

## Review Form 1.7

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_118341
Title of the Manuscript:	<b>The influence of marketing stimulation and situational factors on impulse purchasing behavior of Vietnamese consumers</b>
Type of the Article	<b>Research Article</b>

### **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.journalajebea.com/index.php/AJEBA/editorial-policy> )

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**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><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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes but LIMITATIOIN area should be shown separately</p> <p>No, Grammar mistakes are there</p> <p>Reference sections – Ok</p> <p>1. Page No.2 - At the same time, due to the rapid pace of work and life, consumers' perception of consumption and shopping styles also change, <b>meaning they are more likely to shop for pleasure and convenience.</b></p> <p>In this line there is no meaning in the RED marked area. Please check it.</p> <p>2. Page No.2 - More specifically, <b>there are only a few studies on consumers' emotional factors affecting impulsive shopping behavior</b> (Nguyen &amp; Ha, 2021; Pham et al., 2024; Tran, 2020).</p> <p>In this sentence please mention the years FROM WHICH YEAR TO WHICH YEAR? Because simply you have mentioned FEW STUDIES. So please be exact in number.</p> <p>3. Page No. 9 - scales used by曾浩 (2006), 贺威 (2007) (曾浩, 2006; 贺威, 2007);</p> <p>- Here I don't understand what you say..... All the people will not be knowing all the languages. So please come out with proper language.</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>No, MISTAKES Need to be corrected</p> <p>1. <b>Grammar Mistakes: For example: i) Nang, and ii) modeling, and .....</b></p> <p>Correction: i) Nang and ii) modeling and</p> <p>When you use the AND before this word No coma should come.</p> <p>Like this lot of mistakes are there. They are being highlighted in RED MARK and shown.</p> <p>2. Page No. 2 - you have mentioned <b>15th</b> BUT it should be 15<sup>th</sup></p>	

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	3. Page No.19. environment <b>and</b> . Journal of Retailing, 65(1), 40. - Here after and NO FULL STOP will come.	
<b><u>Optional/General</u></b> comments	Apart from these it is ok.	

**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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