

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 usage of the topic and its implications should be shown clearly.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title is fine.	
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.	Abstract is fine, but it should explain things more clearly. Things should be more clearly in the abstract. The methodology should be more explicitly given.	
Are subsections and structure of the manuscript appropriate?	Structure should be more clear. Limitations and scope for further research should be clearly given. There should be some linkage between hypothesis and results. Results should be more clearly given in tabular form. Results should be given in tabular form showing the test used, and the criteria for using a particular test.	
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 manuscript is scientifically sound since it addresses the problem using correct methods of collection of data. The methodology is fine though it can be explained more clearly. Usage of various tests of significance can be more elaborately explained. Various tests of significance can be explained more elaborately.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	More latest studies should be added in the literature review. More recent studies should be added in the literature review.	

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Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	The communication is fine. At some places, there are grammatical mistakes, which should be corrected. Overall the language and communication is fine. There are few grammatical mistakes which should be removed.	
Optional/General comments	Overall, the paper has to go through minor revision. The managerial implications of the paper should come out more clearly. Limitations and scope for further research should be clearly given. The paper should include managerial implications more clearly. Limitations and scope for further research should be clearly given.	

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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