

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
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	

#### **General guidelines for the Peer Review process:**

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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**Review Form 3**

**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.		
Is the title of the article suitable? (If not please suggest an alternative title)	The title should be revised for improved clarity and engagement. For example, consider something like: <i>"The Dynamic Role of Customer Experience in Shaping the Social Media Marketing-Purchase Intention Relationship: An S-O-R Perspective."</i> However, ensure the new title is original and does not replicate the suggested example verbatim.	
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 well-written; however, the author has mentioned millennials as the target population in the purpose section but has not clarified this in the methodology. The author should ensure consistency and explicitly mention the target population in the methodology section.	
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.	The author should review the citation style used in the manuscript and ensure consistency across all references. Additionally, the author is encouraged to draw insights from papers such as:  Changani, S., & Kumar, R. (2024). Social Media Marketing Activities, Brand Community Engagement and Brand Loyalty: Modelling the Role of Self-brand Congruency with Moderated Mediation Approach. <i>Global Business Review</i> , 09721509241245558.  Changani, S., & Kumar, R. (2023, December). How Social Media Marketing Enhances Brand Communities Engagement: Developing an Integrated Model Using SOR Paradigm. In <i>International Working Conference on Transfer and Diffusion of IT</i> (pp. 302-318). Cham: Springer Nature Switzerland.  Changani, S., Kumar, R., & Tripathi, S. (2022, January). Does social media marketing stimulate customer engagement in virtual brand communities? Examining the related outcomes. In <i>Proceedings of the 2nd Indian International Conference on Industrial Engineering and Operations Management, January</i> (pp. 1046-1056).	
Is the language/English quality of the article suitable for scholarly communications?	YES	
Optional/General comments	The author should clearly specify the items of each construct used in the study within the manuscript. Additionally, the author should indicate whether social media marketing activities and customer experience have been modeled as first-order (0-order) or second-order constructs.	

**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>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

Name:	Shubhi Changani
Department, University & Country	Motilal Nehru National Institute of Technology, India