

Review Form 1.7

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_107143
Title of the Manuscript:	SOCIAL MEDIA ADVERTISEMENTS AND PURCHASE INTENTION: ATTITUDE AS A MEDIATOR
Type of the Article	Original Research Article

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 article is scientifically correct and has a practical importance in the scientific community.</p> <p>Suitable</p> <p>Yes, the abstract of the article is comprehensive.</p> <p>Sections and sub sections of the manuscript is appropriate.</p> <p>Yes, it is scientifically correct.</p> <p>Additional references could enrich the article</p> <p>Gutierrez A, Punjaisri K, Desai B, Alwi SF, O'Leary S, Chaiyasoonthorn W, Chaveesuk S. Retailers, don't ignore me on social media! The importance of consumer-brand interactions in raising purchase intention-Privacy the Achilles heel. Journal of Retailing and Consumer Services. 2023 May 1;72:103272.</p> <p>Meliawati T, Gerald SC, Aruman AE. The effect of social media marketing Tiktok and product quality towards purchase intention. Journal of Consumer Sciences. 2023 Jan 31;8(1):77-92.</p> <p>Kim H, Park M. Virtual influencers' attractiveness effect on purchase intention: A moderated mediation model of the Product-Endorser fit with the brand. Computers in Human Behavior. 2023 Jun 1;143:107703.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>It is highly recommended to have the paper grammar-checked and undergo stylistics and editing.</p>	
<p>Optional/General comments</p>	<p>Please follow the journal guidelines.</p>	