

**Review Form 1.7**

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

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**PART 1: Review Comments**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>There is need for more references/citations in the highlighted part of the report.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>Yes</p>	
<p><b>Optional/General</b> comments</p>	<p>Since the study focused on Intention of Hair Dye Consumption Behavior among Taiwanese Adolescents, this should be reflected in the study objective, and research hypotheses. For instance,</p> <p>H1: Social media has a positive and significant impact on behavioral intentions.  H2: Social media has a positive and significant impact on transaction interaction.  H3: Fashion trends has a positive and significant impact on transaction interaction.  H4: Fashion trends has a positive and significant impact on behavioral intentions.  H5: Fashion trends has a positive and significant impact on professional technology.</p> <p>All these hypotheses among others should reflect the topic. This will them more specific.</p> <p>Also there is need for more citations in the report</p>	

**PART 2:**

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

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