|  |
| --- |
|  |
| 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 |
|  | 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 manuscript makes a valuable contribution to the scientific community by exploring the effectiveness of infotainment advertising—advertisements that combine informative content with entertainment—compared to traditional product-centered ads. Using a robust 2x2x2 experimental design across different media (TV and print) and product types (physical and intangible), the study provides empirical evidence that infotainment TV ads lead to more positive consumer attitudes, stronger self-referencing, and higher purchase intentions. By highlighting the role of self-referencing in consumer response, this research offers important theoretical insights and practical implications for enhancing advertising strategies in today’s competitive and media-saturated environment. |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | **If possible kindly change the title as “**The Impact of Infotainment Advertising on Consumer Attitudes and Purchase Intentions” |  |
| 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. | The current abstract of the article provides a basic overview of the study, including the research question, the experimental setup, and a general summary of findings. However, it lacks some key elements expected in a comprehensive and academically robust abstract |  |
| **Is the manuscript scientifically, correct? Please write here.**  | **It is scientifically correct** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.****-** |  **Recency of Sources:*** A large number of references are **older than 10–20 years**, especially foundational theories (e.g., 1970s–1990s).
* Only a **few studies** are from the **last 5–7 years**, such as:
	+ Berg (2015)
	+ Foos et al. (2016)
	+ Brown et al. (2020)
* **Suggestion:** Include more recent studies (post-2020) on:
	+ Consumer engagement in the digital era.
	+ Online and social media advertising.
	+ Neuromarketing and personalization trends.

 **Limited Coverage of Digital/Online Media:*** Since the study is based on TV and print media, the lack of reference to **current online advertising trends** may be understandable but limits the broader applicability.
* **Suggestion:** Add references related to the shift from traditional to digital/interactive ads (e.g., native ads, social media storytelling).

 **Global Representation:*** The majority of studies seem to be U.S.- or Europe-based.
* Including more **Asian studies or cross-cultural advertising research** could enhance relevance, especially since the experiment was conducted in Hong Kong.
 |  |
| Is the language/English quality of the article suitable for scholarly communications? | Yes, it carries quality |  |
| Optional/General comments | No comments |  |

|  |
| --- |
| **PART 2:**  |
|  | 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:**

**Nikita Yadav, Jagran Lakecity University, India**