

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>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>Yes, The importance of studying the impact of social media on purchase decisions for local brand products lies in its potential to revolutionize marketing strategies and enhance business performance.</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Yes</p>	
<p>Optional/General comments</p>	<p>The impact of social media on purchase decisions for local brand products is essential for businesses aiming to stay competitive in today's dynamic market landscape. By comprehensively analyzing this relationship, companies can adapt their marketing strategies to better resonate with consumers online and drive tangible business outcomes. This paper fulfil the all these aspects</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>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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Reviewer Details:

Name:	V. Vetrivel
Department, University & Country	Vels Institute of Science, Technology and Advanced Studies, India