

ReviewForm 3

JournalName:	AsianJournalof Economics,BusinessandAccounting
ManuscriptNumber:	Ms_AJEBA_124142
TitleoftheManuscript:	FactoraffectingpurchaseintentiontowardssmartphonebrandofBangladeshiUniversitystudents:Amediationmodel
TypeoftheArticle	

PART1:ReviewComments

Compulsory REVISIONcomments	Reviewer's comment	Author's Feedback (Pleasecorrectthemanuscriptandhighlightthatpart in themanuscript.It ismandatorythatauthorsshouldwritehis/herfeedback here)
Pleasewriteafewsentencesregardingtheimportance ofthis manuscriptforthescientificcommunity.Whydo youlike (ordislike)thismanuscript?A minimumof3-4 sentencesmaybe requiredforthispart.	The topicis quitecommon.Pleaseaddthe problemstatementclearly. Productfeatureasa mediatoris generallymentionedsotheimpactis notclear.	
Isthetitleofthearticlesuitable? (Ifnotpleasesuggestanalternativetitle)	Notreally Addproductfeaturein thetitle	
Istheabstractofthearticlecomprehensive?Do you suggesttheaddition(ordelation)ofsomepointsin this section?Pleasewriteyoursuggestionshere.	Abstract - Thereareseveralothervariablesmentionedintheabstract,buttheauthoronly emphasised 'brand'. Similarly, itisinthetitle. - Whattypesofanalysis? - "purchaseintentiontowardssmartphonebrand'- whatdoyoumean?	
Are subsectionsand structureofthemanuscript appropriate?	Acceptable	
Pleasewriteafewsentencesregardingthescientific correctnessofthismanuscript.Whydo youthinkthat this manuscriptis scientificallyrobustandtechnically sound?A minimumof3-4sentencesmayberequired forthispart.	Introduction - Researchquestion:Why'your study' &writeand - TheDVisbehaviourorintention?PleasecheckRQ3. - RQis not consistentwithobjectives. Literaturereview - Mostoftheliteratureisoutdated.Shouldbefive yearsback. - Isthereanytheoreticalframeworkthat cansupportthis study? Methodology - Thepopulationis universitystudents,so how werethe sampleschosen?I don'tthinkit isa purposive sampling - Howwastheinstrumentdeveloped? Discussion - Comparethe findingswithmorerecentliterature.	
Arethereferencesufficientandrecent?If youhave suggestionsofadditionalreferences,pleasemention themin thereviewform.	Quiteoutdatedliterature.Add morecurrentone(2020-2024)	

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Minor REVISION comments Is the language/English quality of the articles suitable for scholarly communications?	Acceptable	
Optional/General comments	As mentioned above	

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>	

Reviewer Details:

Name:	Elistina Abu Bakar
Department, University & Country	Universiti Putra Malaysia, Malaysia