

## Review Form 1.7

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_95420
Title of the Manuscript:	The Effect of Influencer Marketing and Content Marketing on Customer Engagement and Purchase Decisions on Followers
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.journalajebea.com/index.php/AJEBA/editorial-policy> )

## Review Form 1.7

### 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>1. This study aims to analyze the effect of influencer marketing and content marketing on consumer purchase decision and customer engagement as mediating variables at Mitra Jawi Pontianak. The manuscript is important for scientific community as proper knowledge of consumer behavior can lead to better sales and revenue.</p> <p>2. A better title can be - <b>Impact of Influencer Marketing and Content Marketing on Customer Engagement and Purchase Decisions on Followers – An Exploratory Study</b></p> <p>3. The Abstract of present Article is comprehensive and easy to understand.</p> <p>4. Though the subsections and structure of research article appears to be normal, but certain inclusions in it will enhance the quality of research work. These inclusions should be in form of – Limitations of Study and Directions of Future Research should be incorporated in it.</p> <p>5. Yes the manuscript of Research paper is scientifically correct.</p> <p>6. The references are sufficient and latest. However, additional references can be provided under another Heading – Review of Literature in which reviews of related research papers, articles published in magazines, journals and websites can be incorporated.</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 language of research article is good, but at certain places the researchers have committed spelling mistakes as follows –</p> <ol style="list-style-type: none"> <li>Spelling of September month appears as Septemper in Abstract (Page No. 1)</li> <li>Spelling of Technique appears as – technicque in Sampling and data collection (Page No. 3)</li> </ol> <p>It is therefore strongly recommended that authors should get the problems resolved at the earliest.</p>	
<p><b>Optional/General</b> comments</p>	<p>Influencer marketing positively and significantly influences customer engagement at the Mitra Jawi Pontianak store. Influencer marketing activates individuals who influence specific target audiences to become part of product campaigns to increase reach, sales, and consumer relationships</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>	

### Reviewer Details:

Name:	<b>Alok Mittal</b>
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