

ReviewForm3

JournalName:	AsianJournalofLanguage.LiteratureandCultureStudies
ManuscriptNumber:	Ms_AJL2C_124618
TitleoftheManuscript:	INFLUENCEOFBRANDINGONUNIVERSITIESUNDERGRADUATESTUDENTSBUYINGCULTUREINENUGUSTATE
TypeoftheArticle	JournalArticle

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PART1:ReviewComments

Compulsory REVISIONcomments	Reviewer's comment	Author's Feedback(<i>Please correct the manuscript and highlight that part in the manuscript. It is mandatory that a author should write his/her feedback here</i>)
<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>The manuscript is important to the community since it will contribute to the body of knowledge particularly on the influence of branding on loyalty to specific brand products, willingness to pay premium prices on a product and attitude towards specific product. The findings will help manufacturers to maintain their reputation in order to attract more customers, retain them hence increase customer loyalty. In addition, the findings from this manuscript will help the manufacturer to improve their brands continuously so that to enhance positive attitude to their customers towards their products.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>Yes</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 not compressive. The specific objectives of the study are missing. The independent variables in the specific objectives guides the reader to understand the scope of the study.</p> <p>This sentence that reads "three questions and three hypotheses should be deleted"</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>Some sections are missing</p> <ol style="list-style-type: none"> 1. Empirical Literature 2. Methodology 	
<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>Since it didn't provide a comprehensive review of the existing literature by identifying the gaps that the research aims to fill and situating the study within the broader academic discussion. Also, most of the references are outdated. In addition, the methodology section is missing therefore it's hard to understand the issues of validity, reliability etc.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p> <p>-</p>	<p>Most of the references are outdated. Out of 12 references only one reference by Solomon, S (2022) is current. So, add more current literature.</p>	
<p>MinorREVISIONcomments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The manuscript needs a proofreader since it has a number of typos and grammatical errors</p>	
<p>Optional/Generalcomments</p>	<p>The manuscript is publishable and has original contribution to the body of knowledge</p>	

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PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

Name:	Blandina Kisawike
Department, University & Country	University of Iringa, Tanzania