PAGE FORMATTING:
1. The top, bottom and right margins should be "1" (one inch).and left margin should be "2" (two inches).
2. No-space after every line in the title, headings, footnotes, quotations, references, and figure captions. The entire manuscript should be double spaced except in tables or figure.
3. No extra space between paragraphs or sections.
4. First line of each paragraph is indented ½-inch including (a) the abstract, (b) starting of every paragraph.
5. Sub headings of each chapter should be *Italic* not **bold**.
6. Arabic page numbers (i.e. 1, 2, 3) should begin on title page, top-right.
7. A running head top-left on every page (omitting the words "Running head" on 2nd and subsequent pages).
8. Font size should be 12-point, Times New Roman.

RUNNING HEAD:
1. The running head is an abbreviated title that is printed at the top of the pages of a manuscript or published article to identify the article for readers.
2. The running head should be a maximum of 50 characters, counting letters, punctuation, and spaces between words.
3. It should appear flush left in all uppercase letters at the top of the title page and all subsequent pages.

TITLE PAGE:
1. The title page includes five elements: title, running head, author byline, institutional affiliation, and author note.
2. Full title of manuscript should be written in upper- and lowercase, preferably, no more than 12 words and should be No-spaced if the title is longer than 1 line and centered, in the upper half of the page.
3. Authors' names should appear in order of their contribution to the manuscript.
4. Identify the title page with the page number.

ABSTRACT:
1. Immediately after the title page and should be numbered as page 2.
2. Abstract heading (with **bold**) centered at the top of page (format is double-spaced with 0 space before and after paragraph).
3. Abstracts should be between 200 to 300 words.
4. Running head (but the phrase "Running head:" should not appear after the title page).
5. Paragraph text on the line below the title should have no indentation.

TEXT:
1. Start on a separate page, numbered page 3.
2. Commas should be used between words in a series of three or more items. For example, use commas to separate the following spies: James, Jason and Gadget.
3. Make sure to put a comma before the word "and" or the word "or'" when connecting three or more words/phrases.

HEADINGS:

APA uses five levels of headings, each with its own particular formatting style.

APA Level of Heading	Format
1	Centered, Bold, Uppercase and Lowercase Your paragraph text begins a No-spaced line below the heading (also double-spaced with 0 spacing before and after), with ½-inch indentation at the start of each paragraph. Note: Headings for Title, Abstract, and References are in bold but otherwise follow Level 1 format.
2	Flush Left, Bold, Uppercase and Lowercase Your paragraph text begins a double-spaced line below the heading, with ½- inch indentation at the start of each paragraph.
3	Indented, bold, lowercase, and ending with a period. Your paragraph text begins two spaces after the period at the end of the heading.
4	Indented, bold, italicized, lowercase, and ending with a period. Your paragraph text begins single spaces after the period at the end of the heading
5	Indented, italicized, lowercase, and ending with a period. Your paragraph text begins single spaces after the period at the end of the heading.

REFERENCE PAGE:

1. References (start on a separate page).
2. The reference page should consist of all the sources referred to throughout the document.
3. APA style uses the author-date format for citing references, which distinguishes it from other editorial styles used in the humanities or other disciplines outside the scientific community.
4. References should be listed alphabetically by the author's last name followed by the publication date, title of the article and publication information, in that particular order.
5. Hanging indents should be applied to the second line of all references.
6. The most common types of sources cited in the reference section include dissertations, books, and chapters of books, podcasts, book reviews, journal articles or conference proceedings.

TABLES

1. Tables should be formatted as per below example table.

ANOVA[a]		
Model		Sum of Squares
	Regression	56.493
	Residual	101.496
	Total	157.990

a. Dependent Variable: BL
b. Predictors: (Constant), CS, BI, PQ, AD, PP, SPPP, SQ, H, DQ, MI, BA

| Variables | Standardized Factor Loading (CFA-AMOS) | Construct Reliably | | Construct Validity | | |
| | | Cronbach's alpha | Composite Reliability (CR) | Convergent Validity | Discriminant Validity | |
				Average Variance Extracted (AVE)	Maximum Shared Variance (MSV)	Average Shared Variance (ASV)
Product Quality						
PQ1	.727					0.371
PQ2	.792	0.760	0.775	0.536	0..454	
PQ3	.673					
Service Quality						
SQ1	.772					0.368
SQ2	.774	0.855	0.857	0.600	0.439	
SQ3	.809					
SQ4	.741					
Distribution Quality						
DQ1	.827	0.816	0.816	0.689	0.423	0.319
DQ2	.833					
Advertisement style						
AD1	.794					0.338
AD 2	.750	0.747	0.759	0.516	0.398	
AD3	.596					
BI.						
BI1	.823					
BI2	.759	0.786	0.787	0.554	0.352	0.311
BI3	.639					
Manufacturing image						
		0.740	0.640	0..471	0.412	0.351

APPENDICES:
Appendices (start each on a separate page).