

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_124142
Title of the Manuscript:	Factor affecting purchase intention towards smartphone brand of Bangladeshi University students: A mediation model
Type of the Article	

Review Form 3

PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.</p>	<p>This manuscript is important for the scientific community because it sheds light on the unique consumer behavior patterns of university students in an emerging market, specifically Bangladesh, which has not been extensively studied. It provides a nuanced understanding of how product features mediate the influence of brand image and price on purchase intentions, contributing to the broader knowledge of mediation effects in consumer decision-making. I appreciate the manuscript's focused research approach, its use of robust statistical methods, and its practical relevance for marketers targeting young consumers in similar contexts. The findings are both timely and significant, offering new insights that can enhance strategic marketing efforts in rapidly growing</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The current title, "Factors Affecting Purchase Intention Towards Smartphone Brands Among Bangladeshi University Students: A Mediation Model," is generally suitable as it clearly reflects the study's focus on the factors influencing purchase intention and the use of a mediation model. However, a slightly refined version could enhance clarity and impact: Suggested Alternative Title: "Exploring the Mediating Role of Product Features in Smartphone Purchase Intentions Among Bangladeshi University Students"</p>	
<p>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</p>	<p>The abstract is fairly comprehensive but would benefit from a clearer structure, such as sections for Background, Objective, Methodology, Results, and Implications. Adding specific details about the sample, analytical methods, and key findings while removing redundancies will enhance clarity and provide a more concise overview of the study's contributions.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The subsections and overall structure of the manuscript are generally appropriate, but some improvements could be made for clarity and flow. The literature review would benefit from a clearer separation between discussion and hypothesis statements, and the methodology section should provide more details on the sampling technique and data analysis methods. Additionally, consider adding more visual aids (e.g., charts, graphs) in the results section to enhance data presentation.</p>	
<p>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</p>	<p>The manuscript is scientifically robust and technically sound, employing an appropriate mediation model and Structural Equation Modeling (SEM) to analyze the relationships between key variables. The research design, data analysis, and adherence to established scientific methods ensure reliable and valid results. The findings are well-supported by data, contributing valuable insights to consumer behavior studies.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. :</p>	<p>The references are generally sufficient, but more recent studies, particularly from the last 3-5 years, should be included to provide an updated perspective on consumer behavior in emerging markets. Adding current literature on mediation models and consumer decision-making in similar contexts would enhance the study's theoretical foundation and relevance.</p>	
<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The language and English quality of the article are mostly suitable for scholarly communication, but there are some minor grammatical errors and typographical mistakes that need correction. A thorough proofreading is recommended to ensure clarity, coherence, and adherence to academic writing standards.</p>	
<p>Optional/General comments</p>		

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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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