



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 after minor revision.

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

Reviewer Name: Dr. Bishwajit Rout

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** This study contributes to digital marketing literature by explaining how specific social media mechanisms influence behavioural intention and purchasing outcomes among Gen-Z consumers. The findings provide insights into evolving consumer decision processes and support firms in designing targeted engagement strategies for personal care products within digitally connected environments.
- Strength:** The manuscript's strongest contribution lies in integrating multiple social media marketing dimensions into a unified behavioural model. The use of structural equation modelling, acceptable reliability measures, and practical managerial implications improves the relevance of the work for both academic researchers and marketing practitioners.
- Key Insight:** The study indicates that Gen-Z consumers respond more strongly to targeted advertising, engagement, referrals, and promotional mechanisms than traditional brand image. Purchase intention acts as the strongest pathway toward actual buying behaviour, suggesting that interactive and personalized digital experiences increasingly shape consumer decisions in personal care markets.

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Reviewer's Comment / Report

The paper titled "*Impact of Social Media Marketing on the Gen-Z Consumers Behavioural Attitude and Purchase Intention Toward Personal Care Products.*" investigates the influence of social media marketing on Gen-Z consumers' behavioral intentions and actual purchases of personal care products in Chennai, India. Drawing on TRA and TPB theories, a survey of 480 respondents analyzed factors including targeted advertisements, engagement, referrals, influencer marketing, discounts, and brand image via SEM in AMOS. Results show targeted ads ($\beta=0.50$), referrals ($\beta=0.24$), and other elements significantly drive purchase intention (except brand image), which strongly predicts actual buying ($\beta=0.64$). The model fits well. Valuable insights for brands targeting digitally native Gen-Z consumers, though limited by regional sample.

Suggestions for Improvement:

1. Synthesize prior studies critically instead of presenting descriptive market statistics sequentially.
2. Establish stronger linkage between consumer theory and research objectives development.
3. Explain why selected variables sufficiently represent social media marketing dimensions.
4. Strengthen theoretical integration between TRA and TPB model assumptions.
5. Explain expected directional influence for each predictor using previous behavioural studies. Include contradictory findings to strengthen hypothesis formulation and conceptual balance.
6. Justify non-probability sampling approach. Report questionnaire development procedures clearly.
7. Explain measures adopted to reduce sampling and common method bias. Provide construct operationalization and scale adaptation details for replication.
8. Discuss practical significance alongside statistical significance to improve interpretation. Present indirect effects and mediation diagnostics where theoretically appropriate.
9. Explain implications of weak brand image influence among Gen-Z consumers.
10. Discuss alternative explanations and contextual limitations more comprehensively.
11. Verify publication years and improve consistency across reference entries.
12. Include more recent peer-reviewed consumer behaviour literature sources.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

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The manuscript examines an important marketing issue with relevant theoretical foundations and appropriate analytical techniques. The findings offer useful managerial implications regarding Gen-Z purchase behaviour and social media influence. However, the study requires major revision to strengthen conceptual justification, improve methodological transparency, enhance construct validation, and refine interpretation of results. Recommendation: Minor Revision before publication consideration. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.