

REVIEWER'S REPORT

Manuscript No.: IJAR-58870

Title: Finfluencers and the Monetization of Financial Information: From Exposure to Engagement: Examining Financial Misinformation on Social Media Platforms

Recommendation: Major Revision Required ✓

Justification of Recommendation:

The paper addresses a timely and relevant issue concerning finfluencers, financial misinformation and social-media engagement. However, major revisions are required to improve conceptual consistency, methodological clarity and statistical accuracy. In particular, the objectives, variables and regression analysis need better alignment and verification.

With Respect to Originality:

Rating: Excellent Good Fair ☒ Poor

The topic is contemporary and relevant. The attempt to examine monetisation, misinformation exposure and engagement together has potential originality. However, the manuscript should more clearly establish its novelty and theoretical contribution through a stronger literature gap.

With Respect to Technical Quality:

Rating: Excellent Good Fair Poor ☒

- The title, research question, objectives and empirical model are not fully aligned.
- The sample of 106 respondents and convenience/snowball sampling require clearer justification and description.
- The questionnaire constructs and measurement scales require clearer operationalisation and reliability/validity evidence.
- The manuscript reports three predictors in the text/abstract, while the regression ANOVA indicates two predictors; this inconsistency must be resolved.
- Regression coefficients and p-values reported in the abstract/text do not fully match the regression table. All statistics should be rechecked from the original software output.
- The correlation and regression results should be presented in complete and clearly labelled tables.
- The study should avoid causal language because the research is cross-sectional and based on non-probability sampling.

Clarity of Presentation:

Rating: Excellent Good ☒ Fair Poor

The paper has a logical broad structure, but language editing is required. Some expressions are conversational, terminology is inconsistent, and statistical tables require clearer presentation. The distinction between financial misinformation, misleading content and disinformation should also be clarified.

Significance / Contribution:

Rating: Excellent Good Fair ☒ Poor

The topic has practical significance for retail investors, finfluencers, regulators and social-media platforms. The contribution will be clearer once the methodological and statistical inconsistencies are corrected.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

Specific Recommendations for Revision:

- Align the title, research question, objectives, variables and statistical model.
- Provide a clear conceptual framework and, where appropriate, hypotheses.
- Clarify sample selection, respondent profile and questionnaire measurement.
- Re-run and verify all regression statistics, including R, R^2 , adjusted R^2 , F, degrees of freedom, coefficients, t-values and p-values.
- Resolve discrepancies between the abstract/text and regression table.
- Strengthen the discussion by linking findings with prior studies and moderate causal interpretations.
- Improve language, table formatting and citation/reference consistency.

Final Recommendation: Major Revision Required

The manuscript has potential value, but substantial conceptual, methodological, statistical and editorial revisions are necessary before it can be considered for publication.

Reviewer Name: Dr. Indrila Deb

Date: 29.08.2026