

**Review Form 1.7**

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

**PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>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>
<p><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>1- I think, the answer should be YES, because the manuscript tried to addressing society (customers) problem which related to what extent social media is useful, interactive or even do Irritation. This manuscript is also important to culture of society. Social media become a vital factor in everyone life.</p> <p>2- Yes.</p> <p>3- Well done.</p> <p>4- Very good.</p> <p>5- Yes.</p> <p>6- Yes. The references are sufficient, recent and scholarly quality.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>I think it is OK.</p>	
<p><b>Optional/General</b> comments</p>	<p>Firstly, for making first permission. just I read the references of the manuscript. When you look of these references, actually you will see a complete picture of work quality (good research). there are quality of journals, recent, related, and sufficient (51), everything says there is a good research. Then looking for topic (issue of research) a second time: there are three variables (IV, MV, and DV), feeling there is a sound of non-traditional research (contribution). Clear, the issue here searching about purchase intention theory. That is fine, by reading the abstract everything looks nicely mentioned and every step was present. However, AMOS (SEM) AND PLS FOR DATA ANALYSIS WAS ABSENT!. Don't worry, it is ok. Let's go to evaluate how was – writing, , the general of methodology, theoretical framework, literature review, process of data collection and data analysis, discussion of results, conclusion and recommendations – have done?. OK. I deeply followed the manuscript (word by word, phrase by phrase, sentence by sentence, part by part, section by section, step by step, point by point, process by process). All of these contents were in well done position. Therefore, I thank author (s) for this good work.</p>	

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <i>(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)</i>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

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