



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		
Minor REVISION comments	The subject of this paper is practical and important, but it requires minor revision as Follows: (1) Line 28--- And studies show---→And studies showed--- (2) Line 42 ---ZiFei,et al. (2011) study→Last Name, Zhou, Liu and Pan (2011) studied (3) Line57--- and Schoormans (2005) believe that --- → and Schoormans (2005) believed that (4) Line 61&62 -- WANG Xingyuan (2000) points out that --→WANG (2000) pointed out that --- (4) Line 90---Is "ZiFei" the last name? (5) Line 115&116---"Random selected 130 college students as subjects, perfectionism personality test116 on them firstly with 120 valid data taken back". → The effective sample size seems to be small?! (6) Line 26--- Zi Fei and Zhou Xu(2011) →Zi and Zhou (2011) (In the text, last name (year)) (7)Line 195--- table 2 and table 3 →Tables 2 and 3	We would like thank the reviewers for their good advice! We have revised it as following: (1) ,(2) ,(3) ,(4) , (6) ,(7) ,(8) ,(9) ,(10) and (11) have been corrected. Please see red label in text of revision. (5) Although sample size is important, it's not a decisive role. Controlling error is very important for the study to gain validity. With 120 participants in repeated measurement experiment design, each participant is test 7 times, it means 840 participants take part one trail experiment, so we don't think sample size is small. Inversely, it's big sample, and the error come from sample is balanced by the big samples.



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	(8) Line 197--- $p = 0.000 < 0.001 \rightarrow p = 0.000 < 0.005$ (9) Line 221---Kahneman and Tversky (1973) argue that---$\rightarrow$Kahneman and Tversky (1973) argued that-- - (10) Line 248---Monroe (1991) argues that$\rightarrow$Monroe (1991) argued that--- (11) Line 284---ZHANG Fan (2011) points out$\rightarrow$ Zhang (2011) pointed out--- (11) Line 303---on its purchase intention is not significant; (3)--- $\rightarrow$---on its purchase intention is not significant; and (3)--- (12) The authors are advised to compare the results with those of the former literature's view-points of the authors cited, and emphasize the contribution of this study and research limitation in Conclusion Section. (13) The "References Section" needs to be formatted and checked it again in accordance with the Journal's format, and "following studies mentioned in text and given in Reference Section and vice versa".	(12) We have revised them, please see red label in text of revision.(line 289--299). (13) We have revised them, please see the corresponding section with red label in text of revision.
Optional/General comments		