



SDI Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_51484
Title of the Manuscript:	Effects of Perception on Consumer Purchase Intention of Traditional Textiles in Ogun state, Nigeria
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>)

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)
Compulsory REVISION comments		
Minor REVISION comments	<p>Relevance to the themes of the Journal is very good.</p> <p>The abstract is appropriate as a description of the paper</p> <p>The methodology is well described.</p> <p>The quoted literature is abundant and helps the author's explanations to be clear and logical. Also the assumptions are well founded, supported by important articles.</p> <p>The study is complex, useful and interesting.</p> <p>It would be better to develop more the conclusions and to add some comments about the managerial implications of the study results.</p> <p>Some expressions translated into English can be reformulated. It's about: "understanding of the product" and "product's country of origin"</p>	
Optional/General comments		

PART 2:

	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)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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