

## REVIEWER'S REPORT

**Manuscript No.: JNBMS-055**

**Title: FROM DATA TO PERSONALIZATION: DATA-DRIVEN MARKETING IN THE DIGITAL ERA- A LITERATURE REVIEW OF OPPORTUNITIES, CHALLENGES AND CUSTOMER OUTCOMES.**

### Recommendation:

Accept as it is .....

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 ID: JPR-130

## Detailed Reviewer's Report

### Overall Evaluation

The manuscript provides a relevant literature review on data-driven marketing, personalization, consumer perception, customer experience, satisfaction, and customer retention in the digital era. The topic is timely and has practical importance, particularly with the increasing use of AI, big data, and marketing analytics. The paper identifies important themes and highlights the balance between personalization benefits and privacy concerns. However, the manuscript requires substantial revision to strengthen its systematic review methodology, academic presentation, referencing, and conceptual clarity.

### Strengths

- The topic is current and relevant to digital marketing and customer relationship management.
- The manuscript covers important areas such as marketing analytics, personalization, customer experience, satisfaction, retention, privacy, and ethics.
- The literature is organized into clear thematic areas.
- The proposed conceptual framework connecting data-driven personalization → consumer perception → customer retention is useful and relevant.
- The paper highlights the importance of trust, transparency, privacy, and perceived relevance in personalization.
- The discussion provides useful scope for future research, particularly in the Indian and emerging-market context.

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- Several established and recent studies have been included in the literature review.

**Areas for Improvement**

- The systematic review methodology needs more detail. The authors should clearly report the search period, number of articles identified, screening process, duplicates removed, eligibility process, and final number of studies.
- The statement that 58 studies were included should be supported by actual search and screening results. A PRISMA flow diagram would improve the methodological quality.
- The inclusion and exclusion criteria should be presented more clearly and consistently.
- There are repetitions and grammatical errors, particularly in the Introduction and Literature Review sections. Some sentences are incomplete or poorly structured.
- Some references cited in the text are missing from the reference list, while some references may not be directly relevant to the topic.
- Citation and reference formatting should be carefully checked for APA consistency, author names, journal details, DOI links, and publication years.
- Some claims require stronger and more directly relevant academic evidence.
- The literature review would benefit from a more critical synthesis rather than mainly describing individual studies.
- The conceptual framework should be explained more clearly, including the expected relationship among personalization, consumer perception, satisfaction, and retention.
- The manuscript should clearly distinguish between customer satisfaction, customer experience, customer loyalty, and customer retention.
- The Indian context is mentioned frequently, but the review contains limited India-specific literature. More Indian studies should be incorporated.
- The conclusion could be made more concise and should directly reflect the major findings of the review.
- The manuscript should be carefully proofread for typographical errors, spacing problems, duplicated text, and inconsistent terminology such as “personalisation” and “personalization.”