SDI Review Form 1.6

Journal Name:	Asian Journal of Advanced Research and Reports
Manuscript Number:	**Ms_AJARR_68068**
Title of the Manuscript:	**THEORETICAL LINKAGE BETWEEN THEORIES OF SOCIAL COMPARISON, BRAND CONGRUENCE, SELF CONCEPT AND SOCIAL INDENTITY.**
Type of the Article	**Theoretical**

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:

(http://www.sciencedomain.org/journal/10/editorial-policy)

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	**The paper is well conceived and well written to provide a broad theoretical framework on the conspicuous consumption. I appreciated the efforts in showing critical debate of different theories, however the last part is limited and shallow in depicted the connections among theories. The authors need to describe the topic is trying to theorized: conspicuous consumption, since form different areas such as sociology, psychology or economy could be different meanings.** **I suggested to avoid the firs person voice, and instead using the impersonal or say that this research (not the researcher).** **The section of social identity Theory is build upun on Tajfel and later developers (Hogg and Williams). However, this section needs to be reinforced by other key theories, otherwise its assumed a literature gap that could be fulfil with other social identity theroies, such as:** **- Cotê and Levine, on identity formation from agency and culture** **- Goffamn theoty of social construction of identity** **-Stets and Burke theory of social identity** **Within the implications, the specifity of Sry Lanka needs to be changed for a wider contexts consider the international scope of the journal.**	Agreed with reviewer comments and removed **the firs person voice** **Changes made accordingly.**
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)*	