

Peer Review

Review of: "Colorism in Advertising: A Qualitative Analysis of Fairness Cream TVCs in India, Pakistan, and Bangladesh (2011–2020)"

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Thank you for providing this opportunity to review this research work. The topic has a lot of potential since it raises a lot of questions on the role of ethics and social issues prevailing in society. I have mentioned some points below, which may be incorporated by the authors to improve the quality of the manuscript.

The research started fairly well, with the title and abstract clearly defining the aims and objectives of the study. The introduction section covers the essence of the research; however, it lacks clarity on the relevance of the research in terms of need and gap. It looks more like the author's personal opinion rather than a research-based view.

The theories covered in the literature were not clearly utilized. My suggestion would be to give a clear explanation of the theories and how they have been used/utilized/implemented in conducting the research.

Time frame justification is not given. My suggestion would be to suggest the possible reason for this timeframe in the research. You can highlight some incidents that occurred in that time period to justify your time period.

Why did the authors choose to go for qualitative analysis? Authors can provide a small justification on what cannot be achieved with quantitative methods that leads to a qualitative study.

Why were other media sources ignored? More justification regarding YouTube can be given.

Analysis is very weak. It is more of a descriptive type, explaining the statistics and not focusing on the analysis. Findings can be discussed objective-wise. My suggestion would be to keep it crisp and short, focusing on the analysis of the data. It will give clarity to the objectives of the manuscript.

Managerial implications and theoretical contributions can be added as a separate chapter.

Thank you, and good luck.

Declarations

Potential competing interests: No potential competing interests to declare.