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# Understanding How Product Reviews on YouTube Affect Consumers' Purchase Behavior in Indonesia: An Exploration Using the Stimuli-Organism-Response Paradigm

VIEWING AN OLDER VERSION

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## — Editorial Comments

### Recommendation

Zheng Yan <sup>AE</sup> 17.05.2022

Minor Revision Requested

### Message for Author

Dear author(s):

Thank you for the revised manuscript that you resubmitted to Human Behavior & Emerging Technologies. Based on the external review enclosed with this letter as well as the editorial review, I write to inform you that the revision of the manuscript has received a positive review and thus your manuscript will be accepted after you have minor revisions based on both the external review and this editorial letter.

Please consider the review as carefully as you could, prepare a resubmission