



SDI Review Form 1.6

PART 1:

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
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 <i>(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)</i>
<u>Compulsory</u> REVISION comments	The SHS students in Ho municipality occupy an insignificant portion of the market to properly capture the effect of sales promotion. Besides, this paper contributes little or nothing to the existing literature on the subject. However, the paper appear to have been assembled in a hurry as small details are overlooked eg, there are no specific objectives, there is no detailed description of the study area, model for analysis is not specified etc	Comments accepted. The paper had been improved bearing in mind the comments as follows: -Section 1 (introduction): specific objectives stated on p. 3 -Section 2 (Methodology): population of the study and its relevance, description of the study area (p. 7)
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		