



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"> 1. the content of Executive Summary is too much. Generally, there should be brief background introduction, methods, conclusions and innovations. 2. The motivations and contributions of the paper are unclear. The authors should highlight the innovation of the proposed method and its application. 3. Introduction seems too simple and some important literature are missing. Author(s) should add literature review to explain the advance of the paper. Moreover, most references are too old. 4. whether the sample is sufficient and representative? 5. generally, purchase behavior can only be divided into yes or no, but the author(s) use(s) Likert scale. What is the theoretical basis? 6. the method of data analysis is too simple to analyze the question; author(s) only use some descriptive statistical analysis, and some advanced statistical technique should be considered. 7. The conclusions are limited and shallow, and need to be further expanded. 	
Minor REVISION comments	<ol style="list-style-type: none"> 1. Most content of the last paragraph on page 5 is unnecessary. Author(s) only need to explain the sample of this research. 2. As for data collection technique, the first paragraph is also unnecessary, and in the second paragraph, author(s) mentioned that "Secondary information sources are from literature on advertising and alcohol consumption from text books, journals and also the net". author(s) should give the specific data sources. 	
Optional/General comments		



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PART 2:

	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>
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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