

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_89063
Title of the Manuscript:	Do Brand Community Pages Matter For Consumer Attitude? Evidence From Youth of Hyderabad, Pakistan.
Type of the Article	Original Research 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.journalajebo.com/index.php/AJEBA/editorial-policy>)

PART 1: Review Comments

	Reviewer's comment	Author's comment
Compulsory REVISION comments	1-Numbering of the research parts should be revised And corrected. 2-Both background part and emergence of social media platforms Part should be merged in one part under the title introduction. 3-Both literature review part and research gap part should be inserted after Operational definitions part and before research problem part. 4-Research purpose in methodology part should be removed because it is repetitive Under the title Research objective.	
Minor REVISION comments	5- literature review title should be renamed as literature review and hypotheses development. 6- Research methodology for data analysis title should be changed to become Research statistical analyses. 7- Discussion on results title should be changed to become Discussion of results. 8- Tables of reliability analysis and regression analysis should be inserted within or inside the research body and removed from Appendix part and the researcher should give comments for them. 9- Researcher should add items of questionnaire used in the appendix part. 10- Researcher should add another definitions in part of operational definitions according to the literature (if it is possible).	
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)	

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Reviewer Details:

Name:	Mohamed Ali Barakat Ali
Department, University & Country	Ain Shams University, Egypt