

Review Form 1.7

| | |
|--------------------------|--|
| Journal Name: | Asian Journal of Economics, Business and Accounting |
| Manuscript Number: | Ms_AJEBA_95413 |
| Title of the Manuscript: | Social Media Marketing Activities (SMMAs) as Stimulus on Purchase Intention with Customer Engagement as Mediator |
| 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.journalajebo.com/index.php/AJEBA/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>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>1. Yes, as it points to relevant content about customer preference in the use of social media as a form of business through behavioral and consumer trends</p> <p>2. Is the title of the article adequate? yes</p> <p>3. Is the article summary comprehensive?</p> <p>Improve the presentation of the result, the variables need to be better presented. establishing a relationship with what the constructs indicated</p> <p>5. Do you think the manuscript is scientifically correct? Yes, but it is necessary to better deepen the potential of the relationship between the constructs and trends and consumption, customers and social media</p> <p>6. Are the references sufficient and recent? If you have suggestions for additional references, please mention them on the review form. Need to update some, do a bibliometric search for articles that deal with the constructs used and substantiate. However, in those that were identified this gap. I also suggest including more than one author to substantiate each construct</p> | |
| <p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p> | <p>1. Is the language/English quality of the article adequate for scholarly communications? Improve the discussion in the results to deepen the theme</p> | |
| <p>Optional/General comments</p> | <p>I suggest deepening the theme by establishing a relationship between constructs and social media, pointing out the impact of this on the studied social media. for example, from the impact of the constructs including the perception of purchase on the total demand within the platform I liked the model the article has potential</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> | |

[Review Form 1.7](#)

Reviewer Details:

| | |
|----------------------------------|--|
| Name: | Leonardo Soares Francisco de Almeida |
| Department, University & Country | Universidade Federal Fluminense, Brazil |