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| Book Name: | [**New Advances in Business, Management and Economics**](https://www.bookpi.org/bookstore/product/new-advances-in-business-management-and-economics-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_6006** |
| Title of the Manuscript: | **Informative Advertising and Attitudes Towards Advertising** |
| Type of the Article | **Book Chapter** |

**Special note:**

**A research paper already published in a journal can be published as a Book Chapter in an expanded form with proper copyright approval.**

**Source Article:**

**This chapter is an extended version of the article published by the same author(s) in the following journal.**

**International Journal of Asian Business and Management, 2(5): 769-782, 2023.**

**DOI:** [**https://doi.org/10.55927/ijabm.v2i5.5466**](https://doi.org/10.55927/ijabm.v2i5.5466)

**PART 1: Comments**

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|  | **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.** | This study advances advertising research by empirically comparing infotainment ads with traditional  product-focused ads using a 2x2x2 experimental design**.** It demonstrates that infotainment TV  ads significantly boost consumer engagement and purchase intent, while print ads show minimal effects. The findings enrich advertising theory by validating the role of self-referencing in ad effectiveness and offer practical insights for marketers combating ad clutter. By bridging gaps in media-specific ad impact, the study provides a foundation for future research on evolving advertising formats. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | The current title, "Informative Advertising and Attitudes Towards Advertising," is somewhat generic and does  not fully capture the study’s focus on infotainment ads vs. self-product-focused ads. A more precise alternative could be:  "The Effectiveness of Infotainment Advertising: Self-Referencing and Consumer Attitudes Across TV and Print  Media" |  |
| **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.** | This study compares infotainment ads (educational-style commercials) with traditional product ads, using  college students as test subjects. The key finding is that TV infotainment ads work better than regular ads at boosting interest in products, especially the use of self-referencing (connecting information to viewers' personal experiences). Print versions, however, showed little impact. For marketers, this means prioritizing TV infotainment ads could lead to better audience engagement. While the results are clear, the use of student participants suggests more testing with broader audiences may be needed.  In summary:  The abstract is clear but could be strengthened with minor additions:   Add a brief mention of the key theoretical framework (self-referencing) to contextualize the hypotheses.   Clarify the sample demographics (e.g., undergraduate students) to highlight generalizability limits.   Include a sentence on managerial implications (e.g., "The findings suggest advertisers should prioritize infotainment TV ads for higher engagement"). |  |
| **Is the manuscript scientifically, correct? Please write**  **here.** | The study uses a solid 2x2x2 experiment that carefully compares different ad types (infotainment vs. product-  focused), media (TV vs. print), and products. It properly applies statistical tests to confirm its findings, and builds on established theories about how ads work. While the research methods are strong, the use of student participants and artificial ad testing means the results might not fully reflect real-world consumer behavior. These limitations suggest opportunities for future studies with more diverse audiences and natural viewing settings. |  |
| **Are the references sufficient and recent? If you have**  **suggestions of additional references, please mention them in the review form.**  **-** | The study draws on a good mix of classic and current research, including foundational works from the 1990s  and recent studies up to 2020. However, adding newer sources about digital infotainment (like social media ads) and updating the 2018 Nielsen data with more recent media consumption statistics would strengthen its relevance to today's rapidly evolving advertising landscape. While the existing references support the research well, these additions could make the study even more valuable for modern marketers. |  |

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| **Is the language/English quality of the article suitable for scholarly communications?** | The manuscript maintains appropriate academic language but could benefit from minor refinements to improve  readability. Some informal phrases should be replaced with more precise academic terminology (e.g., "termed" instead of "let us call"). Reducing repetition of terms like "infotainment advertisement" by using variations ("infotainment ads") would enhance flow. Additionally, tables and figures could be more reader-friendly by including clearer explanations of statistical results, for example in Table 1 where coefficient interpretations would help non-specialist readers understand the findings more easily. These small adjustments would make the paper more polished and accessible while maintaining its scholarly rigor. |  |
| **Optional/General** comments | This study's strengths lie in its rigorous experimental design and valuable contributions to advertising research,  particularly in comparing infotainment and traditional ads. However, its reliance on a student sample may limit broader applicability, and the controlled setting differs from real-world ad exposure. Future research could expand into digital platforms (YouTube, social media) and cross-cultural studies to enhance relevance. Overall, the paper provides useful insights for academics and marketers, and with minor refinements (title, abstract, references), it could become even more impactful.  VThe manuscript does not explicitly mention ethical considerations, which should be addressed. Here are potential ethical issues to  evaluate:  *Human Subject Research*   Was institutional review board (IRB) approval obtained for the student experiments?   Were participants properly consented (especially since personal data like income was collected)?  *Participant Welfare*   The debt consolidation loan ads could be sensitive for students with financial stress   Facial mask ads might create body image concerns   No mention of debriefing or support resources  *Methodological Transparency*   Were students compensated/voluntary? (Not mentioned)   How was privacy of personal data (income, purchase history) protected?  *Advertising Ethics*   Potential for misleading "infotainment" ads blurring education/promotion   No discussion of responsible advertising practices  The study appears ethically conducted based on standard practices, but explicit documentation would strengthen the manuscript |  |

**PART 2:**

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|  | **Reviewer’s comment** | **Author’s comment** *(if agreed*  *with the 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?** | . |  |

**Reviewer details:**

**Leong Wee Phin, Malaysia**