

Review of: "The Advertising and the Other Marketing Communications of Luxury Goods – Archetypal, Semiotic and Narrative Aspects"

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I really appreciate the article, but it is difficult to understand construction of research. The article seems to have a weak methodological framework. The author did not describe the qualitative research method he used to examine, just stating that he would only do it in accordance with specified criteria ("The psychology, the semiotics and the narrative theory are the main scientific approaches used in this article"). It is important to choose one or more qualitative research techniques and conduct analysis in line with that choice. The author conducted a content analysis even though it isn't explicitly specified in the text but is included in the overall structure. When examining the study's content, three categories should be chosen for examination in accordance with the literature review. Semiotics, storytelling, and psychological components are all used in the marketing of luxury goods. Subcategories should exist inside each of these major categories. The author needs to put the methodology into practice.

My recommendation is for you update the manuscript, than it will be excellent article. After the structural organization is renewed in the analysis, the article will become exemplary research that future researchers will refer to with its results.