

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_100530
Title of the Manuscript:	EFFECTS OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING DECISION MAKING PROCESS: A CASE OF LEADING ONLINE SHOPPING SITES IN KENYA
Type of the 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>)

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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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>Yes. The researcher should have focus more on the consumers, since consumers are the target as indicated in the research question. It was surprising as the author was asking few questions which were to be addressed by the online companies. This have a little effect on the credibility of the study. Nevertheless the research topic is good</p> <p>Yes. The title is suitable</p> <p>Yes. As the abstract include purpose of the study, methodology, findings and recommendations</p> <p>Yes (subsections and structure of the manuscript appropriate)</p> <p>Yes. The author link few findings with previous studies findings. However, this can be further improve</p> <p>The references is not sufficient, likewise larger number of the references are old. Nevertheless, these references are still relevant</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The language is suitable, but there is need for the author to further proofread. The author need to avoid personalized words, for instance "When we talk about subjective norms, we usually mean" rather the author should report past findings.</p> <p>The author should make effort to rephrase some highlighted sentences for clarity of meaning.</p>	
<p>Optional/General comments</p>	<p>Generally, the topic is suitable. Since, the topic focused on consumer buying decision. The research questions supposed to be addressed by the consumers. Questions such as: "We use social media to launch new products" "There are many site visits once a product has been launched" "Our organization use social media to remind customer about existing products" are targeted for the company. Hence, showed. Hence, showed that the study is more of organizational perspective rather than consumer perspective. This should be clarify and the significant of these questions on consumer buying decision.</p> <p>In the research framework the author mentioned social media such as: Facebook, YouTube, and Instagram. The significance or use of these social media by the participants should be revealed in the findings.</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)
Are there ethical issues in this manuscript?	<i>(If yes. Kindly please write down the ethical issues here in details)</i>	

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