

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_112728
Title of the Manuscript:	The Effect of Social Media Communication on Purchase Intentions with Brand Equity and Brand Attitude as Mediator
Type of the Article	Original Research Article

PART 1: Review Comments

	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)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>Yes, the issue of social media communication is important in contemporary researches specially in brand equity & brand attitude studies</p> <p>Yes</p> <p>No, the significance of the study is not clear, purpose of the study is not stated clearly, the author does mention main conclusion which should contain what new contribution the study made as yes compared to the past studies done.</p> <p>Yes, Appropriate</p> <p>Yes</p> <p>Most of the references are beyond 2021 & 2020 and continued up to 2011. For a scientific article references should be as up to date as possible. So, I suggest to use recent references up to latest 2018 .</p> <p>The introduction of the study should include problem statement, reasons behind the study provided, Clarify a statement explaining that the research findings are different from previous studies and lastly significant/bce/contribution of the study.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The quality of the article in respect of languages is acceptable</p>	
<p>Optional/General comments</p>	<p>Not at all.</p>	

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

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Reviewer Details:

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