

REVIEWER'S REPORT

Manuscript No.: JNBMS-067

Title: DIGITAL MARKETING STRATEGIES AND CONSUMER TRUST: BUILDING SUSTAINABLE CUSTOMER RELATIONSHIPS IN ONLINE MARKETS.

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 Id: JPR-226

Reviewer's Comment for Publication.

The manuscript provides a comprehensive and well-structured review of digital marketing strategies and their influence on consumer trust and sustainable customer relationships, covering content marketing, social media engagement, search engine optimization, email marketing, personalization, online advertising, customer reviews, website design, privacy, and customer service. The proposed conceptual relationship between responsible digital marketing practices, perceived credibility, consumer trust, customer satisfaction, and long-term relationship sustainability provides a useful framework for integrating the major themes discussed in the paper. The manuscript also appropriately addresses important challenges involving misleading information, privacy and security risks, excessive personalization, platform dependence, and the difficulty of measuring consumer trust. However, the review methodology should provide a clearer and more reproducible literature-search strategy, including databases, search terms, publication period, and inclusion and exclusion criteria. The academic contribution could also be strengthened by incorporating a broader range of recent empirical studies and providing a more critical comparison of how different digital marketing strategies influence trust across industries, customer groups, and digital platforms. Overall, the manuscript is relevant, informative, and suitable for publication after minor revision.