



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>)



SDI Review Form 1.6

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		
<u>Minor</u> REVISION comments	I believe the results are not clearly presented. The main conclusions of the article are: 1. Image is not correlated with brand awareness 2. Image does not affect buying habits 3. Image affects the usage of the product 4. Brand awareness don't affect buying habits 5. Brand awareness affects usage O.K. But they are not explained. Why those results? What do they mean? Depending on those results what should the firms do? The results included in Figure 1 should be commented more extensively. There is only a paragraph and it does not explain the meaning of the numbers in the Figure. At the same time discussion and conclusions are too long. They include author's opinions but they do not deeply discuss the results of the study. From my point of view it is a good study, with very interesting results but with a deficient structure.	I have added comments/ reactions on On the findings of the paper As recommended by the reviewer Pls check the yellow highlighted Sentences in the discussion part.
<u>Optional/General</u> comments		