



Paper: “The Impact of Marketing Communications on Consumer Behavior in The Saudi Arabian Telecom Industry”

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Peer review:

Reviewer 1: Amir Mohammad Sohrabian

International Information Technology University (IITU), Kazakhstan

Reviewer 2: Robert Szucs

University of Debrecen, Hungary

Reviewer A:

Recommendation: Resubmit for Review

The TITLE is clear and it is adequate to the content of the article.

The title reflects the topic of marketing communications and consumer behavior, it aligns with the main focus of the paper. It is descriptive and relevant. It could be more specific by indicating the methodological approach or the geographic context.

The ABSTRACT clearly presents objects, methods, and results.

The abstract states the main objective and provides background information. It mentions the use of multiple communication channels. It does not present the research method in a detailed way and does not summarize the findings clearly. The structure of the abstract could be more aligned with standard scientific conventions.

There are a few grammatical errors and spelling mistakes in this article.

The text is understandable. Several long sentences reduce clarity. There are minor grammatical and stylistic issues. These do not prevent comprehension but reduce academic quality.

The study METHODS are explained clearly.

The paper states that the research uses qualitative interviews and company data. It does not provide enough detail on sampling, the interview process or the analytical steps. The methodological description is incomplete and does not allow replication.

The body of the paper is clear and does not contain errors.

The results summarize views of different telecom companies. The findings are mostly descriptive. They do not contain factual contradictions. The clarity of presentation is acceptable. The analysis lacks depth and stronger connection to the theory.

The CONCLUSION or summary is accurate and supported by the content.

The conclusions reflect the major points discussed in the paper. They follow logically from the descriptive findings. They remain general and do not provide strong analytical insights or implications.

The list of REFERENCES is comprehensive and appropriate.

The paper uses several classical sources in marketing and consumer behavior. Many references are old. More recent scientific studies from the last decade would strengthen the academic relevance. The reference list is adequate but not fully up to academic standards.

Please rate the TITLE of this paper.

[Poor] 1-5 [Excellent]

4

Please rate the ABSTRACT of this paper.

[Poor] 1-5 [Excellent]

3

Please rate the LANGUAGE of this paper.

[Poor] 1-5 [Excellent]

3

Please rate the METHODS of this paper.

[Poor] **1-5** [Excellent]

3

Please rate the BODY of this paper.

[Poor] **1-5** [Excellent]

3

Please rate the CONCLUSION of this paper.

[Poor] **1-5** [Excellent]

3

Please rate the REFERENCES of this paper.

[Poor] **1-5** [Excellent]

3

Overall Recommendation!!!

Return for major revision and resubmission

Comments and Suggestions to the Author(s):

The paper addresses a relevant topic and presents useful descriptive insights. However, the paper is excessively long and does not meet standard scientific formatting expectations. The methodological section lacks detail, the analysis remains mostly descriptive and the reference list would benefit from more recent academic sources. The study has potential, but significant structural and scientific refinement is necessary to reach higher academic quality.
