

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_127427
Title of the Manuscript:	The Synergistic Effects of Brand Ambassadors, Taglines, and Jingles on E-commerce Brand Awareness: A Case Study of Tokopedia
Type of the Article	Original Research Article

PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	The manuscript is timely to the scientific community since it seeks to establish how brand ambassadors, taglines, and Jingles complement each other for brand awareness especially in e-commerce domain for which research is still scant. The implications of the findings for marketing practice are relevant primarily regarding the effective implementation of multiple elements of branding by marketing professionals. This research is unique since it has focused on the various ways these factors influence brand identity within a consolidated approach. However, it could be designed for only Tokopedia users which could limit the applicability of the results greatly.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title is appropriate and provides an accurate description of what the study encompasses. On the other hand, it can be translated into a shorter form like "The Combined Impact of Brand Ambassadors, Taglines, and Jingles on E-commerce Brand Awareness" could be considered.	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract is comprehensive and provides a clear summary of the study's aims, methods and conclusions. However it might help to briefly explain how the insights can be applied to e-commerce marketing, as it strengthens the argument for the importance of the study even further.	
Are subsections and structure of the manuscript appropriate?	Sub-sectioning of the manuscript or the grouping of paragraphs is proper in terms of organization from the introduction to the conclusion. Minor improvements could have been made by having two or three literature review sections with overlapping information or by elaborating the hypotheses in an easy-to-understand manner.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	The content of this manuscript is scientifically valid and methodologically accurate. In turning to the research design, methodology and analyses, these are articulated relevant to the objectives of the study. The employment of multiple linear regression analysis also makes the findings valid and the metrics used are also reliable. According to the findings of the study, there is bibliography support, which makes the study more credible.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. :	These requirements of references are enough and the cited works also contain recent studies connected with the topic. Some improvement could be made in the choice of additional references to the literature review, where it could be useful to include works providing for the analysis of IMC frameworks in the context of SEA countries.	

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Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	The language used in the manuscript can be regarded as clear and appropriate for academic discourse. Proper punctuation is also suggested in order to correct minor grammatical mistakes and also to enhance the flow of the whole text.	
Optional/General comments	Overall, the manuscript is highly useful for e-commerce marketing investigations, especially for emerging markets. Finally, to increase the contribution of the present research to the existing literature, the authors might discuss cross-cultural characteristics and implications of the findings.	

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:

Name:	Lydia Nkechi Philip
Department, University & Country	Universitas Islam Internasional Indonesia, Indonesia