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Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	**Ms_JEMT_44080**
Title of the Manuscript:	**A TAM approach of studying the factors in social media and consumer purchase intention in Hong Kong**
Type of the Article	**Original Research 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	I agree with the authors that to make all these commercial activities in an effective and efficient way, using the online social networking platform is an appropriate option. 1.- Now, the authors must explain more clearly because they choose perceived risk, perceived usefulness, trust and electronic word of mouth as the four predictors of the consumer's purchase intention. If they are based on the theoretical model TAM or extended TAM, it seems that they have left out factors such as perceived Ease of Use or Attitude. Many studies on social networks and e-WOM apply the elaboration likelihood model (ELM). 2.- Authors should strengthen the literature with other related research. Research is suggested where e-WOM or TAM is used, such as: Cheung, C.M. Y., Sia, C.L., & Kuan, K. K. (2012). Is this review believable? A study of factors affecting the credibility of online consumer reviews from an ELM perspective. Journal of the Association for Information Systems, 13 (8), 618. Palos-Sanchez, P.R., Saura, J.R. & Debasa, F. (2018). The influence of social networks on the development of recruitment actions that favor user interface design and conversions in mobile applications powered by linked data. Mobile Information Systems, Volume 2018, Article ID 5047017, 11 pages, doi.org/10.1155/2018/5047017 Cheung, C.M., Lee, M.K., & Rabjohn, N. (2008). The impact	

	of electronic word-of-mouth: The adoption of online opinions in online customer communities. Internet research, 18 (3), 229-247. Palos-Sanchez, P. R., Arenas-Marquez, F. J., & Aguayo-Camacho, M. (2017). Cloud Computing (SaaS) adoption as a strategic technology: Results of an empirical study. Mobile Information Systems, 2017. Article ID 2536040, 20 pages, doi: /10.1155/2017/253 Fang, Y. H. (2014). Beyond the credibility of electronic word of mouth: Exploring eWOM adoption on social networking sites from affective and curiosity perspectives. International Journal of Electronic Commerce, 18(3), 67-102. 3.- Regarding the results, consumers show that the relationship between confidence in the information of the social network platform and the use of the product is not significant. What other authors are or do not agree with this result? Why has this been the case in this investigation? How is it different from other researches of other authors cited? 4.- The authors must explain the structure of the manuscript at the end of the Introduction. 5.- Regarding the methodology, the paper needs to make many improvements: What scales do I use? What sample procedure? What statistical program do you use? How did you ensure the bias in the questionnaires? 6.- Justify on what basis the choice of this statistical technique 7.- Justify the thresholds with appointments	

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Minor REVISION comments		
Optional/General comments		

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)*	

Reviewer Details:

Name:	***Pedro Palos Sanchez***
Department, University & Country	***University of Sevilla, Spain***