

**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><b>Compulsory</b> 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 manuscript is important to understand the impact of social media content creation, content sharing, connection, and community building on the purchase decision of a consumer.</p> <p>2. The title of the study is not up to the mark. It does not explain the purpose of the study.</p> <p>3. The abstract of the manuscript is perfect but a few more details about the place of the study and characteristics of the respondents might be included.</p> <p>4. In the structure and sub-sections of the manuscript objectives and hypothesis of the study is missing rest is appropriate.</p> <p>5. The calculations and analysis method are correct and most appropriate for such type of studies.</p> <p>6. References are not sufficient, the author should have review more literature on social media and its impact on purchase decision.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	Language is acceptable.	
<p><b>Optional/General</b> comments</p>	A little bit more literature should be reviewed and incorporated, comprehensive calculations and analysis must be incorporated, Objectives of the study, and Hypothesis must be included.	

**PART 2:**

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

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**Reviewer Details:**

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