



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_20395
Title of the Manuscript:	The Product Life Cycle of Durable Goods
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)
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments	1. Please check the "rate B" in abstract can be known by readers. 2. Please check line 47-48 for grammar. 3. Actually, I think Equation (1) should be $\text{Min}(x,z)$ rather than $x.z$. 4. Equation (2) has dt and $d(t)$ simultaneously?? 5. The entire structure is very well.	Dear reviewer, thank you very much for your comments. 1. /2. I have rewritten the entire paper in order to improve the grammar style including the abstract. 3. The purchase rate has the form x times z. This form of relation has its origin in the description of chemical reactions in terms of rate equation, where the reaction rate is proportional to the product of their concentrations. This form was applied also to other meeting processes in physics, chemistry, biology and economy. So for example the second term of the Bass model considered below has a similar form describing the meeting of potential adopters with current adopters. I have given this short explanation in the text. 4. It is indeed a bit confusing finding dt and $\tilde{d}(t)$ in the same relation. But the difference is that dt is the time differential and $\tilde{d}(t)$ (with a tilde) is the demand rate. I would like to keep this form in order to be in line with previous work. 5. Thank you very much.