



ISSN NO. 2320-5407

ISSN(O): 2320-5407 | ISSN(P): 3107-4928

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

Manuscript No.: IJAR-57057

Title: Exploring the Role of Instagram Reels in Driving Gen Z's Cafe Visits and Buying Behaviour in Mumbai

Recommendation:

- Accept as it is
- Accept after minor revision.....**
- Accept after major revision
- Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality		✓		
Clarity		✓		
Significance			✓	

Reviewer's ID: JPR-002

Detailed Reviewer's Report

The manuscript titled “*Exploring the Role of Instagram Reels in Driving Gen Z's Cafe Visits and Buying Behaviour in Mumbai*” presents a relevant and contemporary study addressing the growing influence of short-form video content on consumer behavior. The topic is highly significant in the context of digital marketing and evolving café culture, especially among Generation Z. The study attempts to bridge an important research gap by linking online engagement (Instagram Reels) with offline behavioral outcomes such as café visits and spending patterns.

In terms of **originality**, the paper demonstrates a moderate to high level of novelty by focusing specifically on Instagram Reels and their impact on offline consumption behavior in the Indian context. While previous studies have explored social media and purchase intentions, the direct linkage to café visits in Mumbai adds a fresh empirical dimension. However, the conceptual framework could be strengthened by integrating more theoretical models such as the Technology Acceptance Model (TAM) or Stimulus-Organism-Response (SOR) model more explicitly into the analysis.

Regarding **technical quality**, the study employs appropriate statistical tools such as chi-square tests, independent sample t-tests, ANOVA, and factor analysis, which are suitable for the research objectives. The methodology is generally sound, and the sample size of 150 respondents is acceptable for exploratory research. However, the use of convenience sampling limits the generalizability of the

REVIEWER'S REPORT

findings. Additionally, more clarity could be provided on assumptions testing (normality, homogeneity of variance) and reliability measures (such as Cronbach's alpha for Likert-scale items).

In terms of **clarity**, the manuscript is well-structured with clear sections including introduction, literature review, methodology, analysis, and conclusion. The language is generally understandable, but there are minor grammatical errors, formatting inconsistencies, and typographical issues (e.g., spacing, symbols, and alignment in tables). Some sentences can be refined for better academic tone and precision. Figures and tables are relevant but need improved labeling and proper referencing within the text.

The **significance** of the study is noteworthy, as it provides actionable insights for café owners, marketers, and digital strategists. The findings highlight the role of Instagram Reels as a powerful marketing tool that not only influences discovery but also drives footfall and spending. The practical suggestions, such as leveraging micro-influencers and creating "instagrammable" spaces, enhance the applied value of the research. The study also contributes to academic literature by extending digital marketing theories into offline behavioral contexts.

Overall, the manuscript is **publishable with minor to moderate revisions**. Enhancing theoretical grounding, improving methodological rigor, and refining language and presentation will significantly strengthen the quality of the paper.