



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2014_BJEMT_13057
Title of the Manuscript:	Consumer Perceptions of Imported Apples Influence on Consumer Purchase Behaviours in China
Type of the Article	Original Research Article

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.

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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)
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments	The idea of the paper is so good ,but author should care about this suggestions: - Conclusion should be enriched. - Future research could also be enriched. - Add up to date article.	- Conclusion reviseded: Overall, local government should consider creating a kind of market for market participants. On the market, apples with high quality sale at low price. This indicates that the local governments should, on the one hand, focus on apple industry development, including organization cultivation, structure optimization, distribution adjustment, technical progress, and market resources. On the other hand, local governments should further enhance the level of orchard management, including promoting good varieties, integrating techniques for saving labor, and upgrading apple cultivation and orchard management mode. Excepting for promoting technological and variety innovation, as well as improving productivity index, local government should also carry out public services for fruit enterprises and intermediary organizations. - Future research revised: In addition, with the growing of import apple market, as well as consumers' preference of imported apples, it makes more sense to research the consumer behavior of different consumer groups. Therefore, future research will divide the whole market into six market segments, based on the consumer demographics, including gender, age, level of education, monthly income, work type, and consuming countries preference of consumers, to analyze the consumer behavior of each imported apple market segment and its influence factors, using the several groups structural equation model. The evaluation results will provide useful references for apple production and trade reform in China. The analysis method can be further applied to evaluate other agricultural products. - Add up to date article. 15. Landes M. India's High Internal Marketing Costs Reduce Apple Demand. http://www.ers.usda.gov/amber-waves/2006-february/india%E2%80%99s-high-internal-marketing-costs-reduce-apple-demand.aspx 18. Landes M. India's High Internal Marketing Costs Reduce Apple Demand. http://www.ers.usda.gov/amber-waves/2006-february/india%E2%80%99s-high-internal-marketing-costs-reduce-apple-demand.aspx. [2014-08-19]
<u>Optional/General</u> comments		