

Review Form 1.6

Journal Name:	Asian Journal of Advanced Research and Reports
Manuscript Number:	Ms_AJARR_86239
Title of the Manuscript:	When the Digital Media do the Magic of Effective Advertising of Health Supplements in Owerri Metropolis
Type of the Article	

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajarr.com/index.php/AJARR/editorial-policy>)

PART 1: Review Comments

	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)
Compulsory REVISION comments	<ul style="list-style-type: none">In the abstract, the researcher needs to add the results of the three research questions.The sentence "Finding revealed that at an average of (N=356) 66.3% digital media have been effective in the advertisement of health supplements in Owerri metropolis." in the abstract is not clear suggested to be replaced by "Finding revealed that at an average of 66.3% respondents confirmed that digital media have been effective in the advertisement of health supplements in Owerri metropolis." And to check the percentage of 66.3% if it is correct or not, as the percentage mentioned in Table 1. Is 69.3%.In the research methodology, the researcher needs to explain that the number of responses is 356 out of 384 and to clarify if this size is still suitable for the research or not, as he mentioned in the beginning that the sample size should be 384.Add recommendations on how to overcome the challenges that hinder the acceptance and patronage of these supplements in Owerri Metropolis despite the digital media advertisement in the recommendation	
Minor REVISION comments	To clarify the different types of digital media platforms used to promote sales of health supplements.	
Optional/General comments		

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?	(If yes, Kindly please write down the ethical issues here in details)	

Reviewer Details:

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