

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	Quantitative research work

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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)
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 manuscript will contribute to better understanding of buying culture of the undergraduate students if suggested amendments are implemented. More so, it is important to scientific community because it focus on the current issues among students. I like this manuscript because it aims toward addressing current issue. I also like it attempts to add more value to better understanding of product brand influence on buying culture. I dislike this manuscript because it lacks methodology merits I dislike this manuscript because the objectives are not clearly stated Results are not clearly stated	
Is the title of the article suitable? (If not please suggest an alternative title)	No, this title is suggested: The Influence of product(s) branding on buying culture among undergraduate students in Enugu State.	
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 abstract is comprehensive with little adjustment. It addresses background, methodology, results, recommendations and conclusion. I suggest word counts in the abstract. Results of the study as stated in the abstract is not ambiguous and needed more clarification	
Are subsections and structure of the manuscript appropriate?	Yes, but the following are needed under method: Procedure for data collection. Statistical tools or Statistics for Data analysis. Inclusion and exclusion criteria. How you measure "branding" in this study is not clear. The scale used to measure branding including items is not clearly mentioned.	
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.	This manuscript is achievable, scientifically robust and technically sound because of the following reasons: It uses scientific approach in participants' selection. It applies scientific method to address the set objectives. The results emanated contributes to better understanding gender differences in buying culture	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. :	References are not sufficient, therefore, more recent references are needed. The following articles are suggested: Suparwi, Suparwi., Syarifatul, Fitriyani. (2020). Pengaruh Product Knowledge, Brand Image, dan Brand Ambassador Terhadap Keputusan Pembelian Top White Coffe Mahasiswa FEBI IAIN Kudus 2016-2017. 8(2):253-272. doi: 10.21043/BISNIS.V8I2.8764 Anastasia, Novgorodtseva., Olga, Tomyuk., Margarita, A., Dyachkova., Maria, P., Piankova. (2020). 17. Online marketplace: student consumer strategies. doi: 10.46224/ECOC.2020.4.5 Sohaib, Zafar., Atif, Aziz., Muhammad, Hainf. (2020). 19. Young Consumer Green Purchase Behavior. doi: 10.46281/IJMRI.V4I1.493	

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Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Yes	
Optional/General comments	<p>The introduction aspect of the manuscript is adequate. Little relevant literature is needed. The objectives of this study is not clearly stated. More clarification is needed in the instruments or scales used. E.g the manuscript did not clearly specify how branding is measured as independent variable in this study. Clearly states the statistical tools for data analysis. Results of this study is "mean comparison" through independent t-test, therefore the interpretation should be based on comparison not "influence". The manuscript talked about "moderation role of gender" which is not part of the objectives of this study. Discussion is expected to address the hypotheses, research questions and objectives of this study. Recommendations are expected to be based on this article findings, please adjust this. Your research gap(s) is not clearly stated.</p>	

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:

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