Review Form 1.7

Journal Name:	**Asian Journal of Economics, Business and Accounting**
Manuscript Number:	**Ms_AJEBA_118341**
Title of the Manuscript:	**The influence of marketing stimulation and situational factors on impulse purchasing behavior of Vietnamese consumers**
Type of the Article	**Original Research**

General guideline for 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 guideline for Peer Review process, reviewers are requested to visit this link:

(https://www.journalajeba.com/index.php/AJEBA/editorial-policy)

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)*
Compulsory REVISION comments 1. **Is the manuscript important for scientific community?** (Please write few sentences on this manuscript) 2. **Is the title of the article suitable?** (If not please suggest an alternative title) 3. **Is the abstract of the article comprehensive?** 4. **Are subsections and structure of the manuscript appropriate?** 5. **Do you think the manuscript is scientifically correct?** 6. **Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.** **(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)**	**Yes of course. The research of purchasing behaviour is getting the major attentions pursuant to the dramatic changes in consumer income, preference, technological influence and the dynamism of demographic characteristics.** **The title is suitable. smart and clear.** **The abstract is not comprehensive and complete. It lacks the results and brief recommendations. It looks proposal and not claimed to be up to standard.** **Yes, with some reservation that requires major revision to pursue for publications.** **The references are not sufficient and recent The author/s need to consult new empirical and theoretical literatures that will help them/his/her to craft their/his/her research model, and methodology**	
Minor REVISION comments 1. **Is language/English quality of the article suitable for scholarly communications?**	The language needs quite revision. The coherence, flow of ideas and tenses were not sound Better revise before publications.	
Optional/General comments		

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

Reviewer Details:

Name:	**Assegid Ayele**
Department, University & Country	**Arba Minch University, Ethiopia**