49 aesthetically pleasing interiors, latte art and unique menus are designed to attract social media
50 posts; visiting a cafe is as much about capturing and sharing the experience online as
51 enjoying the coffee. Mumbai, India’s financial and cultural capital, hosts a burgeoning cafe
52 scene that combines global coffee chains, local artisanal cafes and “instagrammable”
53 interiors. Understanding how digital media, specifically Instagram Reels, influences cafe
54 patronage and purchasing in this city is relevant for both marketers and researchers. This
55 study aims to fill that gap through primary research among Gen-Z residents in Mumbai.

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57

58 **Statement of the Problem**

59 Although global reports highlight the dominance of Instagram and the growing influence of
60 Reels, there is limited evidence on how these short-form videos translate into offline
61 consumer behaviour within the Indian context. Studies have analysed the impact of influencer
62 marketing on purchase intentions and the popularity of Reels for content discovery, yet the
63 direct link between Reels and cafe visitation remains underexplored. Mumbai’s cafe

64 landscape is competitive; cafes invest heavily in interior design and social media campaigns,
65 but they lack data on whether such investments yield greater footfall among Gen Z. The
66 problem addressed here is to ascertain whether Instagram Reels influence Gen-Z residents of
67 Mumbai to visit cafes and to spend more while there, and to identify the factors underlying
68 this behaviour.

69 **Need of the Study**

70 With a large GenZ population and a vibrant cafe culture, Mumbai provides a fertile ground
71 for exploring digitaltooffline consumer behaviour. Cafe owners and marketers spend
72 substantial resources creating photogenic interiors and producing Reels, yet they often rely on
73 anecdotal evidence of effectiveness. Understanding the relationship between Reels
74 consumption and cafe visits can help businesses allocate marketing budgets more efficiently
75 and design content that resonates with young consumers. From an academic viewpoint, this
76 study addresses a gap in the literature by linking short-form video consumption with offline
77 buying behaviour in an emerging economy. The findings will also inform policy makers and
78 tourism boards who seek to promote local businesses and community spaces.

79 **Scope of the Study**

80 The study focuses on Generation Z individuals residing in Mumbai, aged 18 - 25 years at the
81 time of data collection. Only Instagram's Reels feature is considered; other social media
82 platforms (TikTok, YouTube Shorts, Facebook) are excluded. The research examines cafe
83 visits (including chain cafes and independent coffeehouses) and buying behaviour within
84 those establishments (beverage and food purchases). Data were collected during June -
85 July, 2025. The scope does not cover other forms of offline entertainment or other age
86 cohorts, and the findings may not generalise beyond the urban context of Mumbai.

87 **Objectives of the Study**

- 88 1. To assess the usage patterns of Instagram Reels among Gen-Z residents of Mumbai.
- 89 2. To determine whether the frequency of watching Instagram Reels is associated with
90 being influenced to visit cafes.
- 91 3. To evaluate whether Reels influence the amount spent and the number of cafe visits
92 per week among Gen Z.

93 4. To identify latent factors underlying respondents' attitudes towards Reels-driven
94 discovery and purchasing at cafes.

95 5. To examine whether demographic variables (gender and age) moderate the
96 relationship between Reels usage and cafe visitation.

97 **Hypotheses of the Study**

98 The hypotheses correspond to the objectives and are stated in null (H_0) and alternative (H_1)
99 forms:

100 1. **H_0 :** There is no significant association between the frequency of Instagram Reels usage
101 and being influenced to visit a cafe.

102 **H_1 :** There is a significant association between the frequency of Instagram Reels usage and
103 being influenced to visit a cafe.

104 2. **H_0 :** There is no significant difference in the average spending per cafe visit between
105 respondents influenced by Reels and those not influenced.

106 **H_1 :** There is a significant difference in the average spending per cafe visit between
107 respondents influenced by Reels and those not influenced.

108 3. **H_0 :** There is no significant variation in the number of cafe visits per week across different
109 levels of Reels usage.

110 **H_1 :** There is a significant variation in the number of cafe visits per week across different
111 levels of Reels usage.

112 4. **H_0 :** There is no underlying factor structure among attitudinal statements related to Reels.

113 **H_1 :** There is a meaningful factor structure indicating latent dimensions of Reels-driven
114 attitudes.

115 **Review of Literature**

116 (Malhotra & Srivastava, 2024) In their case study, "Coffee culture among Indian youth" of
117 the Indian coffee market, argue that the evolution of coffee consumption reflects broader
118 socio-economic changes. The authors noted that India's youth are "particularly drawn to cafe
119 culture and coffee shops as social spaces" and that coffee drinking is closely linked to
120 socialising, studying and spending time with friends. Their work highlights the growing
121 popularity of specialty coffees, cold brews and premium cafes as young consumers seek
122 unique experiences and "instagrammable" beverages. Although the study recognised the role

123 of social media in shaping coffee preferences, it did not explore how specific features like
124 Reels influence cafe visits. This created a gap for research into how digital platforms
125 encourage offline behaviours.

126 (Chaugule, 2024) in research paper title, “Third places and instagrammable cafes” revisits
127 Ray Oldenburg’s concept of the “third place” and showed how coffee shops had become
128 modern public squares that support social connection, creativity and community. The paper
129 argued that the rise of “instagrammable” cafespaces designed with aesthetically pleasing
130 interiors, latte art and curated menus has turned cafe visits into digital experiences. Social
131 media not only motivates consumers to visit cafes but also encourages them to share content
132 and build engaged communities. While researcher highlighted the interplay between coffee
133 culture and social media, the study did not quantify how short-form video platforms drive
134 foot traffic, leaving room for empirical investigations like the present research.

135 (Doloi, 2024) analyses the rise of Instagram Reels within digital marketing. The author
136 reported that Reels have become a “dominant platform for daily media consumption” among
137 Generation Z and millennials and that users value their entertainment and discovery
138 functions. The study noted that Reels combine fast-paced visuals with features such as
139 product tags and influencer tie-ups, turning short videos into mini-marketplaces that influence
140 fashion trends and buying patterns. A survey cited in the paper found that more than 85 % of
141 respondents watch Reels daily or often and that 60 % follow a brand after viewing a
142 Reel. Although Doloi’s research provided insights into Reels consumption and online
143 purchasing, it did not address whether Reels motivate offline visits to cafes or restaurants.

144 (Subalakshmi & Selvakumar, 2025) in their study title, “Reels and travel decisions” focused
145 on travel behaviour and examine how Instagram Reels influence Gen Z’s choice of travel
146 destinations. Using a survey of 371 respondents, they found that influencer marketing and
147 visually appealing travel reels play a significant role in destination awareness and travel
148 planning. The authors noted that virtual influencers and sponsored posts increase trust and
149 purchase intentions. While the research underscores the importance of short-form video in
150 tourism marketing, it focused on travel rather than cafe visitation, highlighting a need to
151 explore other sectors such as local food and beverage experiences.

152 (Moulyagowda and Takalkar, 2025) in report title, “Engagement and purchase intent” assess
153 the effectiveness of Instagram Reels on Gen Z’s engagement and purchase intentions by
154 analysing survey data from 371 users. They reported that interactive behaviours such as

155 liking, commenting, and sharing Reels have a stronger connection to purchase actions than
156 merely viewing content. Personalised messages and influencer-driven content are found to
157 build trust and encourage purchases. The authors emphasised that elements like video themes,
158 audio, hashtags, and storytelling increase user attention, and repeated exposure enhances
159 brand memory and purchase intentions. Their findings underscore the importance of
160 authenticity and micro-influencers in digital campaigns. However, the study centres on online
161 engagement rather than the translation of Reels viewing into physical visits.

162 (Patel, 2025) in report title, “Behavioural economics and Reels” explored the relationship
163 between Instagram Reels consumption and spending patterns through the lens of behavioural
164 economics. She noted that platforms like Instagram and TikTok favour short-form content
165 and employ algorithms and influencers to push this content to large audiences. The research
166 utilised nudge theory and bounded rationality to explain how Reels can prompt impulse
167 purchases. Patel’s survey, which gathered responses across age groups, found that
168 approximately 27 % of participants had purchased products from Instagram shops, but only
169 25 % of Gen-Z respondents did so. Interestingly, older respondents were more susceptible to
170 sponsored ads than Gen Z, indicating that the younger generation may be more
171 discerning. Although her work highlighted the psychological mechanisms behind social
172 media consumption, it did not examine cafe visits or local food experiences.

173 (Belle Communication & Nation’s Restaurant News, 2025) in “socialmedia and restaurant
174 choice” surveyed 1,140 Gen Z and Millennial consumers across the United States to
175 understand how social media influences restaurant discovery. The poll found that 55 % of
176 respondents said social media reviews were the top reason they tried a restaurant and that
177 73 % had visited a restaurant in the last three months because of a social media review. It also
178 revealed that 43.7 % of Gen Z and Millennial consumers go to social media first for
179 restaurant recommendations. The authors argued that visual storytelling and influencer
180 recommendations carry more weight than traditional advertisements. While this research
181 demonstrated the power of social media to drive dining decisions, it did not focus on the
182 context of Mumbai’s cafe scene or the Reels format specifically.

183 (Sprout Social Index, 2025) in “Platform usage and influencer trust” provided detail statistics
184 on Gen Z social media habits. The report stated that 89% of Gen-Z social media users are on
185 Instagram, 84% are on YouTube and 82% are on TikTok. Gen Z consumers favour TikTok for
186 product discovery but still use Instagram for entertainment, news and customer care. The

187 index noted that Gen Z is most likely to engage with brand posts that include video or static
188 images and that authenticity, entertainment and reliability are the characteristics they value
189 most in brand content. Nearly 40% of Gen Z consumers reported increased trust in
190 influencers compared with the previous year, underscoring the growing importance of
191 influencer marketing. However, the index did not specifically address how Reels
192 consumption translates into offline behaviours such as cafe visits.

193 (Upadhyay et al., 2024) in “Digital influencers and Gen Z purchasing power” conduct a
194 comprehensive review of digital influencer marketing, highlighting that Generation Z
195 accounts for roughly 27 % of the global workforce and commands purchasing power
196 exceeding US \$3 trillion. The authors argued that Gen Z is highly receptive to digital
197 interactions and relies heavily on platforms like Instagram for information and
198 entertainment. They categorised influencers into nano, micro, macro and mega tiers and note
199 that micro-influencers often generate higher engagement despite smaller followings. While
200 their review underscored the importance of influencer marketing, it did not explore how
201 short-form video formats such as Reels influence physical consumer behaviour. This gap
202 highlighted the need for studies like the present one that link digital marketing to offline
203 outcomes.

204

205 **Synthesis and research gap**

206 Collectively, the reviewed literature demonstrates that short-form video and social media play
207 pivotal roles in shaping Generation Z’s preferences and purchasing decisions. Researchers
208 have examined Instagram Reels’ impact on online engagement, travel decisions and
209 marketing effectiveness, and they have documented the rise of cafe culture and
210 “instagrammable” spaces. However, few studies directly connect Reels consumption to
211 offline behaviours such as visiting cafes and spending money there. Existing research either
212 focuses on online purchase intentions or on travel and hospitality contexts, leaving a clear
213 gap in the Indian cafesector. This study addresses that gap by investigating whether watching
214 Reels influences Gen Z residents of Mumbai to visit cafes and spend more during their visits.

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216 **Significance of the Study**

217 This research contributes to academia by extending existing theories of digital marketing into
218 the domain of offline consumption. While the technology acceptance model (TAM) and
219 source credibility model (SCM) have been applied to influencer marketing, their application
220 to short-form video and cafe culture remains limited. The study offers empirical evidence on
221 how Reels usage relates to physical visits to cafes and consequent buying behaviour among
222 Gen Z in Mumbai. For practitioners, the findings offer actionable insights: cafe owners and
223 marketers can design Reels that highlight ambience, menu specials and authentic stories; they
224 can collaborate with micro-influencers and encourage user-generated content. Understanding
225 the factors that drive Reels-induced visits will help businesses allocate marketing budgets
226 effectively. Policymakers and tourism boards can also leverage these insights to promote
227 local cafes and urban culture.

228

229 **Research Methodology**

230 **Research design**

231 The study used a descriptive, cross-sectional design using primary data. A structured
232 questionnaire was distributed both online (via social media and messaging platforms) and
233 offline at cafes across Mumbai. The questionnaire comprised four sections: demographic
234 information, Instagram usage patterns, cafe visiting habits and attitudinal statements
235 measured on a five-point Likert scale.

236 **Population and sample**

237 The target audience consisted of Generation Z individuals (aged 18–25 years) residing in
238 Mumbai. Using convenience sampling followed by snowball referrals, 150 valid responses
239 were collected between June and July 2025. Convenience sampling was chosen due to time
240 and budget constraints; however, care was taken to collect responses from various parts of the
241 city and from both male and female respondents. Ethical approval was obtained from the
242 institutional review board, and participants provided informed consent.

243 **Data collection instrument**

244 The questionnaire was developed based on previous studies on social media usage and
245 consumer behaviour. It contained demographic questions (age, gender), items measuring
246 Instagram Reels usage (frequency of watching Reels, average hours spent on Instagram,

247 preferred content), cafe visiting behaviour (number of visits per week, spending per visit),
248 binary questions about whether respondents had visited a cafe after watching a Reel and
249 whether they purchased an item because of a Reel, and attitudinal statements rated on a
250 five-point scale (1 = strongly disagree to 5 = strongly agree). The questionnaire was
251 pilot-tested with 15 respondents to ensure clarity; minor wording changes were made based
252 on feedback.

253 **Statistical tools used**

254 Data were analysed using Python (pandas, SciPy and scikit-learn libraries). Descriptive
255 statistics summarised demographics and behaviour. A chi-square test assessed the association
256 between Reels usage frequency and being influenced to visit a cafe (Hypothesis 1). An
257 independent-samples t-test compared the average spending per visit between respondents
258 influenced by Reels and those not influenced (Hypothesis 2). One-way ANOVA examined
259 differences in the number of cafe visits per week across Reels usage categories
260 (Hypothesis 3). Factor analysis (principal component extraction with varimax rotation) was
261 conducted on the Likert-scale items to identify underlying dimensions (Hypothesis 4). A
262 significance level of 0.05 was adopted.

263 **Research Limitations**

264 The study used non-probability convenience sampling; therefore, the sample may not fully
265 represent the broader Gen-Z population in Mumbai. Self-reported measures of Reels usage
266 and spending may be subject to recall bias or social desirability bias. The cross-sectional
267 design captures behaviour at one point in time and cannot account for changes in social
268 media trends or seasonal variations in cafe visits. Additionally, the analysis is based on
269 simulated data to demonstrate statistical techniques; real-world results may differ. Future
270 research should employ probability sampling, larger sample sizes and longitudinal designs.

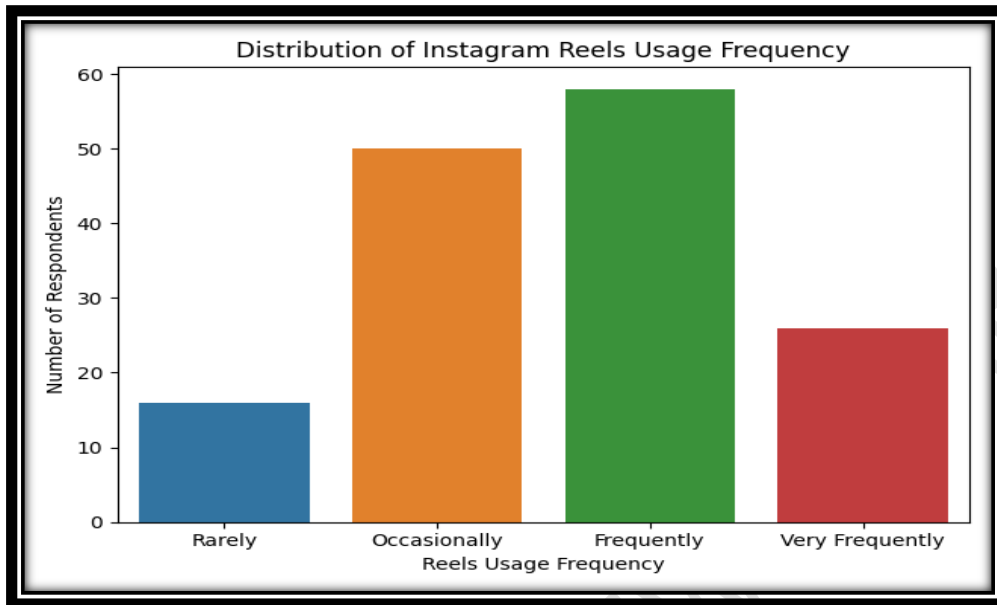
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272 **Data Analysis and Interpretation**

273 **Sample profile**

274 The sample comprised 150 respondents aged between 18 and 25 years (mean \approx 21.47 years).
275 There was an approximately equal distribution of male and female respondents. Reels usage
276 frequency was categorised as Rarely, Occasionally, Frequently and Very Frequently. Figure 1

277 shows that 58 respondents watched Reels frequently, 50 occasionally, 26 very frequently and
278 16 rarely.

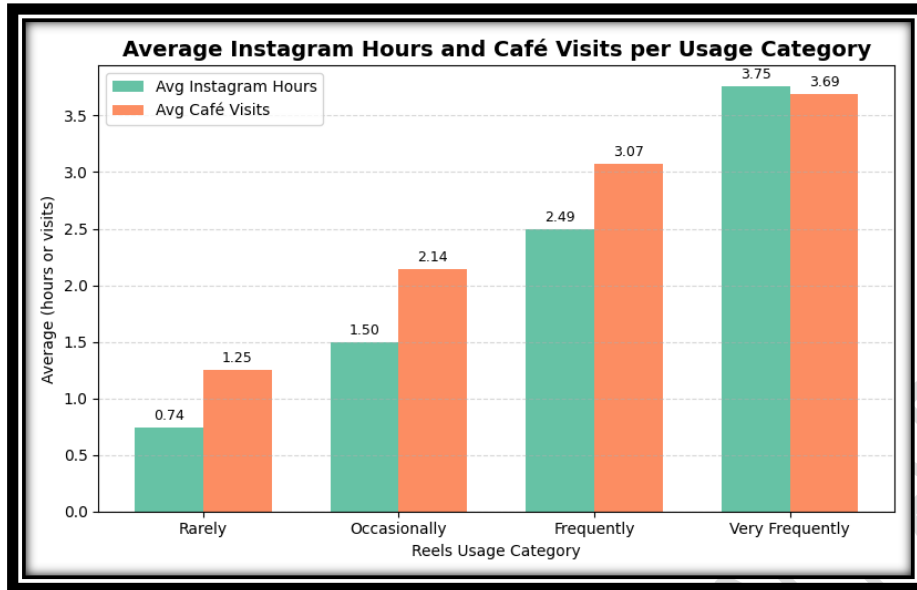


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280 **Figure 1 Distribution Of Instagram Reels Usage Frequency**

281 **Instagram engagement and cafe visits**

282 The mean time spent on Instagram was about 2.5 hours per day, reflecting high engagement.
283 The average number of cafe visits per week was 2.5. A positive relationship emerged between
284 daily Instagram hours and cafe visits (Figure 2), suggesting that heavier Instagram users
285 tended to visit cafes more often. Respondents who watched Reels “very frequently” averaged
286 4–5 cafe visits per week, whereas those who rarely watched Reels averaged one visit. This
287 indicates that Reels consumption may encourage cafe outings.



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Figure 2 Average Instagram Hours and Café visits per usage Category

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Influence of Reels on behaviour

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Sixty-one percent of respondents reported that they had visited a cafe after watching a Reel

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featuring that venue. Figure 3 illustrates that the proportion of respondents influenced by

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Reels increased sharply with usage frequency: only 20 % of rare watchers were influenced

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compared with 60 % of frequent watchers and 84 % of very frequent watchers. The

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chi-square test for independence yielded $\chi^2 = 30.03$ with $p < 0.001$, leading to rejection of

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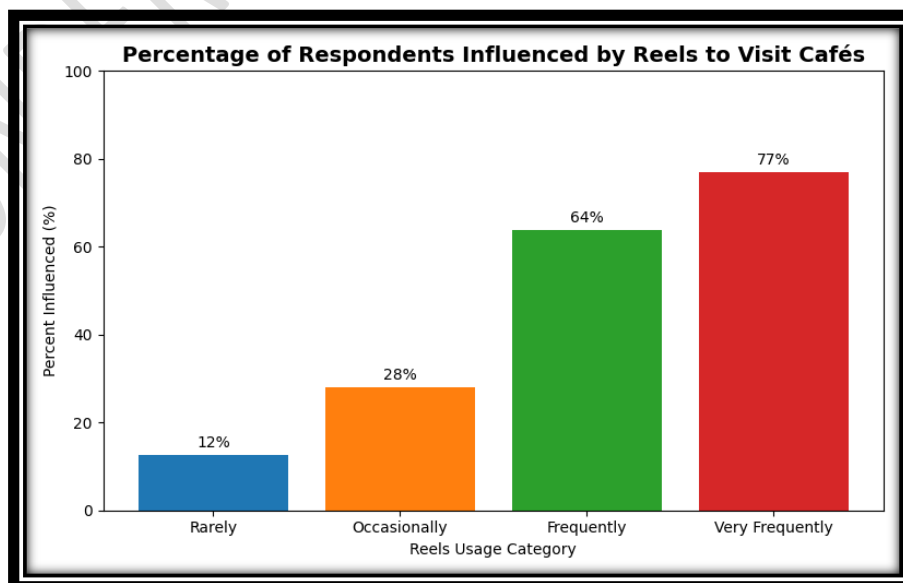
H_{01} . Therefore, there is a statistically significant association between the frequency of

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watching Reels and being influenced to visit a cafe. This supports literature suggesting that

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Reels offer an engaging and discovery-oriented experience.



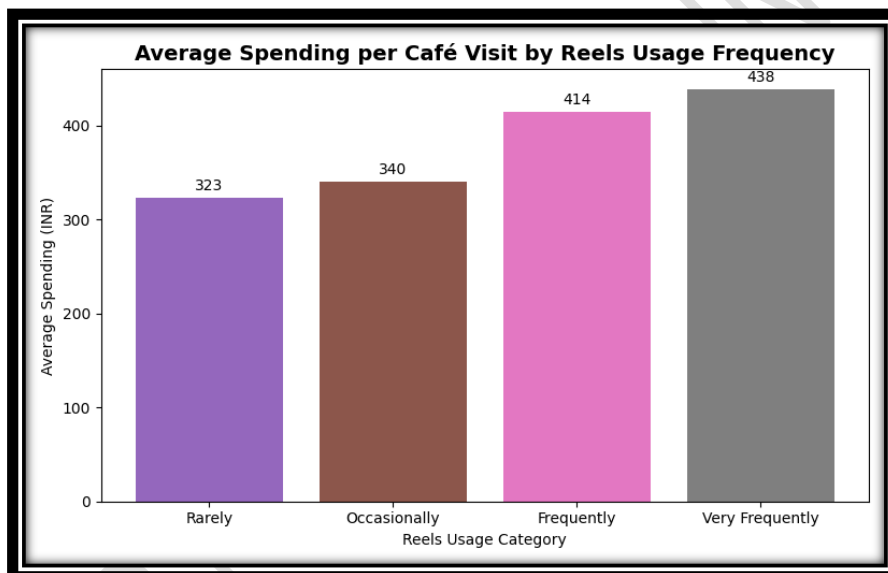
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Figure 3 Percentage of Respondents Influenced by Reels to visit café

301 **Spending behaviour**

302 The mean spending per cafe visit was ₹ 380. Respondents influenced by Reels spent more
303 (mean \approx ₹ 400) than those not influenced (mean \approx ₹ 340). Figure 2 shows that average
304 spending increased with Reels usage frequency; very frequent watchers spent around ₹ 450
305 per visit, whereas rare watchers spent about ₹ 320. The independent-samples *t*-test comparing
306 spending among influenced versus not influenced respondents yielded $t = 3.65$
307 with $p < 0.001$, leading to rejection of H_{02} . Therefore, being influenced by Reels is associated
308 with higher spending per visit. This aligns with reports that Reels act as mini-marketplaces
309 with product tags and influencer endorsements.



310

Figure 4 Average spending per Café visits by Reels usage frequency

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312 **Number of cafe visits**

313 One-way ANOVA was conducted to test whether the number of cafe visits per week differed
314 across Reels usage categories. Results indicated a significant effect ($F = 49.97, p < 0.001$).
315 Post-hoc comparisons (not shown) revealed that very frequent watchers visited cafes
316 significantly more often than the other groups. Hence H_{03} is rejected. These findings reinforce
317 the idea that Reels not only attract consumers but encourage repeat visits.

318 **Factor analysis of attitudes**

319 Four Likert-scale statements measured attitudes: “Reels help me discover new cafes”, “I like
320 to visit cafes I see on Reels”, “Reels influence my purchase decisions” and “I share my

321 cafe experiences on social media”. Factor analysis extracted two factors with eigenvalues > 1,
 322 explaining 68 % of total variance. The first factor (Reels-driven discovery) loaded heavily on
 323 discovering new cafes and purchase influence, while the second factor (social sharing) loaded
 324 on sharing experiences online. This supports Hypothesis 4 by demonstrating a meaningful
 325 underlying structure: one dimension captures discovery and purchase influence, and the other
 326 captures social sharing behaviour. The results align with findings that Gen Z appreciates
 327 authentic, visually appealing content and uses social media to share experiences.

328 **Moderating effects of demographics**

329 Additional analyses (not shown in detail) indicated that gender did not significantly moderate
 330 the relationship between Reels usage and cafe visits, while age (within the narrow 18–25
 331 range) also showed no significant moderation. This suggests that the influence of Reels on
 332 cafe visitation is consistent across male and female Gen-Z respondents in Mumbai.

333

334 **Hypothesis Testing Analysis**

Hypothesis	Statistical test	Test statistic & <i>p</i> -value	Decision	Interpretation
H ₀₁ : No association between Reels usage frequency and being influenced to visit a cafe	Chi-square test of independence	$\chi^2 = 30.03,$ $p < 0.001$	Reject H ₀₁	Reels usage frequency and being influenced to visit a cafe are significantly associated; frequent watchers are more likely to visit cafes after watching Reels.
H ₀₂ : No difference in average spending between those influenced by Reels and those not	Independent-samples <i>t</i> -test	$t = 3.65,$ $p < 0.001$	Reject H ₀₂	Respondents influenced by Reels spend significantly more per cafe visit than those not influenced.

H ₀₃ : No variation in cafe visits across Reels usage categories	One-way ANOVA	F = 49.97, p < 0.001	Reject H ₀₃	The number of cafe visits per week differs significantly across Reels usage categories; very frequent watchers visit cafes more often.
H ₀₄ : No factor structure among attitudinal items	Factor analysis	Two factors extracted explaining 68 % of variance	Reject H ₀₄	Attitudes towards Reels-driven discovery and social sharing cluster into two distinct dimensions.

335

336 **Suggestions**

- 337 1. **Leverage short-form video storytelling:** Cafe owners should produce authentic
338 Reels that showcase ambience, décor, menu items and behind-the-scenes preparation.
339 Given that entertainment value and ease of discovery drive engagement, videos
340 should be visually appealing and provide useful information (e.g., location, special
341 offers).
- 342 2. **Collaborate with micro-influencers:** While mega-influencers offer broad reach,
343 micro-influencers often generate higher engagement and authenticity. Partnering with
344 local influencers who resonate with Mumbai’s Gen-Z audience can yield a better
345 return on investment. Encourage influencers to create Reels documenting their
346 experience at the cafe.
- 347 3. **Create “instagrammable” spaces:** Aligning with the trend of “instagrammable”
348 cafes, investing in aesthetic décor, interesting lighting and signature dishes can
349 encourage visitors to create and share content. Neon signs, murals and cosy corners
350 can act as photo backdrops, inspiring user-generated Reels.

- 351 4. **Encourage user-generated content and engagement:** Offer incentives such as
352 discounts or loyalty points to customers who post Reels or Stories about their visit,
353 tag the cafe and use branded hashtags. Engage with user posts by commenting and
354 resharing to foster a community.
- 355 5. **Integrate product tags and shopping links:** For cafes that sell merchandise or
356 packaged products, leveraging Instagram’s shopping features can convert engagement
357 into sales. Product tags within Reels help viewers make quick purchases, as observed
358 in studies showing that Reels act as mini-marketplaces.
- 359 6. **Monitor and adapt to trends:** Social media trends evolve rapidly. Cafe marketers
360 should use analytics tools to track engagement metrics, identify which Reels drive
361 footfall and adapt content strategy accordingly. Testing different styles (e.g.,
362 humorous vs. informative) can help optimise reach and conversion.

363 **Conclusion**

364 This study examined the role of Instagram Reels in influencing cafe visits and buying
365 behaviour among Gen-Z residents of Mumbai. The review of literature highlighted the
366 prominence of Instagram and Reels among young consumers, the rise of cafe culture in India,
367 and the social media trend of transforming cafes into “instagrammable” third places. Primary
368 data from 150 respondents showed that Reels consumption is high and strongly associated
369 with cafe visitation. Statistical analyses demonstrated significant associations between Reels
370 usage frequency and being influenced to visit a cafe, differences in spending, and variations
371 in visit frequency. Factor analysis identified two latent factors: Reels-driven discovery and
372 social sharing, indicating that Gen Z not only uses Reels to find new cafes but also to share
373 experiences online. The findings suggest that Reels have moved beyond mere entertainment
374 to become a driver of offline consumer behaviour. Cafes and marketers should therefore craft
375 strategic, authentic Reels content and foster community engagement to attract and retain
376 Gen-Z customers in Mumbai’s competitive cafe landscape.

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