

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	Research Paper

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>)

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. The topic of research is novel and interesting. Increasing popularity of social media has made it a very useful tool for influencing customer choices. The author intends to establish the relation between social media advertising efforts and consumer purchase decisions.</p> <p>2. Title is suitable.</p> <p>3. The abstract is not comprehensive. The author has not mentioned the results clearly. Also the sample is not described properly. Implications and Originality is not included in the abstract.</p> <p>4. Structure is appropriate. However, Research Objectives are not explained. Theoretical and Managerial Implications should be added after the result section.</p> <p>5. Scientific errors may be possible as author have not shown the scale validity and reliability.</p> <p>6. Author should cite more recent researches. In the last five years much work has been done in the field of social media advertising.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	The paper requires language check and proof reading. Grammatical errors are there.	
<p>Optional/General comments</p>	The paper needs complete overhauling	

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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