

Review Form 1.7

Journal Name:	Journal of Education, Society and Behavioural Science
Manuscript Number:	Ms_JESBS_112000
Title of the Manuscript:	Intention of Hair Dye Consumption Behavior among Taiwanese Adolescents: An Analysis from the Perspective of the S-O-R Model.
Type of the Article	Original Research Article

Review Form 1.7

PART 1: Review Comments

	Reviewer's comment	Author's comment <i>(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)</i>
<p><u>Compulsory</u> REVISION comments</p> <ol style="list-style-type: none"> 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>		
<p><u>Minor</u> REVISION comments</p> <ol style="list-style-type: none"> 1. Is language/English quality of the article suitable for scholarly communications? 	<p>Strengths:</p> <p>Clear Problem Statement:</p> <p>The text provides a clear approach by presenting a research model with six specific dimensions.</p> <p>Use of Existing Theory:</p> <p>The application of Mehrabian & Russell's (1974) Stimulus-Organism-Response (SOR) theory suggests a theoretical foundation for the study, which is positive.</p> <p>Identification of Relevant Variables:</p> <p>The inclusion of dimensions such as "social media," "fashion trends," "product awareness," etc., demonstrates an effort to address different aspects that could influence consumer behavior.</p> <p>Integration of Mediating Variables:</p> <p>The consideration of transaction interaction and professional technology as mediating variables in the model reflects a deeper understanding of the relationships between the dimensions.</p> <p>Weaknesses:</p> <p>Lack of Justification for Dimension Selection:</p> <p>A solid justification for the specific choice of the six dimensions mentioned in the model is not provided. More information is needed on why these specific dimensions were selected over others.</p> <p>Absence of Methodological Review:</p> <p>There is no mention of how the literature review was conducted or how specific theories were</p>	

Review Form 1.7

	<p>selected. Lack of transparency in the literature review methodology can weaken the study's validity.</p> <p>Vagueness in Stimulus-Organism-Response Relationship:</p> <p>Although the SOR theory is mentioned, the text does not provide specific details on how this theory will be applied to the proposed research model. Clearer details are needed on how the theory will be translated into practice.</p> <p>Ambiguous Definition of Variables:</p> <p>Some variables, such as "transaction interaction" and "professional technology," might require a clearer definition to ensure consistency in interpretation.</p> <p>Lack of Mention of Empirical Evidence:</p> <p>The text does not refer to previous studies or empirical evidence supporting the relationship between the proposed dimensions and consumer behavior intention. The lack of empirical support weakens the study's foundation.</p> <p>Complexity of Variable Relationships:</p> <p>The relationship between dimensions and the application of the SOR theory could be complex and requires a more detailed explanation to avoid potential confusion or misunderstandings.</p> <p>In summary, while the text presents a clear approach and uses an existing theory, it would benefit from a stronger justification, transparent methodological review, and greater clarity in the practical application of the SOR theory. Additionally, it is suggested to support the proposed relationships with relevant empirical evidence.</p>	
<p>Optional/General comments</p>		

PART 2:

	<p>Reviewer's comment</p>	<p>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)</p>
<p>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

Reviewer Details:

<p>Name:</p>	<p>Dustin Tahisin Gómez Rodríguez</p>
<p>Department, University & Country</p>	<p>Uniagustiniana, Colombia</p>