

**Review Form 1.7**

Journal Name:	<b>Asian Journal of Economics, Business and Accounting</b>
Manuscript Number:	<b>Ms_AJEBA_106315</b>
Title of the Manuscript:	<b>The Effects of Social Media Advertising on Consumers' Brand Loyalty: with Special Reference to the Apparel Retailers</b>
Type of the Article	

**PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>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)</b>
<p><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>First of all, I would like to thank you for the possibility of reviewing this interesting paper that I have read with great interest.</p> <p>The paper may have a clear interest associated to researchers from different scientific disciplines and, therefore, could have a notable repercussion in specialized scientific literature.</p> <p>Why is this study necessary? should make clear arguments to explain what the originality and value of the proposed model is. This should be stated in the final paragraphs of introduction and conclusion sections.</p> <p>Literature overview</p> <p>I would like to suggest the following references:</p> <p>Akram, U et al. (2021). Impact of digitalization on customers' well-being in the pandemic period: Challenges and opportunities for the retail industry. <i>International Journal of Environmental Research and Public Health</i>, 18(14), 7533.</p> <p>Fülöp, M. T., Topor, D. I., Ionescu, C. A., Cifuentes-Faura, J., &amp; Măgdaş, N. (2023). Ethical concerns associated with artificial intelligence in the accounting profession: a curse or a blessing?. <i>Journal of Business Economics and Management</i>, 24(2), 387-404.</p> <p>Fülöp, M. T., Topor, D. I., Căpuşeanu, S., Ionescu, C. A., &amp; Akram, U. (2023). Utilitarian and Hedonic Motivation in E-Commerce Online Purchasing Intentions. <i>Eastern European Economics</i>, 1-23.</p> <p>Method is well</p> <p>Research limitation I suggest to add it to the end of the research paper</p> <p>Results and discussion are well</p> <p>Conclusions: pleas add theoretical, managerial, and practical implications, limitation and further research. Some parts are included but must be extended.</p> <p>However, I hope that all these comments will serve the author to improve the quality of the paper. Finally, I hope that the comments will be understood positively by the authors of this interesting paper.</p> <p>Good luck!</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>		
<p><b>Optional/General</b> comments</p>		

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**PART 2:**

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

**Reviewer Details:**

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