



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2014_BJEMT_13524
Title of the Manuscript:	The Effect of Integrity of Product Image and Perfectionism Personality of Consumer on Purchase Intentions
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)
Compulsory REVISION comments	1. In abstract, try to clarify "remarkable interaction". Do you mean significant relationship? Correlation? What kind of interaction, positive, negative? 2. Your reference citation is not consistent, for example line 30, 35,38. 3. Do you have a reference for the gap of study? (line 45,46,47,48) 4. Line 85, add the year of publication. 5. For the hypotheses it is better to mention that the effect is positive or negative rather than a significant. 6. In the research methodology, it would be better if you clearly explain the differences and similarity of the four experiments. 7. Conclusion can highlight the practical and theoretical implications.	We would like thank the reviewers for their good advice! We have revised it as following: 1. The integrity of product image and perfectionism personality has significant positive interaction effect on purchase intention. 2. We have revised them, please see red label in text of revision. 3. We have revised them, please see red label in text of revision. 4. We have added it (1956), please see red label in text of revision (line 94). 5. We have revised them, please see red label in text of revision (line 82,107,110). 6. The stimulus of experiment1 and 6 is articles for daily use, and it is life food from experiment 2-5 and experiment7. 7. Add: Perfectionists more enjoy the process of comparing difference of goods; Perfectionists usually set irrational standard as decision-making basis, and fixation on the stereotype of the buying process, purchasing behavior should be carried out in strict accordance with the process; Perfectionist in any



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		situation, there is perfect for any goods requirements.(line 289-293) The results of this study are important application value for commodity producers and salesmen. On the one hand, they should attach great importance to the perfection of product image; on the other hand, they should pay great attention to perfectionism personality characteristics of consumers. Only take into account the perfection of product image and perfectionism personality, they can get great success in business (line 294-299).
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		