

REVIEWER'S REPORT

Manuscript No.: IJAR-52947

Date: 24-07-2025

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

Recommendation:

Accept as it isYES.....

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

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

Reviewer Name: Mr Bilal Mir

Reviewer's Comment for Publication.

General Overview:

This research explores the growing influence of social media influencers on student buying behaviour, specifically within Guwahati City. It offers a timely and relevant examination of digital marketing strategies, audience psychology, and consumer behavior patterns among youth, providing valuable insights for both marketers and academic researchers.

Abstract Review:

The abstract effectively summarizes the study's aim, methodology, sample, key findings, and conclusion. It clearly identifies the factors assessed—such as influencer credibility, authenticity, and content engagement—and presents quantitative results in a concise and coherent manner. The mention of specific influencer categories (gaming, fashion, fitness, beauty) adds context and specificity to the findings. The conclusion draws a logical connection between student buying behaviour and influencer characteristics, offering a sound interpretation of the data collected.

Introduction Review:

The introduction establishes a clear context by acknowledging the central role of social media influencers in shaping youth consumption behaviour. It succinctly describes the mechanisms of influence—such as relatability, trust, and increased brand awareness. The linkage between influencer marketing and targeted

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branding strategies is well-illustrated. The writing style is focused, relevant, and free from ambiguity, making the rationale for the study easy to understand.

Methodology (Briefly Noted from Abstract):

The use of a descriptive study design and structured questionnaire among 91 students is appropriate for a study of this scope. While the full methodology section is not present, the abstract provides sufficient detail to suggest that the data collection process was structured and purposeful.

Findings and Analysis (Briefly Noted from Abstract):

The findings are presented with clarity and are supported by descriptive statistics. Notable insights—such as the high percentage of students following influencers, weekly engagement with content, and the prioritization of product expertise and lifestyle alignment—are clearly highlighted. These results offer practical implications for brands engaging in influencer marketing campaigns.

Language and Presentation:

The language throughout is formal, coherent, and academically appropriate. The terms used are relevant to the field of marketing and consumer behaviour, and there is consistency in terminology. The report is logically structured and accessible to both academic and marketing-focused audiences.

Relevance and Contribution:

This study contributes meaningfully to the understanding of influencer marketing in regional contexts. By focusing on students in Guwahati City, it offers a geographically specific lens to broader digital marketing phenomena. The insights can serve as a foundation for future studies or targeted marketing strategies aimed at student demographics.

Conclusion of Review:

This is a well-conceived and clearly articulated study that explores the dynamics of social media influence on student purchasing decisions. It provides evidence-based findings that are relevant to both academic and commercial stakeholders interested in the intersection of digital influence and youth consumerism.