

# A Study on The Emerging Trends on Instagramable Cafes and The Impact on Consumer Behaviour: An Overview

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**Abstract**—The concept of cafes as spaces for dining, relaxation, and social interaction has evolved significantly over the past decade. In Hyderabad, there were very few cafes, so most young people relied on bakeries, chai shops, and hookah parlors for casual hangouts. However, with the rapid growth of social media platforms, particularly Instagram, cafes have transformed into visually appealing social spaces designed to attract customers through aesthetic interiors and photogenic environments. With its themed interiors, exquisite lattes, and fusion foods, Hyderabad's cafe culture was not always as vibrant as it is now. In recent trends, an Instagrammable Cafes have become the most prominent places to visit for their Instagrammable spots, make pics of unique backdrop with their poses into a special work of art and share their experiences and upload their photos in the social media networks thereby influencing consumer engagement and brand visibility. The present study aims to examine the emerging trends of Instagrammable cafe and their impact on consumer behaviour in the twin cities of Hyderabad and Secunderabad. The research is based on both primary and secondary data. Primary data were collected using a structured questionnaire administered to respondents in the study area, while secondary data were obtained from published and unpublished sources.

**Index Terms**—Instagrammable cafe, Consumer behaviour, Primary data, Secondary data, Culture, social media networks.

## I. INTRODUCTION

In today's digital era, cafes are no longer merely places to eat or drink; they have evolved into social landmark spaces where people meet, gather, and even work. With the growing influence of social media, customers increasingly think about the content they can create and share online the moment they walk into a cafe. Instagrammable design is more than a trend; it is a powerful digital tool that drives customer engagement

and loyalty. In recent years, cafe design has become the silent salesperson - from elegant contemporary luxury décor to thoughtful designer touches, every element of a cafe can influence how people perceive the brand and its presentation. By combining style with functionality, cafes have become showcases of creativity, offering both visual delight and memorable experiences. A satisfied customer's beautiful picture can accomplish what a billboard cannot. It has the capacity to spread across platforms, create hundreds of reposts, and attract inquisitive prospective consumers. The most Instagrammable cafes in the world have distinctive aesthetics, ranging from lavish décor and colorful themes to imaginative concepts, and are popular spots for their photogenic cuisine and immersive environments. Some of the most exquisite cafes in India have emerged as a result of the nation's growing dining culture, going beyond generic approaches to genuinely spotlight design and décor. These design-first cafes in India offer the ideal aesthetic for social media feeds, from simple décor to striking color schemes.

Hyderabad deserves more credit for prioritizing culture and hospitality. Its food culture has always flourished on authenticity, recipes passed down through generations, and hangout locations that have endured because they hold significance for the consumers. In the end, longevity is determined not by algorithms but by uniqueness and connection.

Instagrammable refers to anything that catches people's attention within seconds. Instagram has altered cafe culture, interior design, and customer behavior. It is an extension of the reasons why people have traditionally gone to coffee shops and teahouses - not only to get their caffeine fix, but also to socialize with others in their community. While several modern theme-based cafes claim to be the first, Social Offline, founded in 2014 in Bengaluru is widely regarded as

pioneering the concept of highly participatory “work-meets-play” spaces that transformed cafe aesthetics and turned them into viral, Instagram-friendly hotspots. It raised the bar for cafe culture by combining functional co-working areas with rustic, industrial design.

Despite the increasing popularity of Instagrammable cafes and visually appealing dining spaces promoted through social media platforms, limited research has explored their influence on consumer behavior, particularly within emerging urban cafe cultures in India. Therefore, the present study aims to examine the emerging trends of Instagrammable cafes and their impact on consumer behavior in the twin cities of Hyderabad and Secunderabad. The study further seeks to understand how aesthetic cafe environments and social media engagement shape customer perceptions, preferences, and overall dining experiences.

## II. EMERGING TRENDS IN INSTAGRAMMABLE CAFE IN RECENT TIMES

Emerging trends in Instagrammable cafés from 2020 to 2026 have shifted from conventional aesthetic designs to highly immersive, comfortable, sustainable, tech-integrated, nostalgic, and sensory-driven spaces created for social media sharing. In addition to providing comfort, acoustic cafe designs embrace minimalism, support regional artisans, and incorporate sustainable materials to create a genuine and serene ambience that reflects contemporary lifestyle values.

### 2020s – Present

#### Biotic and Sustainable Design:

Cafes increasingly incorporate outdoor elements into indoor spaces through abundant greenery, vertical gardens, and hanging plants to create a serene “oasis-like” ambience that is ideal for photography. Sustainable design practices, such as eco-friendly clear cups for iced drinks and minimal branding, contribute to a clean and contemporary aesthetic that appeals to environmentally conscious consumers and influencers.

### 2020 – 2022

#### Awe Factor:

This phase emphasized visually striking elements such as bright neon lights, bold floral walls and neon

signage with catchy phrases designed to attract attention and encourage social media sharing.

### 2023 – 2024

#### Experience and Storytelling:

Cafes began focusing on storytelling through design by highlighting local culture, sustainability and community engagement. Spaces became digital-friendly, multifunctional and minimalist while maintaining comfortable and aesthetically pleasing interiors.

### 2025 – 2026

#### Textured Austerity and Earthy Palettes:

A shift away from shiny, synthetic, or pastel aesthetics toward more authentic materials is emerging. Textured and organic finishes such as clay plaster, stone, raw wood, and aged metal are becoming common in cafe interiors.

#### Creative Dining Aesthetics:

Cafés emphasize visually appealing food presentations such as brunch plates, artistic desserts, and creative latte art designed specifically for photography and social media sharing.

#### Local, Authentic, and Inspired Environments:

Cafés are evolving into story-driven “third place” hubs that extend beyond simple photo walls. Designs featuring handcrafted furniture, regional artwork, and distinctive themes such as Scandinavian or Retro-Bollywood create unique brand identities.

#### Lighting as a Strategic Element:

Layered lighting using warm fixtures, dramatic shades, and neon signage enhances mood and ensures high-quality photography throughout the day.

#### Operational and Sensory Food & Beverage Presentation:

Menus themselves have become visual attractions, featuring colorful açai bowls, latte art, and aesthetically presented beverages that frequently appear on social media.

### 2026 and Beyond (Future Trends)

#### Engaging and Interactive Environments:

Future cafés are expected to create interactive spaces where customers actively participate in the experience.

Digital art walls, projection mapping, themed rooms, and augmented reality (AR) features may allow visitors to create unique and shareable content.

#### Technology Integration:

Technologies such as wireless charging stations, smart lighting, QR-based ordering, and efficient cable management will be subtly integrated into café environments without disturbing the overall aesthetic.

#### Sensory and Experiential Design:

To capture attention in an overstimulated digital environment, cafés will focus on innovative textures and dynamic visual presentations such as foamy cloud coffees, interactive desserts, and theatrical food displays.

#### Dynamic and Unique Design Elements:

Distinctive décor elements such as neon or inspirational wall quotes, artistic terrazzo flooring, and geometric or bohemian ceilings will continue to create specialized photo-ready spaces within cafés

### III. IMPACT OF CONSUMER BEHAVIOUR ON INSTAGRAMMABLE CAFES

By 2026, consumer behavior at Instagrammable cafés has shifted from pandemic-driven trends (2020–2022) to more immersive and community-focused experiences. Consumers now view these cafés as experiential destinations, valuing unique themes, aesthetic interiors, and photo-worthy corners that enhance social media content. The trend has evolved from simply photographing food to appreciating the café's ambience, storytelling, and "third space" atmosphere for relaxation and social interaction. However, while customers enjoy visually appealing environments, they often express dissatisfaction if the quality of coffee or food does not meet expectations. Despite higher prices, many consumers perceive Instagrammable cafés as offering a holistic experience, where aesthetic pleasure, ambience, and social media validation contribute significantly to overall satisfaction.

#### Evolution of Consumer Behaviour (2020–2026)

##### 2020 - 2022: Pandemic Boom & Grammability

- Post-lockdown demand increased for visually appealing cafés.

- Neon signs, floral themes, and dramatic food presentation dominated.
- Main consumer goal: creating Instagram content.

##### 2023 - 2024: Experiential & Niche Shift

- Consumers started demanding better coffee quality and unique experiences.
- Growth of specialty coffee culture.
- Rise of work-from-café culture.

##### 2025–2026: Community & Authentic Experiences

- Preference for third spaces (home-like social hubs).
- Focus on artisanal products, local menus, and community gatherings.
- Minimalist, cozy, and thoughtful café aesthetics.

#### Key Behavioural Trends (2026)

- Experiential Dining: cafés offer themed experiences, workshops, and interactive activities.
- Specialty Coffee Awareness: interest in brewing methods such as V60, pour-over, and AeroPress.
- Third Spaces: cafés function as co-working and social networking hubs.
- Local & Seasonal Fusion: menus include locally inspired items and seasonal flavors.
- Sustainability & Health: demand for eco-friendly practices, organic, and healthy menu options.

#### Consumer Perceptions

- Visual appeal strongly influences social media sharing and foot traffic.
- Consumers appreciate unique ambience but may criticize high prices or average food quality.
- Many visits are motivated by experience, relaxation, and social interaction rather than only food.

#### Psychological Drivers

- Experience over utility: customers value ambience and design.
- Social validation: posting photos enhances online identity.
- FOMO (Fear of Missing Out): visually trending cafés attract visits.
- Escapism: themed spaces and natural elements provide relaxation from city life.

#### IV. SCOPE OF THE STUDY

The study is confined to consumers in Hyderabad and Secunderabad areas. It focuses on the emerging trends of Instagrammable cafes and their impact on consumer behavior.

#### V. REVIEW OF LITERATURE

Swarnalatha Adipogu February 2026 “The Influence of Instagrammable Cafes on Generation Z Consumer Behavior” investigate the factors that drive Generation Z's attraction to Instagrammable cafes. This study highlights the critical role of cafe aesthetics and social media engagement in shaping Generation Z's preferences and behaviors in the hospitality sector. As digital culture continues to evolve, future research should further explore the dynamic interactions between aesthetic factors and social media influence to provide deeper insights into consumer behavior and effective marketing strategies targeting this demographic.

D. Harisri Shanmukha Sarvani, IoAkhila Jyothi Volume 8, Issue 3, March – 2023 “To Study the Consumer Preferences of Instagram on Cafeterias in Sainikpuri, Telangana State” studied an overview of Instagram and consumer preference and analysed the various factors effecting consumer preferences for cafeteria through Instagram. In his study he concluded that the introduction of reels in Instagram lays a path to the latest version of food bloggings.

Upendra Joshi and Sunny Bansal (Vol. 7 No. 2 December 2025) “Analyzing Indian cafes through social media: Spatial attributes and user perceptions of third places” This study highlighted the importance of the key attributes in creating places that meet the changing preferences of a digitally connected society and gives readers a better understanding of their geographical and cultural context. It analyzed how spatial qualities such as design, layout, and ambiance—impact user experiences and interactions. By analyzing images, posts, and comments related to 100 cafes across India, the key spatial attributes that influence user engagement and satisfaction as well as shape their perceptions.

Cho-I Park & Young Namkung January 2022 “The Effects of Instagram Marketing Activities on Customer-Based Brand Equity in the Coffee Industry” This study examined the causal relationship between Instagram marketing activities and customer-based brand equity by applying the concept of brand equity to the Instagram marketing context. It suggested that brand image, compared with brand awareness and perceived quality, is a pivotal factor in shaping positive brand loyalty. This research contributes to the Instagram marketing literature and provides theoretical and practical insights for both foodservice marketers and practitioners on how to strategically use Instagram marketing to enhance customer-based brand equity.

Heit Agrawal, Supan Shah, Tanish Shah, Jenith Bachani, Rahul Chauhan, Andino Maselena Vol. 2, No. 4, January - March 2025 “Exploring Customer Satisfaction and Engagement in Cafe Culture: The Role of Intergenerational Interactions and Digital Engagement” this study is to understand the evolving cafe culture and its implications for enhancing customer experiences in public spaces. The study concluded that customer experiences and satisfaction levels in local cafes has revealed critical insights into the dynamics of social engagement and revisitation intentions, particularly among younger consumers aged 18 to 35.

#### VI. RESEARCH GAP

Above reviewed research articles have not focused on Impact Analysis of COVID-19 Post Pandemic on the emerging trends of Instagrammable cafes and their impact on consumer behavior. Hence The Present Study Has Been Followed.

#### VII. RESEARCH QUESTIONS

1. What are the emerging trends of Instagrammable cafes?
2. How do Instagrammable cafes influence consumer behavior?

#### VIII. OBJECTIVES OF THE STUDY

The main objective of the study is to examine the emerging trends of Instagrammable cafes and their

impact on consumer behavior based on demographic factors such as age, gender, occupation, and frequency of Instagram use.

#### IX. LIMITATION OF THE STUDY

1. The study is limited to 84 respondents only.
2. It is confined to respondents of Hyderabad and Secunderabad areas.
3. The Analysis is based on responses given by respondents which may or may not be true.

#### X. RESEARCH HYPOTHESIS

- H<sub>0</sub>: Instagrammable cafes have no significant impact on consumer behavior.
- H<sub>1</sub>: Instagrammable cafes have a significant impact on consumer behavior.

#### XI. RESEARCH METHODOLOGY

##### a. Sample Design:

The population for the study consists of consumers in the Hyderabad and Secunderabad areas. A Simple Random Sampling Technique was used to collect the primary data. The data were collected from 84 respondents.

##### b. Sources of Data:

Primary Sources -The responses are collected from respondents with the help of Primary Sources i.e., Structured Questionnaire. Totally 100 questionnaires were administered but 84 respondents were able to respond with the response rate of 84%.

Secondary Sources - Newspapers, Articles and Published Sources formed the basics of collecting secondary data.

##### c. Statistical tools and Techniques:

The demographic data have been analysed using frequency, simple percentages and graphs and research data have been analysed using frequency, simple percentages, mean, standard deviation and one sample t-test. MS-Excel 2013 software has been used to analyze the data.

#### XII. RESULTS

Demographic Data: The demographic variables such as Gender, Age and occupation are very important. The following tables show the demographic profile of respondents.

Table 1: Showing Gender of Respondents

Gender	Frequency	Percentage
Male	29	34.5
Female	55	65.5
Total	84	100

Above table shows the gender of respondents. 65.5% of the respondents are females and 34.5% of them are males. Female respondents have shown keen interest in responding the questionnaire.

Table 2: Showing Age Group of Respondents

Age	Frequency	Percentage
Below 25	25	29.8
25-35	41	48.8
35-45	15	17.9
Above 45	3	3.6
Total	84	100

Above table shows the age group of respondents 29.8 % of them are in the age group of below 25, 48.8% of them are in the age group of 25-35, 17.9% of them are in the age group of 35-45 and 3.6% of them are above 45.

Table 3: Showing occupations

Occupation	Frequency	Percentage
Student	27	32.1
Employee	45	53.6
Profession/Business	10	11.9
Others	2	2.4
Total	84	100

Above table shows the occupations of respondents. 32.1% of them are students, 53.6% of them are employees, 11.9% of them are in profession/Business and 2.4% of them are in others category

Research Data: Apart from primary data to test the hypotheses, following primary data also important to support proving of hypotheses.

Table 4: Showing how often respondents visit the cafes

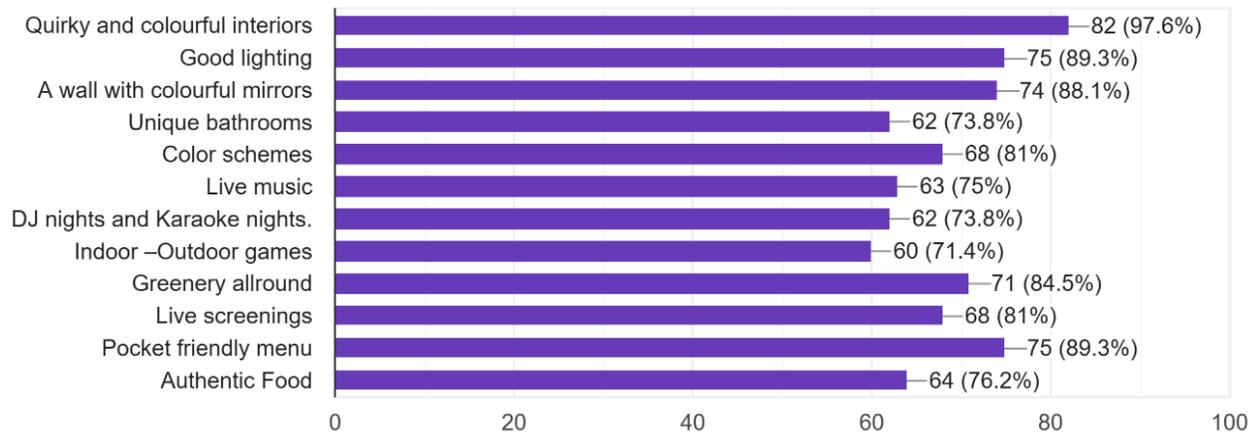
Variable	Frequency	Percentage
Weekly once	21	25
Weekly twice	33	39.3
Weekly thrice	16	19
Monthly once	14	16.7
Total	84	100

Above table shows how often the respondents visit the cafe. 25% visit weekly once, 39.3% weekly twice, 19% weekly thrice and 16.7% visit monthly once.

Table 5: Showing posting the places of cafe visit on Instagram

Variable	Frequency	Percentage
Yes	83	98.8
No	1	1.2
Total	84	100

84 responses



Above diagram shows what do a customer look at the instagrammable cafes. More than 60% of the respondents agreed that quirky and colorful designs, neon signs, walls with colorful mirrors and florals, pastel palettes, natural lighting, and themed areas, to create shareable, “reel-worthy” experiences. In addition, unique features such as distinctive bathrooms, live music, DJ nights, and karaoke nights enhance the overall customer experience and

Above table shows the interest of the respondents in posting their photos of the places of cafes visited by them. 98.8% said yes and 1.2% said no to posting of cafes visited.

Table 6: Showing recent cafes are coming up exclusively for Instagrammable posts

Variable	Frequency	Percentage
Yes	84	100
No	0	0
Total	84	100

Above table shows that 100% of the respondents agreed that the recent cafes are coming up exclusively for instagrammable post

encourage social media engagement.

Testing of Hypothesis:

For the purpose of testing of hypothesis, following null and alternative hypothesis are framed.

- H<sub>0</sub>: Instagrammable cafes have no significant impact on consumer behavior.
- H<sub>1</sub>: Instagrammable cafes have a significant impact on consumer behavior.

Table 7: Result of One Sample t-test with respect to influence of Instagrammable cafes on consumer behavior (Test Value = 3)

Variables	N	Mean	Std. Deviation	t-value	Sig. (p-value)	Result
Instagrammable cafe design attracts customers	84	2.21	0.93	-7.72	0.000	Significant
Customers visit cafes for photo opportunities	84	1.04	0.19	-96.43	0.000	Significant
Aesthetic interiors influence cafe selection	84	1.01	0.11	-167.00	0.000	Significant
Social media influences cafe visits	84	2.64	0.71	-4.64	0.000	Significant
Instagram posts encourage cafe visits	84	1.02	0.22	-83.00	0.000	Significant
Instagrammable cafes enhance customer experience	84	1.06	0.32	-54.92	0.000	Significant

Interpretation

A one-sample t-test was conducted to examine the influence of Instagrammable cafes on consumer behavior with a test value of 3 (neutral point). The results reveal that the mean values of all variables are significantly different from the test value ( $p < 0.05$ ). Therefore, the null hypothesis is rejected, indicating that Instagrammable cafes have a significant impact on consumer behavior and customer engagement. The mean values of the variables were above 2 but below the neutral value of 3, indicating that respondents showed moderate perceptions toward Instagrammable cafe attributes. However, the one-sample t-test results revealed that the mean scores were significantly different from the neutral point, suggesting that respondents' opinions were statistically significant.

XIII. FINDINGS OF THE STUDY

The study found that a majority of the respondents (n = 84) agreed that Instagrammable cafes have a significant impact on consumer behavior and customer engagement. Instagrammable cafes leverage visually striking interiors such as quirky and colorful designs, neon signs, walls with colorful mirrors and florals, pastel palettes, natural lighting, and themed areas, to create shareable, “reel-worthy” experiences. In addition, unique features such as distinctive bathrooms, live music, DJ nights, and karaoke nights enhance the overall customer experience and encourage social media engagement.

The “outdoors–indoors” trend is also dominant, featuring vertical gardens, hanging plants, natural

wood elements, and abundant natural light to provide a serene escape from city life. These cafes also attract customers through pocket-friendly menus and authentic food offerings, making them appealing social spaces for consumers. The findings indicate that visually appealing interiors, social media shareability, and experiential elements play an important role in attracting customers and shaping their cafe visitation behavior.

XIV. CONCLUSION

Instagram is more than just a social network; it provides an attractive level of exposure for cafe businesses. Consumer behavior in Instagrammable cafes is primarily driven by a desire for shareable, aesthetic, and experiential dining experiences. This trend compels cafes to prioritize “Instagrammable” designs by creating picture-worthy ambiances with bright, stylish, and unique interiors, along with aesthetic, photogenic, and mouth-watering food presentations.

Such behavior has transformed cafes into destinations for content creation, where consumers spend time capturing, sharing, and validating their experiences online, often to enhance their social identity and status. Influencer content and sensory marketing—often referred to as “experienscape” - significantly influence foot traffic and revisit intentions. Many modern cafes are therefore designed with colorful and attractive décor, keeping Instagram visibility in mind and encouraging experiences captured through the popular idea of “Go, Eat, Click, Repeat.”

This study indicates that Instagrammable cafes are meeting the expectations of customers, while Instagram itself serves as a powerful marketing tool for cafe businesses. Ultimately, while technology and algorithms may shape trends, the long-term success of cafes continues to depend on authenticity, meaningful customer experiences, and lasting connections.

#### CONFLICT OF INTEREST

There is no conflict of interest in this present research paper. This research work is not a part of any other studies and it is our original work.

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