

Editor's Comment:

The paper is interesting, but in the new light of GDPR, even though there are no regulations in the field in the respective country, it is necessary to say something about this.

To purchase something, to read an article or other material on the Internet, it appears to accept cookies or the confidentiality policy of the provider.

The Abstract, a little more detailed regarding the background of the issue.

In the Conclusions part, even to highlight a percent of the increase in purchasing using social media, that is the importance of these methods.

Also, in my opinion the Suggestion subchapter is too long, compared to the previous one (the Conclusions). That is, what to do for the future is more important than what is done/analyzed in this paper?

Altogether with my colleagues observations, after correcting them, ok for publication.

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