**Title: Journal of Marketing Advances Template (Arial, Font 16 points, Bold, Align Text Left, Line and Paragraph Spacing-1)**

*First Author1, Second Author2 and Third Author3 (Arial, 12 points, Italic, Align Text Left)*

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| **ABSTRACT** This paper template is the copyright of Sarawak Research Society. Here are the formatting guidelines for the papers of Journal of Marketing Advances. You should use the following guidelines for the preparation of your manuscript. Papers not meeting these requirements may not be accepted. Please make sure to have your manuscript written in grammatically correct English and free of all spelling and typing errors. This Microsoft-Word document can be used as a template. The abstract should not exceed 150 words. (Times New Roman, 12 points, Justified, Line and Paragraph Spacing-1)*Keywords: Six to ten keywords are provided here; … (Times New Roman, 12 points, Italic)* |

**INTRODUCTION**

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This is the second paragraph. The following sections should be separated by main headings, secondary headings, and sub-heading under secondary headings. Main headings should be in CAPITAL LETTERS, Times New Roman, 12 points, Bold, Align Text Left, Line and Paragraph Spacing-1. Secondary headings should be Capitalized Each Word, Times New Roman, 12 points, Bold, Align Text Left, Line and Paragraph Spacing-1. The sub-heading under secondary headings should be Capitalized Each Word, Times New Roman, 12 points, Bold, Italic, Align Text Left, Line and Paragraph Spacing-1. Leave 2 lines with Line and Paragraph Spacing-1 between the previous section and the main headings. Leave 1 line with Line and Paragraph Spacing-1 between the previous section and the secondary headings and sub-headings.

**LITERATURE REVIEW**

This is where your main text is. This is the first paragraph.

**Secondary Heading**

This is the first paragraph under the secondary heading.

***Sub-heading under Secondary Heading***

This is the first paragraph under the sub-heading.

**H1:** *This is how hypothesis is written when necessary* *(Times New Roman, 12 points, Italic)*.

**RESEARCH METHOD**

This is where your main text is. This is the first paragraph.

This is the second paragraph.

**Secondary Heading**

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All tables should be numbered with Arabic numerals (e.g. Table 1; Table 2; ….). The table headings should be placed above the tables with 11 points, Times New Roman, Centered, Line and Paragraph Spacing-1. The table content should be 11 points, Times New Roman, Line and Paragraph Spacing-1. Leave 2 lines with Line and Paragraph Spacing-1 between the paragraphs and the table.

**Table 1:** This is How a Table should be Presented (Times New Roman, 11 points)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Construct** | **Indicator** | **Loading** | **Composite reliability** | **Cronbach’s Alpha** | **AVE1** |
| Attitude | ATT1 | values | values | values | values |
| ATT2 | values |
| ATT3 | values |
| Intention | INT1 | values | values | values | values |
| INT2 | values |
| INT3 | values |
| INT4 | values |

Use note here whenever necessary (Times New Roman, 10 points)

**RESULTS**

This is the first paragraph under the main heading.

All figures should be numbered with Arabic numerals (e.g. Figure 1; Figure 2; ….). The figure headings should be placed above the figure with 11 points, Times New Roman, Centered, Line and Paragraph Spacing-1. Leave 2 lines with Line and Paragraph Spacing-1 between the paragraphs and the figure. The figures must be high quality with at least 300 DPI resolution. Avoid providing any unclear illustration with low readability. The figure must not be distorted, out of margin and numbers must be seen clearly in the illustrations.

**Figure 1:** This is How a Figure is Presented (Times New Roman, 11 points)



**DISCUSSIONS**

This is the first paragraph under the main heading.

**Secondary Heading**

This is the first paragraph under the secondary heading.

**MANAGERIAL IMPLICATIONS**

This is the first paragraph under the main heading.

**FUTURE RESEARCH DIRECTIONS**

This is the first paragraph under the main heading.

**REFERENCES**

\*The authors are required to follow APA (American Psychological Association) referencing style. Sort the reference list according to the alphabetical order. Use hanging indent-1 cm, 11 points, justified.

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