

Review Form 1.6

Journal Name:	Journal of Pharmaceutical Research International
Manuscript Number:	Ms_JPRI_78146
Title of the Manuscript:	The Psychology Behind Luxury Consumption
Type of the Article	

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:

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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)
Compulsory REVISION comments	<p>This study discussed the psychology of consumption of luxury products and experiences, also how individuals get emotionally connected to them. However, the manuscript, in its present form, contains several weaknesses. Appropriate revisions to the following points should be undertaken in order to justify recommendation for publication. For readers to quickly catch your contribution, it would be better to highlight major difficulties and challenges, and your original achievements to overcome them. My major concerns are as follows:</p> <p>The topic is important and interesting. The authors should change the title "The Psychology Behind Luxury Consumption" into "The relationship between A, B, and C", which can reflect the important and key factors from the manuscript, I suggest that.</p> <p>In the Abstract, I suggest that it will be made by the model of "background+objective+methods+results+conclusion+value", and some efforts will be made by the authors, besides, the number of abstract is 208 words at present, and the present format of abstract will be conduct as the papers published by Journal of Pharmaceutical Research International.</p> <p>In the Keywords, five keywords is better, I suggest that. The number is a little more at present.</p> <p>In the Introduction, we should link to the most important literature, demonstrate understanding of the literature, draw proper previous studies, deeply integrate multiple literature when they are used, especially, 2019-2020. And this manuscript is lack of the literature during the year of 2018-2021.</p> <p>In the Literature Review, we should link to the recent and most literature, specially 2018-2021. Besides, the Hypothesized Model is too simply, and I am seriously doubt of the research value. The author should know our journal is of ESCI index. And we pay more attention to the value and contribution of the paper. And the author should illustrate the key variables "Purchase behaviour, Decision Process, a sense of self" using the figure.</p> <p>In the Theory and hypothesis development, we should define variables clearly and differentiates them from similar variables, and meanwhile pay more attention to the recent studies, specially 2018-2021.</p> <p>In Participants and procedure section, the authors should describe more details about how to investigate. Besides, Participants and procedure, the authors should add illustrate more information and details about how to investigate and the response take part in.</p> <p>In the Measures, the authors should show the level of reliability and consider agreement. And the authors should supply the most important and recent research to prove the value of the research.</p> <p>In the Discussion section, we should illustrate the explanation of results, derivation of implications, and description of limitations, so the author should add something.</p>	

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	<p>In the Contribution section, the paper should make a theoretical or practical or methodological contribution.</p> <p>In the References section, we should strictly conduct as APA style and provide the DOI of them. So I strongly suggest that the authors should obey that. Besides, it is lack of the recent ones, specially, 2018-2021. Such as Name1, Name 2, & Name 3.(year). The name of the paper. <i>Journal name</i>, Volume(number), Page-Page. DOI.</p> <p>Something wrong in the following references:</p> <p>Snyder, C.R., & Fromkin H.L. (1977). Need for Uniqueness (NFU). <i>Journal of Abnormal Psychology</i>, 86(5) 518-527. DOI ???</p> <p>Sanvt ,“is-designer-clothing-better-quality-and-worth-it” , (2019) ???</p> <p>Heine, K. (2012). <i>The Concept of Luxury Brands</i> (2nd edition). what press???</p> <p>[27]Murugan, S., Ganesh Babu TR, and C. Srinivasan. Underwater Object Recognition Using KNN Classifier; <i>International Journal of MC Square Scientific Research</i> 9, no. 3(2017): 48-52. ???</p> <p>Prakash, G. and Khan, A., 2012. Investigate the Role of Impulsivity in Decisions Making During Gambling Task: Case Study. <i>International Journal of MC Square Scientific Research</i>, 4(1). Page ???</p> <p>Rohit Arora (2012). <i>The Eight Pillars of Luxury Brand Marketing</i>. IDEX Magazine, March 22, 2012. APA ?????</p> <p>Sanvt ,“is-designer-clothing-better-quality-and-worth-it” , (2019) ???</p> <p>Crobox, “The State of Luxury: Luxury Consumer Trends, Segments, and The Psychology Behind Their Decisions” ???</p> <p>Finally, based on the contribution and value of the Manuscript, I choose major revision. Thank you for considering <i>Journal of Pharmaceutical Research International</i> for the publication of your research. I hope to receive your revised re-submission in the future.</p>	
<p>Minor REVISION comments</p>		
<p>Optional/General comments</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>	

Reviewer Details:

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