

REVIEWER'S REPORT

Manuscript No.: IJAR-53929

Date: 19/09/2025

Title: The Impact of Social Media Influencers on Status-Driven vs. Desire-Driven Purchases of Luxury Goods.

Recommendation:

Accept after minor revision.

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

Reviewer Name: Dr. Bishwajit Rout

Date: 19/09/2025

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 is significant as it highlights how social media influencers differently affect status-driven and desire-driven luxury purchases. By distinguishing between external validation and intrinsic fulfillment, it contributes to consumer psychology and luxury marketing literature. The findings provide actionable insights for luxury brands to refine influencer strategies, fostering authenticity and deeper engagement while addressing the evolving dynamics of digital luxury consumption.
- Strength:** The study's strength lies in its comparative focus on two key consumer motivations status and desire offering nuanced understanding of influencer impact. It integrates theory, survey data, and marketing practice, supported by correlation analysis and literature synthesis. Despite a modest sample, the mixed approach captures emotional, psychological, and social dimensions, enabling both academic contribution and practical guidance for designing tailored luxury marketing strategies.
- Key Insight:** A key insight is that influencers exert stronger influence on status-driven buyers, who value prestige, social comparison, and aspirational cues, while desire-driven consumers remain less swayed, seeking emotional depth, authenticity, and personal meaning. This contrast reveals that influencer content is most effective when targeting social validation, but less so for intrinsic motivations, requiring alternative strategies like storytelling, craftsmanship, and value-driven branding.

REVIEWER'S REPORT

Reviewer's Comment / Report

The paper titled “*The Impact of Social Media Influencers on Status-Driven vs. Desire-Driven Purchases of Luxury Goods.*” examines social media influencers' nuanced effects on status- versus desire-driven luxury purchases, using a quantitative survey of 41 participants. Findings highlight influencers' role in sparking aspirational desires and intrinsic motivations like self-reward, over extrinsic status signaling. It urges luxury brands to prioritize authentic, lifestyle-centric content for deeper engagement. Though the modest sample constrains broader applicability, the work enriches consumer psychology literature with practical marketing insights.

Suggestions for Improvement:

1. Some parts read like a magazine article (“Luxury isn’t what it used to be”), which could be reframed in a more formal academic tone.
2. Research questions could be explicitly stated at the end of the introduction for clarity.
3. The review is long and descriptive; it should be more critically evaluative (e.g., compare findings, highlight contradictions).
4. Some references (2024, 2025) are futuristic or incomplete (e.g., “if known”), which undermines credibility. Proper citation verification is needed.
5. The sample size (n=41) is very small for generalizable claims; the paper should emphasize this limitation more strongly.
6. Sampling via personal networks may introduce bias. Randomized or stratified sampling would improve validity.
7. The questionnaire’s constructs (e.g., “Reward/Treat Score”) should be linked to validated scales from prior research for stronger reliability.
8. Results are mostly descriptive; inferential statistics (significance tests, confidence intervals) should be added.
9. Discussion sometimes blends too much interpretation into results; these should be more distinctly separated.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

This paper provides valuable insights into the distinct impact of influencers on status-driven versus desire-driven luxury consumption. Its originality lies in comparing these two motivations. However, the paper's academic rigor is weakened by the small sample size, descriptive analysis, and informal tone in parts. With stronger methodology, deeper critical review, and polished academic style, this work could make a meaningful contribution to luxury marketing and consumer psychology literature. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.