

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>)

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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>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>I have read your manuscript very carefully, and it is generally very good.</p> <p>1- The manuscript is very suitable for the scientific community 2- The title of the manuscript is appropriate 3- The abstract of the study is clear. 4- The structure of the manuscript is appropriate 5 - The manuscript is correct in terms of methodology 6 - References are recent, please just add some references (as I mentioned to you earlier)</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>There are some grammatical errors, for example: Brand promotion uses a variety of tools and techniques to sell your brand while showcasing a company's nature, standards, and objective (please correct the pronoun "you").</p>	
<p>Optional/General comments</p>	<p>The most recent data for June 2023 shows that 4.9 billion people utilize social media globally, accounting for 59.4% of all internet users (Mention the reference here).</p> <p>There have been several studies on the problems and potential of social media in brand promotion (Mention at least one or two studies), brand awareness (Mention at least one or two studies), consumer decision-making (Mention at least one or two studies), business performance analysis (Mention at least one or two studies), etc.</p> <p>MANAGERIAL IMPLICATIONS</p> <ul style="list-style-type: none"> You need to suggest the managerial implications in 1 or 2 paragraphs, with details in the deductions. For example, how firms, markets, economy, consumers and so forth can use the results from your research. <p>The researchers should suggest more future studies.</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>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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