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## REVIEWER'S REPORT

Manuscript No.: IJAR-58134

**Title: Impact of Social media Marketing on the Gen-Z consumers behavioural attitude and purchase intention toward Personal Care Products.**

**Recommendation:**

Accept as it is .....

**Accept after minor revision Yes**

Accept after major revision .....

Do not accept (*Reasons below*).....

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

Reviewer'sID: JPR- Dr. Himanshu Gaur

### Detailed Reviewer's Report

The manuscript titled “**Impact of Social Media Marketing on the Gen-Z Consumers’ Behavioural Attitude and Purchase Intention toward Personal Care Products**” addresses a contemporary and highly relevant research topic. The increasing influence of social media on consumer decision-making, particularly among Gen-Z consumers, makes the study significant for both academic researchers and marketing practitioners. The focus on personal care products and the regional context of Chennai, Tamil Nadu, further contributes to understanding consumer behaviour in an emerging digital marketplace.

The abstract clearly identifies the research problem and establishes the importance of social media as a dominant marketing platform influencing consumer attitudes and purchasing decisions. The study is supported by well-established theoretical foundations, namely the **Theory of Reasoned Action (TRA)** and the **Theory of Planned Behaviour (TPB)**, which provide an appropriate framework for examining behavioural intentions and purchase decisions. The inclusion of multiple dimensions of social media marketing such as targeted advertisements, engagement and interactions, referrals and recommendations, influencer marketing, discounts and offers, and brand image demonstrates a comprehensive approach to understanding the phenomenon.

The sample size of **480 Gen-Z respondents** appears adequate for empirical analysis and enhances the credibility of the findings. The abstract also presents key findings by identifying targeted advertisements, referrals and recommendations, and engagement and interactions as significant predictors of purchase intention. The observation that brand image has a relatively limited influence on Gen-Z consumers compared to authenticity, sustainability, and value alignment provides an interesting and meaningful contribution to the existing literature on consumer behaviour.

Despite these strengths, several areas require improvement. First, the abstract does not clearly specify the research methodology employed for data analysis. Information regarding the research design, sampling technique, measurement scales, and statistical tools used (such as Structural Equation Modeling, Regression Analysis, or Factor Analysis) should be briefly included to enhance methodological transparency. Second, while the abstract identifies significant influencing factors, it does not provide sufficient quantitative evidence such as statistical significance levels, explanatory power, or effect sizes to support the reported conclusions.

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Furthermore, the study appears geographically limited to the Chennai region, which may restrict the generalizability of the findings to the broader Gen-Z population in India. The abstract would benefit from acknowledging this limitation and suggesting directions for future research involving diverse geographical regions and demographic segments. The discussion of influencer marketing, discounts and offers, and brand image could also be expanded to explain why these factors demonstrated comparatively different levels of influence on purchase intention.

From a language and presentation perspective, the abstract contains several grammatical inconsistencies, spacing issues, and typographical errors. Examples include missing spaces between words, inconsistent use of capitalization, and minor sentence structure problems. Careful proofreading and language editing are recommended to improve readability and academic quality.

The practical implications of the study are noteworthy, particularly for personal care companies, digital marketers, advertising agencies, and social media strategists. The findings suggest that marketers targeting Gen-Z consumers should prioritize interactive content, personalized advertising, peer recommendations, and authentic engagement strategies rather than relying solely on traditional brand-building approaches. This insight has significant implications for designing effective social media marketing campaigns in the personal care sector.

Overall, the manuscript addresses a timely and relevant research problem with a sound theoretical foundation and an adequate sample size. The study offers valuable insights into the purchasing behaviour of Gen-Z consumers and contributes to the growing literature on social media marketing. However, before publication, the manuscript would benefit from clearer methodological explanations, stronger presentation of empirical evidence, improved language quality, and a more detailed discussion of limitations and future research directions. Subject to these revisions, the paper has the potential to make a meaningful contribution to the fields of marketing, consumer behaviour, and digital commerce.