

REVIEWER'S REPORT

Manuscript No.: IJAR-52947

Date: 23.07.2025

Title: **IMPACT OF SOCIAL MEDIA INFLUENCERS ON THE BUYING BEHAVIOUR OF STUDENTS IN GUWAHATI CITY**

Recommendation:

Accept as it is :

Accept after minor revision : **MINOR REVISION**

Accept after major revision:

Do not accept (*Reasons below*)

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

Reviewer Name: Dr. MURALIDHARA S V Date: 23.07.2025

Comments (*Use additional pages, if required*)

REVIEW COMMENT:

Reviewer Comments to Author

1. Clarify and correct grammatical errors across the paper for improved readability.
2. Include inferential statistical analysis (even basic ones) to back up descriptive results.
3. Incorporate behavioral theory to add depth to your interpretation (e.g., ELM, Source Credibility).
4. Add limitations section discussing sample size, locality, and method-related biases.
5. Reformat references consistently (APA preferred) and ensure all DOIs or links are valid.

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6. Condense repeated visual interpretations. Readers can often interpret charts from captions alone.

1. Analytical Summary of the Paper

Research Focus:

- The paper explores how social media influencers affect student buying behavior, with key variables like:
 - Influencer credibility
 - Lifestyle alignment
 - Content engagement
 - Perceived authenticity
- The study is localized to students in Guwahati, using a descriptive quantitative survey.

2. Analytical Breakdown of Methodology and Results

Component	Analysis
Methodology	Descriptive, survey-based. Sample size of 91 students via non-probability sampling . ✓Simple and affordable, ✗lacks generalizability.
Data Collection	Well-structured questionnaire. However, instrument validation, pilot testing, and bias control are not discussed .
Demographics	Balanced gender (49% male, 51% female); Majority age group is 21–25 (57%) — a suitable Gen Z representation.
Engagement Rate	- 91% follow influencers - 51% engage weekly - Most popular: beauty/fashion (30%), fitness (27%), gaming (20%) .
Purchase Behavior	- 40% are likely and 13% are very likely to purchase based on influencer promotions. - 52% sometimes purchase via social media recommendations.
Influencing Factors	- 43% cite product expertise as key. - 33% lifestyle relatability . - Only 5% influenced by discount codes , showing that emotional and cognitive factors > transactional offers .

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3. Theoretical Analysis

The study does **not** explicitly apply theories, but its findings align with:

- Elaboration Likelihood Model (ELM):
 - Central route: **Expertise, authenticity** → deep processing.
 - Peripheral route: **Discount codes, entertainment value** → surface-level cues.
- Source Credibility Model:
 - **Expertise** and **trustworthiness** are shown to significantly influence student purchasing.

Recommendation: Theoretical integration would strengthen academic contribution and improve framing of results.

4. Missing Statistical Rigor

Although data was presented in tables/figures, no statistical tests (e.g., regression, correlation) were applied. This weakens:

- *Validity of associations*
- *Predictive strength*
- *Generalizability of the findings*

! A **Chi-square test** could validate association between gender and influencer-following behavior.

! **Regression analysis** could show how much perceived expertise predicts purchase intention.

5. Writing Quality & Structure

Section	Analysis
Abstract	Clear overview, but wordy and occasionally redundant .
Introduction	Justifies the study, but has repetitive sentence structures . Needs grammar improvements.
Literature Review	Well-cited but descriptive only . Lacks synthesis (compare-contrast, gaps, criticisms).
Results	Presented clearly with visuals. However, repetitive interpretations should be condensed.
Suggestions	Practical and relevant. Highlights importance of expertise, lifestyle, and transparency .
Conclusion	Accurate and relevant. Lacks discussion on limitations and future research directions .

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Strengths of the Paper

- Timely and relevant topic (Gen Z + social media).
- Strong dataset considering a small-scale local study.
- Balanced gender and educational demographics.
- Actionable suggestions for marketers and brands.

Limitations & Areas for Improvement

Issue	Impact & Recommendation
Lack of statistical testing	Weakens claims of influence. Use basic inferential stats to validate results.
No discussion of biases	Acknowledge possible sampling, response, and social desirability bias .
No limitations/future scope	Add a section to acknowledge sample size, lack of generalizability, and propose new directions.
Writing quality	Improve grammar, remove redundancy, enhance transitions.
Theoretical absence	Introduce behavioral theories (TPB, ELM, etc.) to strengthen conceptual framework.

Rating Evaluation Table

Criteria	Score (Out of 5)	Remarks
Originality	☆ (4/5)	The paper addresses a localized and timely topic (Gen Z + influencer marketing), with specific focus on Guwahati students—this adds contextual uniqueness. However, the core concept (influencer impact) is widely studied already.
Technical Quality	☆☆☆ (2/5)	The study uses only descriptive statistics without any inferential or advanced methods (no regression, no hypothesis testing). There's no theoretical framework applied, and instrument validation is missing.
Clarity	☆☆ (3/5)	Structure is clear, and figures are used well, but language issues (grammar, repetition) and poor figure/table formatting reduce overall clarity.
Significance	☆ (4/5)	The findings are useful for digital marketers targeting student demographics. The practical suggestions are relevant and grounded in data, even if the academic significance is limited by lack of depth.

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Final Recommendation

Recommendation: MINOR REVISION

Justification
The topic is strong and results are practically valuable. However, lack of statistical rigor, literature depth, and conceptual grounding need mild revision.

Reference Suggestions to Strengthen Paper

- Ohanian, R. (1990). *Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness*. [DOI:10.1177/009365090017003007]
- Petty, R.E., & Cacioppo, J.T. (1986). *The Elaboration Likelihood Model of Persuasion*.
- Lou, C., & Yuan, S. (2019). *Influencer marketing: How message value and credibility affect consumer trust and purchase intention*. *Journal of Interactive Advertising*, 19(1), 58–73.