

REVIEWER'S REPORT

Manuscript No.: IJAR-57515

Title: Role of Artificial Intelligence in Enhancing Customer Engagement in Digital Marketing

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 paper titled Role of Artificial Intelligence in Enhancing Customer Engagement in Digital Marketing discusses the growing importance of Artificial Intelligence in digital marketing and its influence on customer engagement. The topic selected for the study is relevant, modern, and useful because AI-based tools such as chatbots, predictive analytics, and personalized marketing are becoming essential in present-day business practices. The paper explains how AI helps organizations improve customer interaction, purchasing behavior, and satisfaction levels. The study uses secondary data and applies statistical tools such as descriptive statistics, chi-square test, and correlation analysis. The objectives are clearly stated and are connected with the theme of the study. The paper also highlights practical applications of AI in marketing and gives meaningful suggestions for businesses. However, although the study is informative, the paper requires improvement in research depth, language clarity, data interpretation, and presentation of analysis. Certain statistical interpretations are not fully convincing, and some sections need better academic writing style and stronger literature support. The study has potential, but revisions are necessary before publication.

Strengths of the Paper

Relevance and Contemporary Importance - The research topic is highly relevant in the current digital era. Artificial Intelligence is transforming the field of marketing, and studying its role in customer engagement is useful for researchers, academicians, and business professionals. The paper addresses a current issue that has practical significance.

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Clear Objectives - The objectives of the study are clearly mentioned and easy to understand. The paper successfully focuses on AI adoption, chatbot usage, and customer engagement in digital marketing.

Good Conceptual Understanding - The author demonstrates a good understanding of AI applications such as chatbots, predictive analytics, recommendation engines, and automated content creation. The introduction provides a basic but meaningful explanation of how AI is applied in digital marketing.

Use of Statistical Tools - The use of descriptive statistics, chi-square analysis, and correlation analysis adds analytical value to the study. Including statistical calculations improves the academic quality of the paper.

Practical Significance - The findings and suggestions are practical and useful. The recommendation to combine AI with human interaction is realistic and valuable for businesses aiming to improve customer relationships.

Simple and Readable Presentation - The paper is written in simple language, making it easy for readers to understand the concept. The flow of the study from introduction to conclusion is generally systematic.

Areas for Improvement

Need for Stronger Literature Review - The literature review is very limited. Only a few sources are included, and the review lacks detailed discussion of previous studies. More recent and peer-reviewed journal articles should be added to strengthen the theoretical foundation of the research.

Dependence on Secondary Data - The study relies completely on secondary data sources. Primary data collection through questionnaires or surveys would improve originality and reliability. The absence of respondent-based analysis reduces the practical strength of the research.

Methodology Needs More Clarity - The methodology section is too brief. The paper mentions simple random sampling, but since secondary data is used, the sampling explanation becomes unclear. The author should clearly explain the source selection process, sample size relevance, and analytical framework.

Interpretation of Statistical Results - Some statistical interpretations require revision. For example, the paper states a "non-significant large negative relationship" between AI adoption and engagement, but the explanation is not fully justified. More detailed interpretation and discussion are needed for readers to understand the significance of the findings.

Formatting and Grammatical Issues - There are several grammatical errors, spacing issues, punctuation mistakes, and sentence construction problems throughout the paper. Examples include inconsistent tense usage, missing articles, and repeated spacing. Proofreading and language editing are strongly recommended.

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Limited Data Presentation - The tables are informative but could be presented more professionally. Graphs, charts, and visual representation of findings would improve readability and presentation quality.

Lack of Critical Discussion - The discussion section is not sufficiently detailed. The paper mainly reports results without critically connecting them with previous research findings or industry implications.

References Need Standardization - The references are not consistently formatted according to a specific citation style. Proper APA or MLA formatting should be followed throughout the paper.