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| Book Name: | **Information Management and Technology** |
| Manuscript Number: | **Ms\_BPR\_3347.9** |
| Title of the Manuscript:  | **THE EFFECT OF GOOGLE SHOPPING ADS USAGE AND DEMOGRAPHICAL VARIABLES ON MILLENNIALS AND GENERATION Z’S PURCHASE INTENT** |
| 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 pertinent to the scientific community as it examines the influence of Google Shopping Ads on purchase intent, brand recognition and trust, particularly among Millennials and Generation Z. This research offers significant information that can assist marketers in optimizing search engine advertising tactics, considering the predominance of digital marketing and the distinct consumer behaviour of younger generations. I commend the manuscripts explicit delineation of the correlation between customer trust and buy intent within a digital framework, addressing a deficiency in contemporary markeing research. The application of quantitative analysis enhances its conclusions, rendering it a reliable resource for comprehending the influence fo search advertisements on customer behaviour. |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | The current title is informative but can be redefined for clarity and impact as **“Influence of Google Shopping Ads and Demographic Factors on Purchase Intent Among Millennials and Gen Z”** |  |
| 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. | I suggest the following minor additions, 1) in the study it was mentioned that the study was conducted in south Africa, the same can be included in abstract as well.2) can include a short sentence on how marketers can apply these findings to optimize Google Shopping Ads for young consumers would make the abstract more actionable. |  |
| **Are subsections and structure of the manuscript appropriate?** | Yes, the manuscript subsections and structure are generally appropriate and logically organized. It follows a clear academic format with an introduction, literature review, methodology, results, discussions and conclusions which is suitable for conveying the study’s purpose, findings and significance. |  |
| **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 work is scientifically rigorous and technically proficient, especially because to tis thorough quantitative methodology and data analysis. The use of considerable sample size (1,667 respondents) augments the dependabiligy of the findings and offers a representative insight into the attitudes of Millennials and Generation Z to Google shoppings Ads. Moreover, the text use proven constructs to measure factors such as brand awareness, trust and purchase intent, hence enhancing the consistency and legitimacy of the findings. Moreover, sophisticated statistical methodologies such as CFA and regression models are employed adeptly, guaranteeing that the interrelations among variables are scrutinised with accuracy and statistical integrity. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | The references in this work are adequate and encompass recent sources from 2020 to 2024.  |  |
| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? | The article language quality is appropriate exhibiting a distinct academic tone and structure. |  |
| Optional/General comments | In summary, this manuscript is providing valuable insights into the influence of Google Shopping Ads in purchase intent, brand awareness and trust of younger consumers. This study is valuable resource for both academic researchers and marketing practitioners due to its analysis and strong methodology. Enhancing the abstract by incorporating a few minor modifications would substantially increase its effectiveness. No, there is no ethical issues found in this manuscript. |  |

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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: | **Manju Priya.R** |
| Department, University & Country | **Jain(Deemed-to-be Uniersity), India** |