

## Review Form 1.7

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_102619
Title of the Manuscript:	Social Media as a Tool for Brand Promotion: A Content Analysis of Three Fashion Brands' Facebook Page
Type of the Article	Original Research Article

### General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajess.com/index.php/AJESS/editorial-policy> )

### PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>This manuscript is important for the scientific community, because it contains research results, which are carried out in accordance with the principles of seeking scientific truth.</p> <p>The title of this article is in accordance with the aims and objectives to be reported/explained from the research results</p> <p>In my opinion, the abstract is complete</p> <p>The subsections and structure of the manuscript are appropriate</p> <p>In my opinion, this manuscript is scientifically correct</p> <p>The references to this article are sufficient and up-to-date.</p> <p>In my opinion, this article is good and complete</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>The quality of the language/English of this article is suitable for scientific communication</p>	
<p><b>Optional/General</b> comments</p>	<p>This article, has clearly reported the results of its research, and has followed the scientific research methodology</p>	

### PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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### Reviewer Details:

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