



SDI Review Form 1.6

PART 1:

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2013_BJEMT_3098
Title of the Manuscript:	<i>Does Sales Promotion Influence Buying Behaviour of Students? A Study of PZ Cussons Limited in Ho Municipality, Ghana</i>

General guideline for Peer Review process is available in this link:
(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)

- This form has total 9 parts. Kindly note that you should use all the parts of this review form.



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PART 2: 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)
<u>Compulsory</u> REVISION comments	This study attempts to analyse the impact of specific sale promotions on young consumer's behaviour. Although it is an interesting topic and the paper is well written and structured, there are some important concerns that arise when reading this study. • The methodology section must include a better explanation of the questionnaire not just the sample. The reader needs to know the structure of the questionnaire, the topics covered, etc. • The study deals with Laundry soap, normally acquired during the main weekly or monthly purchase. Consequently, I don't understand why the target population are Senior High School students? Are them the ones in charge for their household purchasing? This last question, from my standpoint, should be in the questionnaire. Results analyses some questions regarding to identification of the different promotions, consumers awareness of the promotions, reaction towards the promotion, quality assessment of the product analysed, etc. From all this questions the authors can just perform a qualitative description of consumers'	



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	behaviour towards a specific promotion of a specific product. These conclusions however cannot be generalised if a more complex and qualitative analysis of the data is not performed. Maybe a regression analyses considering the effect of promotions on consumers purchase intention. Finally, in the results part we must know the exact question that the authors are analysing. This must be placed in each results table.	
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		

Note: Anonymous Reviewer