



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2015_BJEMT_17403
Title of the Manuscript:	"Effects of Brand Image and Awareness to Buying Habits and Usage of Bath Soap Products Among its Customers: SEM Model"
Type of the 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	None	
<u>Minor</u> REVISION comments	This is an interesting and a unique area of investigation. The authors have used advanced statistical model (SEM) for the analysis. However, proponents should establish their argument or investigation based on grounded theories related to brand equity, brand image, and brand awareness. Theories related to key constructs tested in the study should be supported with ample theories through thorough literature survey.	Dear Reviewer: Brand equity is not included in the paper. I have added related literature on brand image and brand awareness. How much literature do you expect to receive Sir/Madam? I have listed 14 related literature and studies In our paper. I hope this would merit your comments po.
<u>Optional/General</u> comments	This is an interesting study supported with advance statistical model (SEM).	