

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>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>Yes</p> <p>YES</p> <p>Yes, although some English language corrections can be done.</p> <p>YES</p> <p>Yes</p> <p>Yes. Author should include few references on types of social media and its usefulness. Author may also highlight on gratification of using social media. Below article can be referred: Kumar, P., Mishra, J. M., & Rao, Y.V., (2021). Analysing tourism destination promotion through Facebook by Destination Marketing Organizations of India, <i>Current Issues in Tourism</i>, 25(9), 1416-1431, DOI: 10.1080/13683500.2021.1921713</p> <p>Authors may also justify on why they have chosen only given five social media platforms for their study?</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Yes</p>	
<p>Optional/General comments</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>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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