

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-130

Detailed Reviewer's Report

1. Overall Evaluation

The manuscript addresses a relevant and contemporary topic in digital marketing, particularly the use of geo-targeting, cultural localization, and personalization for engaging multicultural consumers. The paper provides a broad conceptual discussion and highlights the importance of culturally relevant digital communication. It also discusses ethical concerns such as privacy, transparency, consent, and algorithmic bias. However, the manuscript requires substantial improvement in terms of research methodology, empirical evidence, literature integration, academic writing, and clarity of the research contribution. Several sections are descriptive and repetitive, while the empirical basis of the conclusions is not sufficiently clear.

Overall assessment: The topic is promising, but major revisions are required before the manuscript can be considered for publication.

2. Strengths

- Relevant research topic – The study addresses an important issue in contemporary digital marketing and multicultural consumer behaviour.
- Contemporary focus – The integration of geo-targeting, personalization, cultural adaptation, and AI makes the topic highly relevant.
- Practical significance – The discussion provides useful implications for marketers seeking to communicate with culturally diverse consumers.
- Ethical dimension – The manuscript appropriately recognizes privacy, consent, transparency, and algorithmic concerns associated with targeted advertising.
- Clear research focus – The paper identifies consumer engagement and purchase intention as important outcomes.
- Discussion of cultural authenticity – The distinction between cultural adaptation and inappropriate cultural appropriation is valuable.

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- Practical examples – References to platforms and brands help illustrate the application of cultural localization and personalization.

3. Areas for Improvement

- The research methodology needs to be explained much more clearly, including research design, sample, data collection, sampling technique, variables, and analytical methods.
- The manuscript appears to rely heavily on conceptual/descriptive discussion; stronger empirical evidence is required if the paper claims to establish relationships between variables.
- The research gap should be explicitly established through a systematic review of recent literature.
- The theoretical foundation should be strengthened by identifying an appropriate theory or conceptual framework.
- The relationship among geo-targeting, cultural localization, personalization, consumer engagement, and purchase intention should be presented through a clear conceptual model.
- Several arguments are repetitive and should be consolidated. The manuscript requires careful language editing and grammatical correction. References should be checked for accuracy, consistency, recency, and appropriate citation style. The limitations should be presented more systematically. The manuscript itself acknowledges limitations concerning geographic coverage, offline marketing, outcomes considered, and reliance on secondary/observable digital data. The conclusion should clearly distinguish between findings, theoretical contribution, managerial implications, limitations, and future research.