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REVIEWER'S REPORT

Manuscript No.: IJAR-58336

Title: "The Influence of Social Media Platforms on Teenagers' Fashion Choices."

Recommendation:

Accept with Minor Revisions.....

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

Reviewer Name: Faheem Abdul Muneeb

Reviewer Report

Overall Assessment

The manuscript entitled "The Influence of Social Media Platforms on Teenagers' Fashion Choices" investigates the relationship between social media exposure and teenagers' fashion preferences and purchase intentions through a quantitative survey approach. The study examines how social media platforms, fashion influencers, viral content, and digital fashion exposure influence fashion-related decision-making among young users. Drawing upon theories such as Consumer Socialisation Theory, Social Influence Theory, Social Comparison Theory, Theory of Planned Behaviour, and Digital Identity Theory, the author attempts to explain how digital environments contribute to shaping teenagers' fashion behaviour. The topic is timely and relevant considering the increasing influence of social media on youth lifestyles, consumer behaviour, and online purchasing patterns.

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The manuscript is generally well structured and follows the conventional format of an empirical research article. The introduction establishes the background of the study, identifies the research gap, presents clear objectives and hypotheses, and is followed by an extensive literature review and theoretical framework. The study employs a quantitative survey design using structured questionnaires, and the statistical analysis includes descriptive statistics, reliability analysis using Cronbach's alpha, and correlation analysis through both Pearson's and Spearman's coefficients. The presentation of descriptive tables, reliability statistics, correlation matrices, and graphical illustrations enhances the readability of the results section and demonstrates the author's effort to conduct a systematic empirical investigation.

One of the strengths of the manuscript lies in its attempt to move beyond purely descriptive discussions of social media by empirically examining the relationship between social media exposure and fashion-related behaviour. The findings indicate positive relationships between social media exposure and fashion choices, as well as between influencer-related exposure and purchase intentions. The discussion appropriately acknowledges certain methodological limitations, particularly regarding the use of a proxy variable for influencer trust and the relatively small sample size. Such transparency strengthens the credibility of the analysis.

Overall, the manuscript addresses a contemporary and socially relevant issue and provides useful preliminary evidence regarding the influence of social media on youth fashion behaviour. Nevertheless, several methodological, conceptual, and analytical aspects require refinement before publication. These concerns primarily involve improving the research design, strengthening methodological rigor, clarifying the interpretation of findings, and enhancing the academic presentation of the manuscript. With these relatively minor revisions, the study has the potential to make a useful contribution to research on consumer behaviour, digital marketing, and social media studies.

Strengths of the Paper

One of the principal strengths of the manuscript is the relevance of its research topic. The influence of social media on adolescent consumer behaviour has become an increasingly important area of research, particularly with the rapid expansion of influencer marketing, short-form video platforms, and digital fashion communities. By focusing specifically on teenagers' fashion choices, the study addresses a subject of considerable academic and practical significance for researchers, marketers, educators, and policymakers.

The manuscript also demonstrates a good understanding of the theoretical foundations relevant to consumer behaviour. The integration of Consumer Socialisation Theory, Social Influence Theory, Social

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Comparison Theory, Theory of Planned Behaviour, and Digital Identity Theory provides a comprehensive conceptual framework for explaining how social media influences fashion-related attitudes and purchasing behaviour. Rather than relying upon a single theoretical perspective, the study successfully combines multiple frameworks that complement one another and provide broader explanatory value.

Another notable strength is the empirical nature of the study. The author has collected primary data and employed quantitative statistical analysis to examine the proposed hypotheses. The inclusion of descriptive statistics, reliability analysis, corrected item-total correlations, and both Pearson's and Spearman's correlation analyses reflects an appropriate level of statistical analysis for an exploratory study. The presentation of tables and figures is clear, and the interpretation of statistical findings is generally straightforward and understandable.

The manuscript is also commendable for openly acknowledging certain methodological limitations. The author recognizes that the second hypothesis was tested using an Influencer/Peer Influence Proxy because the questionnaire did not directly measure trust in influencers or peer recommendations. Similarly, the limitations associated with the relatively small sample size and the absence of exploratory factor analysis are appropriately discussed. Such transparency increases the credibility of the research and demonstrates methodological awareness.

Finally, the discussion appropriately relates the empirical findings to previous literature and avoids making excessively broad claims regarding the influence of social media. The conclusion recognizes that teenagers often use social media as a source of inspiration rather than simply copying influencers, providing a more nuanced interpretation of the findings.

Areas to be Improved

Although the manuscript addresses an important topic, the sampling strategy represents one of its principal limitations. The study relies on convenience sampling with only 44 respondents, of whom nearly half are above the teenage age group despite the title specifically referring to teenagers. In fact, 23 out of the 44 respondents are aged 20 years or above, whereas only 21 respondents fall within the stated teenage category. This discrepancy weakens the alignment between the research title, objectives, and actual sample composition. The author should either restrict the analysis to teenage respondents or revise the title and discussion to more accurately reflect that the study examines young people rather than exclusively teenagers.

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The methodology section would benefit from additional detail regarding questionnaire development. Although the manuscript states that a structured questionnaire was employed, little information is provided regarding the source of the questionnaire items, whether they were adapted from validated scales, whether expert validation was conducted, or whether a pilot study was performed prior to data collection. Including this information would improve the methodological transparency and strengthen the validity of the measurement instrument.

The statistical analysis is generally appropriate; however, several analytical improvements could strengthen the study. The research relies almost exclusively on descriptive statistics and bivariate correlation analysis. While correlations establish associations between variables, they do not explain predictive relationships or the relative importance of different independent variables. Incorporating regression analysis would provide a more comprehensive understanding of how different dimensions of social media exposure contribute to fashion choices and purchase intentions after controlling for other variables. Such analysis would substantially enhance the analytical contribution of the study.

Another issue concerns the measurement of the second hypothesis. The hypothesis explicitly refers to trust in fashion influencers and peer recommendations; however, the questionnaire does not include any direct measure of trust. Instead, the author constructs an Influencer/Peer Influence Proxy based on following influencers, wanting to dress like influencers, and comparing one's appearance with others. While the manuscript appropriately acknowledges this limitation, the discussion and conclusion occasionally present the findings as though trust itself has been measured. The interpretation should consistently clarify that the findings relate only to the proxy variable and not to trust as originally hypothesized.

The literature review is comprehensive but remains largely descriptive throughout several sections. Much of the discussion summarizes previous studies individually without critically comparing their findings or identifying areas of disagreement within the literature. Greater critical synthesis of previous research would strengthen the theoretical foundation and more clearly justify the present study's contribution. The manuscript also presents some conceptual inconsistencies regarding peer influence. The literature review repeatedly emphasizes the importance of peer influence, and the second hypothesis includes peer recommendations as an important construct. However, the discussion later acknowledges that no direct questions regarding peer influence were included in the questionnaire, making it impossible to draw meaningful conclusions regarding peer effects. Greater consistency between the theoretical framework,

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questionnaire design, hypotheses, and final interpretation would improve the coherence of the manuscript.

Furthermore, although reliability analysis has been reported, the Purchase Intention/Behaviour scale demonstrates relatively low internal consistency (Cronbach's $\alpha = 0.576$). While the author correctly attributes this partly to the presence of only two items, future versions of the instrument should include additional items to improve reliability and provide a more comprehensive measurement of purchase intention.

Finally, the manuscript would benefit from careful language editing before publication. Minor grammatical errors, punctuation inconsistencies, repetitive expressions, inconsistent citation formatting, and occasional informal wording are evident throughout the paper. Some paragraphs are unnecessarily repetitive, particularly within the literature review and discussion sections, and could be condensed to improve readability without affecting the substance of the study. A thorough editorial revision would significantly improve the overall presentation of the manuscript.

Recommendation

The manuscript examines a contemporary and meaningful topic concerning the influence of social media on teenagers' fashion choices and purchasing behaviour. The study demonstrates a sound theoretical foundation, employs an appropriate quantitative research design, and presents useful preliminary empirical findings regarding the relationship between social media exposure and fashion-related behaviour. Although certain methodological limitations relating to sampling, questionnaire design, measurement validity, statistical analysis, and editorial presentation require attention, these issues do not undermine the overall value of the research. Addressing these observations would strengthen both the methodological rigor and scholarly contribution of the study. Therefore, I recommend that the manuscript be **accepted with minor revisions**.