

REVIEWER'S REPORT

Manuscript No.: IJAR- 56738

Title: Exploring the Macro-Environmental Forces Shaping Fashion Influencer Marketing: Insights from a Pestle Analysis.

Recommendation:

Accept after minor revision.

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

Reviewer Name: Dr. Bishwajit Rout

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:** The study contributes to marketing literature by shifting focus from micro-level influencer attributes to macro-environmental forces shaping influencer marketing strategies. By applying the PESTLE framework, it provides a structured understanding of how political, economic, social, technological, legal, and environmental factors influence the evolution of influencer marketing within the fashion industry, offering valuable insights for researchers and practitioners.
- Strength:** The major strength of the study lies in its comprehensive and structured application of the PESTLE framework to analyze influencer marketing. The paper covers a wide range of macro-environmental factors and integrates current industry trends, regulatory developments, and technological advancements. Its contextual focus on the fashion industry enhances relevance and provides practical insights for marketing professionals and policymakers.
- Key Insight:** The key insight of the study is that influencer marketing in the fashion industry is not solely driven by consumer behavior but is significantly shaped by external macro-environmental forces. Regulatory frameworks, technological innovations, cultural shifts, and sustainability concerns collectively influence how influencer strategies are designed, implemented, and perceived, highlighting the need for adaptive and context-sensitive marketing approaches.

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Reviewer's Comment / Report

The paper titled “*Exploring the Macro-Environmental Forces Shaping Fashion Influencer Marketing: Insights from a Pestle Analysis*” applies a PESTLE framework to analyze macro-environmental forces shaping influencer marketing in the fashion industry, with particular relevance to the fast-growing Indian market. It systematically examines political (regulation), economic (ad spend dynamics), social (authenticity & consumer values), technological (platform algorithms & AR), legal (data privacy & disclosure rules), and environmental (sustainability pressures) factors. The structured approach effectively highlights opportunities and challenges for brands. While insightful and well-organized, the study remains largely conceptual, relying on secondary literature without primary data, empirical testing, or India-specific case examples, limiting depth and generalizability. A solid macro-level overview for fashion marketing scholars and practitioners.

Suggestions for Improvement:

1. Strengthen theoretical foundation by incorporating relevant marketing and communication theories.
2. Provide stronger justification for selecting the fashion industry by discussing its unique dependence on visual communication, identity formation, and rapid trend cycles.
3. Organize literature into clear themes such as credibility, trust, and engagement.
4. Critically evaluate existing studies by comparing their methodologies, findings, and theoretical perspectives to establish a stronger foundation for the present research contribution.
5. Reformulate objectives to include measurable and analytically testable constructs.
6. Align research question more closely with PESTLE analytical dimensions.
7. Clearly describe criteria for selecting secondary data sources used.
8. Specify time frame and scope of reviewed literature and reports.
9. Discuss limitations of secondary data reliance and potential biases affecting interpretation of macro-environmental influences on influencer marketing practices.
10. Reduce descriptive narration and increase analytical interpretation of findings.
11. Link each PESTLE factor explicitly with influencer marketing outcomes.
12. Separate discussion section clearly from results for better clarity.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

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The manuscript addresses a timely and relevant topic by examining influencer marketing through a macro-environmental PESTLE framework. It offers comprehensive descriptive insights into external forces shaping the fashion industry. However, the study requires minor improvements in methodological rigor, theoretical integration, and analytical depth. Enhancing critical evaluation, strengthening empirical grounding, and refining structure would significantly improve the paper's academic contribution and suitability for publication in IJAR. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.