

Review Form 1.7

Journal Name:	South Asian Journal of Social Studies and Economics
Manuscript Number:	Ms_SAJ SSE_111816
Title of the Manuscript:	SOCIAL MEDIA INSTAGRAM AND PURCHASING DECISIONS
Type of the Article	Original Research Article

PART 1: Review Comments

	Reviewer's comment	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>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>The manuscript is relevant to the scientific community and has a degree of novelty.</p> <p>Yes, the title is suitable to the content.</p> <p>The abstract lacks a comprehensive statement on the findings</p> <p>No, 1. Section stating the objectives and 2. The literature review section is missing and should contain at least 10 recent citations on the topic.</p> <p>Yes, it contains scientific analysis, and the findings are linked the literature. Finaly, it provides new insights into the way forward for businesses and marketers which contributes to the body of scientific knowledge. However, the citations are very limited, and it is advised that the author(s) add at least 10 more citations under a new section called literature review.</p> <p>10 more references should be added.</p> <p>1. Good scientific paper 2. Needs to be reviewed before it can be published. 3. Add sections for objectives and literature review. 4. Paper lacks key citations from renown experts in the disciplines 5. Findings should be linked to the additional citations. 6. Reference list should be updated with ne citations</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The language and grammar is up to standard,</p>	
<p>Optional/General comments</p>	<p>Return to author for corrections and consider for publication once all corrections have been made.</p>	

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PART 2:

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

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