

## Review Form 1.8

Journal Name:	<b>South Asian Journal of Social Studies and Economics</b>
Manuscript Number:	<b>Ms_SAJSSSE_120187</b>
Title of the Manuscript:	<b>The Relationship Between Corporate Social Responsibility and Consumers' Purchase Intention with the Intermediary Variable of Altruistic attribution</b>
Type of the Article	<b>Research Article</b>

### **General guideline for Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalsajsse.com/index.php/SAJSSE/editorial-policy> )

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**PART 1: Review Comments**

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Is the manuscript important for scientific community? <i>(Please write few sentences regarding this manuscript to justify your answer)</i>	This Research Article exploring the impact of corporate social responsibility on the final behaviour of the consumers, but the internal mechanism of corporate social responsibility that affected the behaviour of consumers was relatively rare. Based on the attribution theory, the mediation model with moderation to study its internal mechanism had been constructed in this research; also the methods of questionnaire survey were used to the empirical test for the conceptual model in this research. The results of the study showed that the corporate social responsibility had a direct positive impact on the purchase intention of the consumers, also it had an indirect positive impact on the purchase intention of consumers that through the altruistic attribution.	
<b>Is the title of the article suitable?</b> (If not please suggest an alternative title)	<b>Yes. It is Suitable.</b>	
<b>Is the abstract of the article comprehensive?</b>	<b>Yes.</b>	
<b>Are subsections and structure of the manuscript appropriate?</b>	<b>Yes it is correct.</b>	
<b>Do you think the manuscript is scientifically correct?</b> <i>(Please write few sentences regarding this manuscript to justify your answer)</i>	<b>Yes</b>	
<b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b>	<b>OK</b>	
<b>Minor</b> REVISION comments  <b>Is language/English quality of the article suitable for scholarly communications?</b>	<b>Good</b>	
<b>Optional/General</b> comments	<b>Ok</b>	

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**PART 2:**

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

**Reviewer Details:**

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