

## 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)
<b>Compulsory</b> REVISION comments  1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)  2. Is the title of the article suitable? (If not please suggest an alternative title)  3. Is the abstract of the article comprehensive?  4. Are subsections and structure of the manuscript appropriate?  5. Do you think the manuscript is scientifically correct?  6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.  <u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u>	Yes  Yes  Yes  Yes  Yes	
<b>Minor</b> REVISION comments  1. Is language/English quality of the article suitable for scholarly communications?	Yes	
<b>Optional/General</b> comments		

### 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>	

### Reviewer Details:

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