



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 <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	● Some terms (e.g., Noise and Brand Image, etc.) used in this paper are not easy to be followed. In order to enhance readability of the manuscript, I suggest the authors to provide examples with respect to these terms. ● Authors should not only explain the details of the data collection, but should briefly introduce the analysis methods and analytical software in Section "Methods". ● The main contributions or innovations related to the discussed results described in Section "Discussion and Analysis" should be strengthened. That is, readers can not easily realize how the results work in practice.	- Additional term for noise – irritation has been added an example of noise has be placed; example of brand image has also been added. - Discussion has been further elaborated.
<u>Minor</u> REVISION comments	● Figure 1 should be improved (i.e., the box should not be segmented). ● Some references should be corrected (such as Line 276 and 277, Messmer, E. () http://www.networkworld.com/article/2174352/malware-cybercrime/banks277-turn-to-smartphone-tech-to-fight-online-fraud.html).	-Enclosing box or case has been removed -Messmer was removed.
<u>Optional/General</u> comments	No	