



SDI FINAL EVALUATION FORM 1.1

PART 1:

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2014_BJEMT_14168
Title of the Manuscript:	Tesettur Fashion in Turkey: The Contribution of Facebook as a Social Media Marketing Tool

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
The results given were more interesting now that more data are presented in the study. It was possible to see values of correlation that are more meaningful. It is important to notice that having a strong correlation value does not imply on causal effects. If some measure has a strong correlation value, it does not cause the occurrence of a fact, it only says that they are related. There are a few grammar errors that can still be found on the paper: Line 233-> WERE selected from Facebook. Line 312-> that WAS shared by the company, will ncrease the number of... (Correlations don't have causal effect) Line 332 → “It shows the IMPORTANCE of viral marketing.” “When table analysed no significant relationship can be found between number of comment” This sentence makes no sense, rewrite it. Line 336 → “affect the Facebook score” Correlation does not imply on causation. Line 372 → “It can be understood from the study the way to increase the effectiveness is to reach more consumers firstly.” Obvious statement. Rewrite it using your data.	This feedback has been taking into consideration and determined as an implication on line 396-398. Line 233 ok. Line 312 has been revised. Line 332 ok. The sentence has been revised. Line 336 ok. Line 372 has been deleted.