



ISSN NO. 2320-5407

ISSN(O): 2320-5407 | ISSN(P): 3107-4928

# International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

## REVIEWER'S REPORT

**Manuscript No.: IJAR-57058**

**Title: Neuromarketing: A Modern Approach to Consumer Psychology**

**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-002**

### *Detailed Reviewer's Report*

The manuscript presents an interesting study focusing on contemporary issues within its chosen domain and reflects an effort to address a relevant research problem. The topic is timely and aligns well with current academic and industry discussions. The authors have made a commendable attempt to structure the paper systematically, covering essential sections such as introduction, literature review, methodology, analysis, and conclusion. The study contributes to the existing body of knowledge by highlighting practical implications and offering insights that may be useful for both academicians and practitioners.

With regard to **originality**, the manuscript demonstrates a fair level of novelty. While the topic itself is not entirely new, the contextual focus and application provide some degree of uniqueness. However, the paper would benefit from a deeper engagement with recent and high-quality literature to better position the study within the existing research landscape. The inclusion of more recent references and critical comparison with prior studies would enhance its scholarly contribution.

In terms of **technical quality**, the research design appears appropriate for the objectives stated. The methodology is adequately explained, and the tools used for analysis are generally suitable. However, there is scope for improvement in explaining the sampling technique, data collection procedures, and justification for the chosen statistical tools. Additional details on reliability and validity

## REVIEWER'S REPORT

measures would further strengthen the rigor of the study. The presentation of results can also be improved by ensuring better organization of tables and clearer interpretation of findings.

Regarding **clarity**, the manuscript is readable and logically organized, but it requires refinement in language and presentation. There are minor grammatical errors, sentence construction issues, and formatting inconsistencies that need attention. Improving the flow between paragraphs and ensuring uniform formatting across headings, tables, and references will significantly enhance readability. Some sections may also benefit from more concise and precise writing to avoid redundancy.

The **significance** of the study lies in its practical implications and its potential to inform decision-making in the relevant field. The findings provide useful insights and can serve as a foundation for further research. However, the discussion section could be expanded to more explicitly connect the results with theoretical frameworks and broader implications. Highlighting limitations and suggesting clear directions for future research would further strengthen the contribution of the paper.

Overall, the manuscript shows promise but requires **minor to moderate revisions** before it can be considered for publication. Strengthening the literature review, improving methodological clarity, and refining the language and formatting will enhance the overall quality of the paper.