

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	

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.journalajebo.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>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>The manuscript definitely adds value to the scientific community in the South Asia context but can definitely be improvised.</p> <p>Yes</p> <p>Author(s) are suggested to add the results they have obtained from the study in the abstract. We also generally try to avoid any citations in the abstract.</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>1. There are a lot of studies done on the impulsive buying behaviour of Vietnamese consumers. The gap this study is trying to fill is unclear. The author(s) are suggested to throw some light on the issue.</p> <p>2. It will be beneficial for the scientific community if the obtained results are compared to those of other South Asian countries.</p> <p>3. The previous research indicated results from three cities, and hence, only those have been considered here. The sample needs to be expanded beyond these cities, which is also mentioned as one of the limitations in the paper, but again, sticking back to the same cities does not make any sense.</p> <p>4. The sampling technique needs to be mentioned.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Grammatically correct manuscript.</p>	
<p>Optional/General comments</p>		

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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:

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