



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2015_BJEMT_16336
Title of the Manuscript:	Mobile Marketing: A Study of Buying Intention
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.

To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)



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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	1.The research topic has practical value ° 2.Literature review are fairly abundant, but the lack of relationships between key variables related literature. 3.The study sample is small and the lack of representation, it is difficult to infer other groups. 4.About the moderating variable -. Trust discuss the results did not show. 5.Based on the lack of rigor of the design, resulting in reduced research value. 6.Although the study design is the use of exploratory and qualitative methods. Still need to have objective evidence that, as a result of the interview data.	2. One of the variables – trust has been removed from literature review and conceptual framework 3. sample size has been increased to 100 4. moderating variable – trust has been removed Attempt has been made to enhance overall rigour.
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		