

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	

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>Yes it is important for the company to know the effectiveness of their advertising on purchase decision</p> <p>No title is not appropriate, as the researcher has not mentioned anywhere about the contribution of social media advertising and its impact on purchase decision. The title should be, "Effectiveness of Advertising on Purchase Decision of Local Brand Products at Shopee Stores among Malang City Students"</p> <p>Yes, it is appropriate</p> <p>Yes, it is correct</p> <p>Yes</p>	yes
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	There is spelling mistakes, check the grammar of the paper.	
<p>Optional/General comments</p>	Paper is accepted with minimum correction	

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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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