

Paper: “Factors Shapping the Adoption of Mobile Marketing in Rural Areas of Tanzania: The Case of South Region in Unguja”

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Peer review:

Reviewer 1: Milan Radošević
Faculty Of Technical Sciences, Novi Sad, Serbia

Reviewer 2: Negou Ernest
University of Buea, Cameroon

Reviewer 3: Róbert Szűcs
University of Debrecen, Hungary

Reviewer G:
Recommendation: Revisions Required

The TITLE is clear and it is adequate to the content of the article.

The title of the paper is good and clearly points out the issues.

The ABSTRACT clearly presents objects, methods, and results.

The abstract provides a detailed overview of the research object, methods, and results. It is recommended to include the number of participants in the abstract when describing the method.

There are a few grammatical errors and spelling mistakes in this article.

There are needs to improve the clarity and grammatical correctness of the text.

The study METHODS are explained clearly.

The research method is well explained.

The body of the paper is clear and does not contain errors.

The body of the paper is clear, but it does not contain a conclusion; instead, it is presented through the discussion, implications, and limitations.

The CONCLUSION or summary is accurate and supported by the content.

Although the paper has a defined discussion, implications, and limitations, it is recommended to present the impact of the obtained results along with their implications and limitations in the CONCLUSION section.

The list of REFERENCES is comprehensive and appropriate.

The list of REFERENCES is comprehensive and appropriate

Please rate the TITLE of this paper.

[Poor] 1-5 [Excellent]

5

Please rate the ABSTRACT of this paper.

[Poor] **1-5** [Excellent]

4

Please rate the LANGUAGE of this paper.

[Poor] **1-5** [Excellent]

4

Please rate the METHODS of this paper.

[Poor] **1-5** [Excellent]

5

Please rate the BODY of this paper.

[Poor] **1-5** [Excellent]

4

Please rate the CONCLUSION of this paper.

[Poor] **1-5** [Excellent]

3

Please rate the REFERENCES of this paper.

[Poor] **1-5** [Excellent]

5

Overall Recommendation!!!

Accepted, minor revision needed

Comments and Suggestions to the Author(s):

The paper is well-structured with an interesting approach to the topic. I support and encourage the authors to make minor adjustments to the paper.

Reviewer H:
Recommendation: Revisions Required

The TITLE is clear and it is adequate to the content of the article.

I suggest the following title: Factors shaping the adoption of mobile phones in rural areas of Tanzania. Case of South Region in Unguja.

The ABSTRACT clearly presents objects, methods, and results.

It is clear.

There are a few grammatical errors and spelling mistakes in this article.

There are some errors that need to be corrected. see the attachment.

The study METHODS are explained clearly.

The population, target population are not mentioned as well as their characteristics. The method and instrument of data analysis are not mentioned.

The body of the paper is clear and does not contain errors.

There is inconsistency with in-text citations. see attachment.
No explanation of the concept mobile marketing.

The CONCLUSION or summary is accurate and supported by the content.

The recommendations are lacking.

The list of REFERENCES is comprehensive and appropriate.

Ok.

Please rate the TITLE of this paper.

[Poor] **1-5** [Excellent]

2

Please rate the ABSTRACT of this paper.

[Poor] **1-5** [Excellent]

3

Please rate the LANGUAGE of this paper.

[Poor] **1-5** [Excellent]

3

Please rate the METHODS of this paper.

[Poor] **1-5** [Excellent]

3

Please rate the BODY of this paper.

[Poor] **1-5** [Excellent]

3

Please rate the CONCLUSION of this paper.

[Poor] **1-5** [Excellent]

3

Please rate the REFERENCES of this paper.

[Poor] **1-5** [Excellent]

Overall Recommendation!!!

Accepted, minor revision needed

Comments and Suggestions to the Author(s):

The concept mobile marketing is not developed. The methodology needs to be adjusted. Corrections need to be made in the text. In-text citations need to be reviewed. Add recommendations to conclusion.

Reviewer M:

Recommendation: Accept Submission

The TITLE is clear and it is adequate to the content of the article.

The title accurately reflects the content of the paper and clearly conveys the main topic of the article, which is exploring consumers' intention to adopt mobile marketing in rural areas (south region in Unguja).

The ABSTRACT clearly presents objects, methods, and results.

The abstract provides a clear overview of the paper's objectives, methods, and results. It briefly summarizes the key points of the paper and effectively conveys the importance of the research.

There are a few grammatical errors and spelling mistakes in this article.

The paper is well-written and there are only a few minor grammatical errors and spelling mistakes throughout the article.

The study METHODS are explained clearly.

The study methods are clearly explained, including the search strategy used to identify relevant studies, the inclusion and exclusion criteria, and the data extraction process. The methods used are appropriate for a systematic review and the author provides a detailed description of the process used to identify and select studies for

inclusion. The sample could be bigger and better, but the author comments on this in the limitations section. This is good exploratory research.

The body of the paper is clear and does not contain errors.

The results of the systematic review are clearly presented and well-supported by the studies included in the review. The author provides a thorough analysis of the findings, including a discussion of the limitations of the studies included in the review.

The CONCLUSION or summary is accurate and supported by the content.

The conclusions are well-supported by the content of the paper and effectively summarize the key findings. The authors offer insightful recommendations for models and practice based on their research. The work is complete, of good quality, and interesting.

The list of REFERENCES is comprehensive and appropriate.

The references are comprehensive and appropriately cited throughout the paper. The authors draw on a wide range of sources to support their arguments and provide a comprehensive review of the existing literature on the topic.

Please rate the TITLE of this paper.

[Poor] 1-5 [Excellent]

5

Please rate the ABSTRACT of this paper.

[Poor] 1-5 [Excellent]

5

Please rate the LANGUAGE of this paper.

[Poor] 1-5 [Excellent]

5

Please rate the METHODS of this paper.

[Poor] 1-5 [Excellent]

4

Please rate the BODY of this paper.

[Poor] **1-5** [Excellent]

5

Please rate the CONCLUSION of this paper.

[Poor] **1-5** [Excellent]

5

Please rate the REFERENCES of this paper.

[Poor] **1-5** [Excellent]

5

Overall Recommendation!!!

Accepted, no revision needed

Comments and Suggestions to the Author(s):
