

REVIEWER'S REPORT

Manuscript No.: IJAR-58892

Title: The Effectiveness of Geo-Targeted Advertising in Multicultural Digital Markets: Examining Its Impact on Consumer Engagement and Purchase Intent

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 titled “The Effectiveness of Geo-Targeted Advertising in Multicultural Digital Markets: Examining Its Impact on Consumer Engagement and Purchase Intent” deals with a relevant and emerging area in digital marketing, particularly the use of geo-targeting, cultural localisation and personalisation in reaching multicultural consumers. The topic is timely and has practical relevance for businesses operating across diverse geographic and cultural markets. The abstract clearly identifies the major focus of the study and highlights the relationship between geo-targeted advertising, cultural adaptation, consumer engagement and purchase intent. The manuscript provides a broad conceptual discussion of location-based advertising, cultural differences, personalisation and digital consumer behaviour, and the objectives are generally aligned with the stated research theme. The discussion of digital platforms and examples such as Amazon helps to provide practical context for understanding how global brands attempt to balance standardisation with local relevance. The manuscript also appropriately considers important concerns associated with geo-targeting, including privacy, excessive personalisation, cultural stereotyping, authenticity and transparency in data collection. The inclusion of ethical and regulatory dimensions, including transparency and accountability in handling consumer data, adds value to the conceptual discussion. However, the manuscript requires considerable improvement in terms of academic structure, methodological rigor and empirical support. As the paper is primarily conceptual and relies on secondary literature, the methodology section should clearly explain

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the literature-search strategy, databases consulted, inclusion and exclusion criteria, time period covered, number of studies reviewed and method used to synthesise the selected literature. At present, the conceptual arguments would be stronger if supported by a systematic or structured literature-review methodology rather than general discussion. The distinction between geo-targeting, geofencing, localisation, personalisation and culturally adaptive advertising should also be clearly established because these concepts are related but not interchangeable. The paper should develop a stronger conceptual framework showing the proposed relationships among geo-targeting, cultural relevance, personalisation, consumer engagement, brand trust and purchase intention. The manuscript currently makes several claims regarding increased engagement and purchase intention, but these should be supported with stronger empirical evidence and clearly attributed to previous research. The discussion of platforms such as Amazon, Google and Instagram should be supported by appropriate academic or authoritative sources rather than relying mainly on illustrative examples. The literature review should be more critical and comparative, identifying contradictions, limitations and unexplored areas in previous research instead of mainly describing existing concepts. The paper should also strengthen its multicultural perspective by explaining how cultural dimensions, language, socioeconomic conditions and regional consumer characteristics may moderate the effectiveness of geo-targeted advertising. The limitations section is useful because it acknowledges the exclusive focus on digital platforms, selected markets, consumer engagement and purchase intention, as well as dependence on secondary data. Nevertheless, the limitations should be connected more directly to the implications for generalisability. The conclusion appropriately emphasises the need to balance global consistency with local cultural relevance and highlights privacy and consent considerations. However, the conclusion should be more concise and should directly reflect the research objectives and key conceptual findings. The manuscript would also benefit from careful language editing, removal of repetitive explanations, improvement in academic writing style, consistent terminology and correction of grammatical and typographical errors. References and in-text citations should be thoroughly checked for accuracy, completeness and consistency with the required referencing style. Overall, the manuscript addresses an important contemporary issue and has good potential to contribute to the digital marketing literature, particularly through its integration of geo-targeting, cultural adaptation and personalisation. However, substantial revisions are required to strengthen the literature review, establish a clear conceptual framework, improve methodological transparency, provide stronger scholarly evidence, reduce repetition and enhance the overall academic presentation.