

Review Form 3

Journal Name:	Asian Journal of Language, Literature and Culture Studies
Manuscript Number:	Ms_AJL2C_124618
Title of the Manuscript:	INFLUENCE OF BRANDING ON UNIVERSITIES UNDERGRADUATE STUDENTS BUYING CULTURE IN ENUGU STATE
Type of the Article	

PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
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.	The topic of branding is a new and interesting topic, especially with the digital transformations in commerce and education.	
Is the title of the article suitable? (If not please suggest an alternative title)	Appropriate and wonderful.	
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.	The summary includes all the elements, but it is long and needs to be shortened. AND The keywords are repeated use of the words (brand, university students) in the title	
Are subsections and structure of the manuscript appropriate?	Acceptable to some extent, it is possible to re-divide and arrange according to the notes in the study file.	
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.	The results are acceptable to some extent and need to be reviewed in the methods used and some values. The interpretation and discussion of the results were done within narrow limits, so we recommend expanding the discussion and interpreting the results better.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Insufficient and out of date Some recent references have been suggested that can be used.	
Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Fairly acceptable with some grammatical errors, we recommend re-proofreading. Technical formatting, punctuation, line spacing and spaces need adjustment	
Optional/General comments	Re-formatting with numbering of main and sub-headings. Adding a theoretical framework that addresses the study variables and previous studies within the limits of what is possible.	

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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:

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