

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	Research Article

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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 study examines how branding influences consumer behavior among Enugu State undergraduate students. This article discusses an important topic: brand loyalty among youthful consumers. The study of gender differences contributes to our understanding of consumer behavior and branding. Despite the extensive study and well-organized manner, I'd want to see more data on the long-term consequences of branding on customer behavior.</p> <p>The study is carried out in Enugu State, however the context of this geographical area is not provided. How might cultural, economic, or social factors in Enugu affect the outcome? Make a clear problem statement. Why is branding so important for students in Enugu? The rationale for focusing on Enugu State requires further explanation. Are there any distinct branding methods or cultural behaviors?</p> <p>The study of branding is broad and has no direct relevance to the situation of students. Include newer studies on branding and customer behavior, mainly those involving student demographics. Explain how branding has a special effect on Enugu kids. How does the research gap affect theoretical contributions or practical applications? Explain why knowing branding's impact on male and female students is critical for marketers and institutions in the area. What value will the findings add to existing research?</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The existing title is practical but needs more clarification. "Impact of Branding on Undergraduate Students' Purchasing Behavior in Enugu State, Nigeria" can be a more concise title.</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>Incorporate exact data, statistical significance, and major conclusions into the abstract. The statement "to determine the influence of branding on universities undergraduate students buying culture" is not significant. It would be more powerful to explain which aspects of branding (such as brand loyalty, willingness to pay a premium, and attitudes) were studied. A clearer goal would make the abstract more compelling. The abstract states that there were "over 50,000 respondents," but does not define which portion of the population this number pertains to. Additionally, it is preferable to round the sample size consistently throughout the manuscript. The wording "24-item structured questionnaires of three clusters" is vague and lacks definition. It should specify the clusters (such as brand loyalty, willingness to pay greater costs and attitudes). The recommendation is relevant, however it lacks specifics. The conclusion simply describes the findings.</p> <p>The keywords, such as "Undergraduate Students" and "Buying Culture," are too broad. Consider using specific branding and consumer behavior terms, like "Consumer Loyalty," "Brand Attitudes," or "Premium Pricing."</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The subsections and structure are well arranged. Sections, such as the methodology, might give more information on data collection techniques to improve clarity and transparency.</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 looks to be scientifically robust and technically sound. The study's questions are well-suited to a descriptive survey approach. The statistical analysis, which includes the t-test, is successfully carried out, ensuring the validity of the findings. The Cronbach alpha rating of 0.78 improves the tool's reliability and increases the trustworthiness of the records.</p> <p>The description of the research design is too broad. Clearly distinguish between the independent and dependent variables. Also, clearly define the role of gender as a moderating variable. How will it be evaluated for moderation? Provide more specific</p>	

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	<p>details on the statistical tools. Describe how students at public and private universities might differ. Also describes how aspects such as socioeconomic status were taken into account.</p> <p>The section lacks information about how the data collection process ensures consistency and accuracy. Provide more information on how the questionnaires were distributed and monitored to prevent bias or misinterpretation. Some of the tables are unclear, and the results are presented in a somewhat repetitive manner. Focus on the essential findings to properly summarize the results and explain the practical importance. Justify why the findings are significant for businesses and institutions. The research asserts that gender is a moderating factor, but the investigation of gender differences is lacking. Only basic t-tests were used, but more complex studies could provide greater insight into how gender affects brand views. Discuss in greater detail how the findings affect branding tactics in educational institutions or manufacturing businesses.</p> <p>The findings are presented but not explained in terms of study topics and hypotheses. While current research is acknowledged, there is little comparison between the conclusions of this study and previous findings. The paragraph structure can be changed to effectively summarize the findings. Each of the three primary findings (loyalty, willingness to pay, and attitudes) might be investigated in greater detail.</p> <p>Discuss the study's weaknesses and how future studies could overcome them. The practical consequences for corporations and educational institutions may be highlighted more clearly in the article. What should manufacturers and marketers learn from this study in terms of branding strategies?</p> <p>The conclusion might be enhanced by deep discussion, critically examining the findings, expanding on the implications, refining the conclusion, and making more practical recommendations.</p> <p>The recommendations may be more actionable and targeted. Additional recommendations based on the findings would improve the study.</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 sources are out of date, the author should include more new studies on branding, consumer behavior, and gender inequities, particularly in Nigeria and related markets.</p>	
<p><u>Minor</u> REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>There are a few grammatical problems in the manuscript. Proofread the paper thoroughly for language, punctuation, and clarity errors.</p>	
<p><u>Optional/General</u> comments</p>		

PART 2:

	<p>Reviewer's comment</p>	<p>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>
<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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