

Review Form 3

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| 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 | Original Research Article |

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This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guidelines for the Peer Review process, reviewers are requested to visit this link:

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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> |
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| 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. | The topic of the article "Customer Experience as a Mediator in Social Media Marketing and Purchase Intention: Insights from S-O-R Model" is current and has scientific significance. The results presented in the paper provide insight into the analysis of the impact of social media on consumer experience and purchasing behaviour in general. The author/s presented a classification of significant variables influencing the consumer experience in digital environment that have been correlated with certain purchase intentions. Additionally, the impact of Social Media Marketing Activities on consumer perceptions and experience was analysed, which also has scientific significance. The research is widely applicable in various economic and social contexts, and it can be easily repeated in order to obtain additional, comparable results. The paper applied an appropriate methodology, which ensured testing of the hypothetical framework and reaching scientific results. The application of the S-O-R model provided a novel perspective on understanding consumer behaviour in the context of social media marketing. The results are clearly presented. The quality of the research was also contributed by the appropriate selection of references that are current and relevant. | |
| Is the title of the article suitable? (If not please suggest an alternative title) | The title of the article is suitable and aligned with the research subject. | |
| 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 of the article is comprehensive and indicates all significant segments of the research subject. However, it should be emphasized that it is necessary to correct the acronyms CE to CS in the keywords. The acronym for customer experience is CX. This term is widely used in discussions about customer satisfaction, service quality, and user experience. Authors | |
| Is the manuscript scientifically, correct? Please write here. | <p>The research has scientific contribution and significance, but it is necessary to emphasize certain shortcomings.</p> <p>The introduction section is weak. The author/s mentioned the aim of the research, but it is important to present research gap and explain why it is important to investigate customer experience in the context of social media.</p> <p>The consumer experience was analysed in the context of several popular digital platforms, but their specificities and possible differences in the impact on the consumer experience were not indicated. Such information would be useful for future research, as well as to gain better insight into the results.</p> <p>The results of other studies are not sufficiently analysed in the Discussion. This section should be enriched with additional comparisons of results.</p> <p>In conclusion, it is necessary to point out the significant results obtained in the research. This information has been overlooked.</p> | |
| Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. | In the discussion and interpretation of results section, it is necessary to provide additional references that will provide comparison of research results and gain insight into the impact of social media on the consumer experience. Particular attention should be paid to the online behaviour of millennials, who are included in the sample of this research. | |
| Is the language/English quality of the article suitable for scholarly communications? | Yes. The quality of the use of the English language is at a satisfactory level.. | |
| <u>Optional/General</u> comments | Overall, the article provided significant insight into the variables that shape consumer behaviour in the digital environment, and influence their experience and purchase decision-making. The survey can be applied in different cultural and economic contexts, which is an additional scientific contribution of this research. However, there are certain shortcomings that should be considered. The weak discussion and interpretation of the results should be strengthened by additional references and comparisons with relevant studies. | |

PART 2:

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

Reviewer Details:

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