

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_118233
Title of the Manuscript:	ANALYSIS OF TWIN DATE SHOPEE ADVERTISING EFFECTIVENESS ON INSTAGRAM SOCIAL MEDIA ON PURCHASE DECISIONS FOR LOCAL BRAND PRODUCTS MODERATED BY BRAND AWARENESS (STUDY ON MALANG CITY STUDENTS)
Type of the Article	

Review Form 1.7

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><u>Compulsory</u> 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 seems to present interesting and relevant study on effectiveness of shopee's twin date advertising on Instagram and its influence with a focus on moderating role of brand awareness. This manuscript contributes valuable sights into the field of social media marketing and advertising effectiveness. Therefore, it holds significant importance for the scientific community and practitioners alike.</p> <p>The title of article is quite comprehensive, it reflects the essence of the study by highlighting the key variables (Shopee's advertising, purchase decisions, brand awareness, platform (Instagram), context (local brands) and demographic (Malang City students).</p> <p>The abstract maintains the essential information while enhancing readability and structure hence the article is comprehensive</p> <p>The structure of the manuscript is well-organized and follows a logical flow making it easy to follow and understand. Each section is clearly defined and contributes to the overall coherence of the study. But need some minor corrections: in Abstract remove the space before the period in "Study design : ." In Chapter 3 Methodology: Correct "SMATRPLS 3.0" to "SmartPLS 3.0" In Chapter 4 Results and discussion "Tab le 1" should be "Table 1" By addressing the minor suggestions above, the manuscript will be even more polished and ready for submission</p> <p>The manuscript appears to be scientifically correct in terms of methodology and analysis, if possible, the author can also provide a sample of questionnaire items which would add clarity in methodology.</p> <p>The references in manuscript appear to cover a comprehensive range of sources, including government reports, academic journals, and industry reports, which is commendable. The author should check for any early 2024 reports which can ensure the most up-to-date information.</p>	
<p><u>Minor</u> REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Yes</p>	
<p><u>Optional/General</u> comments</p>	<p>Nil</p>	

Review Form 1.7

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:

Name:	Dhanesh Subhash Patil
Department, University & Country	Kavayitri Bahinabai Chaudhari North Maharashtra University, India