

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_128438
Title of the Manuscript:	Customer Experience as a Mediator in Social Media Marketing and Purchase Intention: Insights from S-O-R Model
Type of the Article	

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PART 1: 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. A minimum of 3-4 sentences may be required for this part.	Efficient as it talks about social media marketing and consumer behaviour	
Is the title of the article suitable? (If not please suggest an alternative title)	yes	
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.	no	
Is the manuscript scientifically correct? Please write here.	yes	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Include more references in analysis part (relate to SEM)	
Is the language/English quality of the article suitable for scholarly communications?	YES	
<u>Optional/General</u> comments		

PART 2:

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

Reviewer Details:

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