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| Book Name: | **Information Management and Technology** |
| Manuscript Number: | **Ms\_BPR\_3347.8** |
| Title of the Manuscript: | **THE EFFECT OF EMOJI DIGITAL MARKETING USAGE AND DEMOGRAPHICAL FACTORS ON GENERATION Z’S PURCHASE INTENTION** |
| Type of the Article | **Book Chapter** |

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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.** | **This manuscript is significant for the scientific community as it deepens our understanding of digital marketing strategies tailored for Generation Z, specifically through the use of emojis in establishing positive consumer attitudes and purchase intentions. By focusing on the African context, the study adds valuable insights into an understudied demographic and geographic area, addressing a gap in existing literature. The research reinforces the utility of emojis as an engaging and relatable tool in digital marketing, providing actionable insights for brands aiming to strengthen their appeal with younger audiences. The comprehensive analysis of demographic and usage factors makes it a well-rounded contribution, though further exploration into other age groups or qualitative dimensions could enhance its impact.** |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **A refined version could be: "Impact of Emoji Digital Marketing and Demographic Factors on Generation Z’s Purchase Intention." This retains the original meaning while improving clarity and conciseness. Overall, the title is suitable, but minor adjustments could enhance its effectiveness.** |  |
| 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 of the article could be improved by clearly stating its purpose, focusing on the impact of emoji digital marketing on Generation Z's purchase intention through perceived ease of use (PEU) and perceived usefulness (PU). Including details about the research methodology, such as participant numbers and analytical techniques, would enhance its rigor. Additionally, summarizing key findings with specific statistics and discussing practical implications for marketers would provide a clearer picture of the study's significance. Lastly, mentioning any limitations briefly could offer a more balanced view. These enhancements would make the abstract more comprehensive and informative.** |  |
| **Are subsections and structure of the manuscript appropriate?** | **The manuscript's subsections and structure are appropriate, following a logical progression that facilitates understanding. Key sections such as findings, discussion, conclusions, recommendations, limitations, and future research are clearly defined, effectively presenting the study's components. Each subsection addresses specific aspects, enhancing clarity. However, ensuring that titles are concise and directly related to the content can further improve readability. Overall, the structure effectively supports the presentation of the research.** |  |
| **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 robust due to its clear methodology and thorough data analysis, employing established frameworks like the Technology Acceptance Model (TAM). The use of confirmatory factor analysis and linear regression supports the hypotheses effectively. Additionally, the findings align well with existing literature, providing valuable insights into digital marketing strategies for Generation Z. Overall, the systematic approach enhances the study's credibility and relevance.** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.**  **-** | **The references in the manuscript are generally sufficient and cover relevant studies that support the research findings. However, to enhance the manuscript's robustness, it could benefit from including more recent sources to capture the latest trends in emoji digital marketing and Generation Z behavior. Additional references focusing on the impact of social media marketing strategies on Generation Z’s purchasing behavior, the evolving use of emojis in digital communication, and consumer behavior changes due to the COVID-19 pandemic could provide valuable insights and strengthen the literature review. Incorporating these sources would enhance the manuscript's contextual relevance and academic rigor.** |  |
| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? | The language and English quality of the article are mostly suitable for scholarly communication. The writing is generally clear and conveys the research objectives and findings effectively. However, some phrasing could be more concise, and minor grammatical errors are present. A thorough proofreading could improve readability and enhance the manuscript's overall quality for academic publication. |  |
| Optional/General comments |  |  |

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| **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: | **Aqsa Iram Shahazadi** |
| Department, University & Country | **Bahauddin Zakariya University, Pakistan** |