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## 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-130

### Detailed Reviewer's Report

#### 1. Overall Evaluation

**1.1 General Assessment** - The manuscript titled “*Neuromarketing: A Modern Approach to Consumer Psychology*” presents a conceptual and descriptive analysis of neuromarketing and its role in understanding consumer behavior. The study is well-structured and covers key areas such as neuromarketing tools, consumer psychology, and ethical considerations.

**1.2 Research Nature and Limitation** - The study is entirely based on secondary data without any empirical validation or statistical analysis . While it provides useful theoretical insights, the lack of empirical evidence reduces its research strength.

**1.3 Overall Impression** - Overall, the paper is informative and relevant but requires improvements in methodological rigor, originality, and analytical depth for publication in high-quality journals.

#### 2. Strengths of the Study

**2.1 Relevance of Topic** - The study focuses on neuromarketing, an emerging and highly relevant field in modern marketing, making it valuable for academic and practical applications.

**2.2 Clarity of Objectives and Structure** - The objectives are clearly defined, and the study follows a logical structure from introduction to conclusion, improving readability and coherence.

**2.3 Literature Review Quality** - The literature review is comprehensive and includes key foundational studies, providing a strong theoretical base for the research.

**2.4 Identification of Research Gap** - The study clearly identifies gaps such as the lack of empirical studies and limited research in developing countries .

## REVIEWER'S REPORT

**2.5 Conceptual Framework** - The paper presents a clear conceptual framework with defined independent, mediating, and dependent variables, enhancing understanding of the relationships.

**2.6 Ethical Considerations** - The inclusion of ethical issues such as consumer privacy and manipulation adds depth and relevance to the study.

### 3. Areas for Improvement

**3.1 Lack of Empirical Analysis** - The major limitation is the absence of primary data and statistical analysis, as the study relies only on secondary data. This reduces the reliability and applicability of findings.

**3.2 Limited Original Contribution** - The study mainly summarizes existing literature and does not provide new theoretical or empirical contributions.

**3.3 Weak Methodology** - The methodology section lacks details on sampling design, analytical tools, and validation techniques, making it less rigorous.

**3.4 Writing and Language Issues** - There are instances of repetition, lengthy sentences, and minor grammatical errors that affect clarity and readability.

**3.5 Reference and Citation Issues** - The reference section contains duplication and incomplete citations, which need correction.

**3.6 Lack of Critical Analysis** - The literature review is descriptive and does not critically evaluate or compare existing studies.

**3.7 Presentation and Formatting** - Tables and conceptual frameworks can be improved with better formatting and visual representation.