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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 explores a relevant and under-researched topic: the influence of emoji digital marketing (EDM) on Generation Z's purchase intention (PI). The research design and proposed methods seem appropriate.  This manuscript has the potential to be a valuable contribution to the field of marketing and consumer behavior for a few reasons. First, it explores the under-researched topic of emoji digital marketing (EDM) and its influence on Generation Z's purchase intention (PI). Second, it uses a sound research design with the Technology Acceptance Model (TAM) as a foundation to investigate perceived usefulness (PU) and ease of use (PEU) of EDM. Understanding how EDM affects Gen Z can inform marketing strategies to better engage this demographic |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | The title accurately reflects the research topic. An alternative title could be "The Impact of Emoji Digital Marketing on Generation Z's Purchase Decisions" which emphasizes the outcome (purchase decisions) |  |
| 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 provides a good overview of the research topic, but it could be strengthened by:   * Briefly mentioning the Technology Acceptance Model (TAM) used in the study. * Highlighting the research gaps the study addresses (e.g., limited research on EDM in South Africa). * Adding a sentence about the findings (e.g., The study finds that perceived usefulness and ease of use of EDM positively influence PI). |  |
| **Are subsections and structure of the manuscript appropriate?** | The structure seems logical, with separate sections for introduction, literature review, hypothesis development, methodology, and so on. |  |
| **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 outlines a sound research design. Here are some strengths:   * Justification for using the TAM model to study EDM's influence on PI. * Clear research objectives to explore the impact of PU, PEU, demographic factors, and usage factors on PI. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | The references seems to be sufficient. |  |
| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? | The language is clear and suitable for scholarly communication. |  |
| 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: | **Ayush GK** |
| Department, University & Country | **St Aloysius (Deemed to be University), India** |