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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.** | **The article presents an interesting idea but lacks the necessary clarity. It does not specify the product category or industry considered, which is essential for context. Additionally, the TAM model includes a construct called 'actual use,' which the article does not address. An explanation for its exclusion would enhance understanding. Given that the TAM model is extensively researched, it would have been beneficial for the authors to apply structural equation modeling in their analysis, as this approach could provide a more comprehensive understanding of the model's effects** |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | **Yes it is suitable** |  |
| 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. | **Yes it is comphrenesive** |  |
| **Are subsections and structure of the manuscript appropriate?** | **Yes**  |  |
| **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.** | **This manuscript is scientifically sound and technically strong because it effectively uses the Technological Acceptance Model (TAM) to study how emoji-based digital marketing (EDM) impacts Generation Z's buying intentions in South Africa. By focusing on key factors like perceived usefulness (PU) and ease of use (PEU), it connects well with established theories on user behavior. The study uses a well-designed survey and reliable statistical methods, including factor analysis and regression, to analyze data from a large sample. This careful approach makes the findings credible and relevant to digital marketing research.** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | **Yes it is sufficient** |  |
| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? | The language quality of the article is mostly suitable for scholarly communication, with a formal and academic tone. However, some sentences are complex and could be simplified for better clarity. Making the language more concise and direct would improve readability and help a wider academic audience understand the work easily. |  |
| 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: | **Jitha G Nair** |
| Department, University & Country | **Albertian Institute of Management, India** |