



SDI Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_54677
Title of the Manuscript:	THE IMPACT OF ALCOHOLIC BEVERAGE ADVERTISEMENT ON STUDENT'S PURCHASING BEHAVIOUR AT SUNYANI TECHNICAL UNIVERSITY
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>)

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	<ol style="list-style-type: none"> The literature review of current researches has not been included. It should be updated to include literatures at least till Dec. 2019. Also, the review done is very brief. Sufficient numbers of reviews should be incorporated. The statement“no study is available on the effect of advertising on alcoholic beverages on the buying or consuming behaviour of adolescents with only a few pounds currently available in Ghanaian literature. With this current work, this gap ought to be enclosed the literature.”.....is not correct as ample of literature is available. No standard questionnaire has been used for the study and the questionnaire designed by the researcher has not been checked for reliability and validity. Reliability and Validity must be included. In table 1 of page no. 11, yes, no and NA are mentioned as variable. The researchers understanding about variables is very poor. On page 8, it is mentioned that Chi square analysis is used. Use of Chi square is totally irrelevant and no hypothesis is defined to test using chi square. Table numbering is not correct. The Study doesn't clearly show the effect of advertisement on the purchasing behaviour as purchasing behaviour has not been evaluated. Also to study the correlation of effect of advertisement on purchasing behaviour, correlation analysis is must, which is not done. <p>The researcher is advised to study the effect of advertisement using standard or validated scales and to also study the purchasing behaviour using standardised scale.</p> <p>The recollected research data should be analysed using relevant statistics like correlation and t test and hypothesis should be clearly defined.</p>	
Minor REVISION comments	<ol style="list-style-type: none"> The secondary data used is only from one article. This might lead to a bias. Possibility of including more secondary data should be evaluated. 	
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?	(If yes, Kindly please write down the ethical issues here in details)	



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Reviewer Details:

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