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## REVIEWER'S REPORT

Manuscript No.: IJAR-56135

**Title: The Persuasive Efficacy of Advertising Appeals in Social Media Influencer Marketing**

### Recommendation:

Accept as it is .....

**Accept after minor revision Yes**

Accept after major revision .....

Do not accept (*Reasons below*).....

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

Reviewer Name: Dr. Himanshu Gaur

### *Detailed Reviewer's Report*

The manuscript titled “The Persuasive Efficacy of Advertising Appeals in Social Media Influencer Marketing” addresses a timely and relevant topic in contemporary marketing research by examining the suitability of various advertising appeals within the context of social media influencer (SMI) marketing. The paper provides a comprehensive overview of different types of advertising appeals (e.g., emotional vs. rational, utilitarian vs. value-expressive, self-benefit vs. other-benefit, abstract vs. concrete) and integrates them with influencer marketing literature. The review is extensive and supported by a wide range of scholarly references, demonstrating strong familiarity with existing studies. The manuscript successfully highlights inconsistencies in prior findings and identifies the need for empirical validation of appeal effectiveness across product categories such as beauty, slow fashion, organic food, and e-tourism. However, the study is primarily conceptual and descriptive in nature and lacks a clear research design, theoretical model, or empirical analysis. The objectives should be articulated more precisely, and the paper would benefit from the development of a conceptual framework or propositions/hypotheses to guide future research. Additionally, some statistical data and market reports cited (e.g., future-dated sources) require verification for academic appropriateness. There are noticeable language and formatting issues, including grammatical errors, spacing inconsistencies, and citation formatting irregularities, which require careful proofreading. The discussion section could also be strengthened by providing clearer theoretical contributions and managerial implications rather than broadly suggesting future research. Overall, the manuscript addresses an important and emerging area in marketing scholarship and has strong potential; however, moderate revision is recommended to enhance conceptual clarity, academic rigor, language quality, and structural coherence before consideration for publication.