



REVIEWER'S REPORT

Manuscript No.: IJAR-50539

Date: 07-03-2025

Title: EFFECTIVENESS OF INFLUENCER MARKETING IN BUILDING RELATIONSHIPS

Recommendation:

- Accept as it is.....**YES**.....
- Accept after minor revision.....
- Accept after major revision
- Do not accept (*Reasons below*)

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

Reviewer's Name: Mr Bilal Mir

Reviewer's Decision about Paper: **Recommended for Publication.**

Comments (*Use additional pages, if required*)

Reviewer's Comment / Report

Strengths:

1. **Comprehensive Abstract**
 - The abstract provides a clear overview of the paper's scope, objectives, and key themes.
 - It introduces influencer marketing and its role in contemporary business strategies.
2. **Well-Structured Introduction**
 - The introduction effectively contextualizes influencer marketing within the digital landscape.
 - It highlights the significance of influencers in brand promotion and their categorization.
 - The distinction between earned and paid influencer marketing is clearly articulated.
3. **Extensive Literature Review**
 - The review presents a broad range of sources, covering various perspectives on influencer marketing.
 - Each study is summarized concisely, focusing on its key contributions and findings.
 - The inclusion of multiple methodologies, including qualitative, quantitative, and theoretical approaches, adds depth to the review.

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4. Diversity of Research Sources

- The literature spans various domains, including B2B marketing, consumer perception, influencer selection, and future trends.
- Studies from different geographic regions provide a global perspective.
- The discussion includes insights into authenticity, trust, and platform-specific strategies.

5. Incorporation of Contemporary Trends

- The paper addresses evolving aspects of influencer marketing, such as AI-driven campaigns and virtual influencers.
- It considers the role of social media algorithms in shaping influencer marketing effectiveness.

Observations:

1. Terminology and Consistency

- The paper maintains consistency in key terms related to influencer marketing.
- Categories of influencers are clearly defined and referenced throughout.

2. Organization and Flow

- The structure follows a logical sequence from the introduction to the literature review.
- The transition between different sections is smooth, ensuring coherence.

3. Engagement with Prior Research

- The literature review effectively synthesizes existing studies without unnecessary repetition.
- The paper presents different perspectives without bias, showcasing a balanced approach.