

## 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	Descriptive quantitative research 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><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><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>1. Yes, it will help marketers to advertise their products more effectively utilizing sales promotions on particular dates as well.</p> <p>2. Title is too wordy, it can be "EFFECTIVENESS OF TWIN DATE SHOPEE ADVERTISING ON PURCHASE DECISIONS MODERATED BY BRAND AWARENESS: A STUDY ON STUDENTS OF MALANG CITY"</p> <p>3. Instead of place of study, give brief profile of respondents. Also in results, instead of quoting numbers, give details of results of hypothesis and in conclusion write brief conclusive remarks based upon outcome of study.</p> <p>4. Yes, but conclusion and future recommendations should also be added after discussion of the results.</p> <p>5. Yes.</p> <p>6. Yes. Add references and justify sample size of the study. How did the author use non-probability sampling? Give reasonable justification with reference as well.</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>Yes. However write and rephrase title of the research. Also results part of the abstract should be written appropriately.</p>	
<p><b>Optional/General</b> comments</p>	<p>Conclusion and future recommendations on the analysed results should be added. Overall the subject and written manuscript is aligned with the title. Add keywords related to twin date shopping as well.</p>	

### 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)
<p><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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