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| Journal Name: | [**Asian Journal of Advanced Research and Reports**](https://journalajarr.com/index.php/AJARR) |
| Manuscript Number: | **Ms\_AJARR\_132221** |
| Title of the Manuscript: | **ROLE OF DIGITAL MEDIA INFLUENCERS ON MARKET REACH AND CONSUMER BEHAVIOUR** |
| Type of the Article | **Short communication** |

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| **PART 1: Comments** | | |
|  | **Reviewer’s comment**  **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | **The scope of the article is significant as influencers (as [er contemporary research) have an impact of consumer desires and demand in almost all industry related to living and lifestyle (e.g.: fashion retail, tourism, wellness). However, I feel that the author should have concentrated on a product or service category** | Acknowledged |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **Market Reach and Consumer Behaviour are very broad fields. Thus, the title needs to be refined.** | Considered |
| **Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.** | **Abstract is appropriate** | Considered |
| **Is the manuscript scientifically, correct? Please write here.** | Since it is a “Short Communication” it seems appropriate. However, it lacks the standardized format of a research paper | Acknowledged |
| **Are the references sufficient and recent? If you have**  **suggestions of additional references, please mention them in the review form.** | There is a lot of literature in Mc Kinsey Insights and some white papers. There are also very many scholarly articles and journals dedicated to Influencer Marketing. The author could include them. | Considered |
| **Is the language/English quality of the article suitable for scholarly communications?** | Yes | Acknowledged |
| **Optional/General** comments |  |  |

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| **PART 2:** | | |
|  | **Reviewer’s comment** | **Author’s comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in details)* |  |