

## Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
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.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><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. Topic is relevant and more adequate in the present scenario. In the modern era many of the individuals have purchased things because of what their favorite social media influencers say about them. The study identify the impact of influencer marketing and content marketing on consumer purchase decision and also measure the mediating role of customer engagement on purchase decision.</p> <p>2. Title is ok. My suggestion is "Mediating effect of customer engagement in relationship between Influencer Marketing, Content Marketing on purchase decision".</p> <p>3. The researcher prepared a well-structured abstract.</p> <p>4. The researcher used structural equation modelling (SEM) for measuring the mediating effect.</p> <p>5. The researcher made a good attempt for measuring the impact of influencer marketing and content marketing on consumer purchase decision.</p> <p>6. The researcher made a good review of literature for identifying the variable. Current studies are also included in the review part.</p> <p>The researcher made a good attempt and used a modern statistical tool (i.e., AMOS), which is appreciated. The researcher may include the limitations of the study and scope for further research.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	The researcher used suitable language.	
<b>Optional/General</b> comments	The researcher should clearly state the real research problem. Justify the sample size.	

### 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)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	

### Reviewer Details:

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