

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>1. Yes. The research needs to be elaborated, it is too simplistic and superficially written.</p> <p>2. Title is appropriate</p> <p>3. The abstract of the article is not comprehensive. which statistical method was used in the research. which research method was used and how this method was followed while using this method. it is seen that the conclusion part is not given.</p> <p>4. There is no comprehensive information about social media in the introduction. In general, partial information about Indonesia is given. It is necessary to create an entry from general to specific throughout the world. In the method, general descriptive information on how the sampling method of the research was created was not scientifically supported and also the method used was not expressed or cited. The weighing and conclusion part is quite inadequate literature review has not been done. Erhan Buyrukoğlu's; Sports Industries and Sustainability, ROLE OF WOMEN IN SPORTS MEDIA AND GLASS CEILING SYNDROME, A RESEARCH ON THE USE OF WEARABLE TECHNOLOGICAL SPORTS PRODUCTS IN SPORTS SCIENCES (https://www.researchgate.net/profile/Erhan-Buyrukoglu/research) It is recommended to examine the studies in researchgate</p> <p>5. The weighing and conclusion part is quite inadequate literature review has not been done. Erhan Buyrukoğlu's; Sports Industries and Sustainability, ROLE OF WOMEN IN SPORTS MEDIA AND GLASS CEILING SYNDROME, A RESEARCH ON THE USE OF WEARABLE TECHNOLOGICAL SPORTS PRODUCTS IN SPORTS SCIENCES (https://www.researchgate.net/profile/Erhan-Buyrukoglu/research) It is recommended to examine the studies in researchgate.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>MAJÖR REVISION.</p>	
<p>Optional/General comments</p>	<p>The language of the article should be improved, Erhan Buyrukoğlu's works should be examined and citation should be suggested.</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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