



SDI Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_39068
Title of the Manuscript:	THE EFFECTS OF GUERRILLA MARKETING ON GENERATION Y CONSUMER'S PURCHASE INTENTION
Type of the Article	Original

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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:

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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)
Compulsory REVISION comments	First of all, I think that it is too much to say Generation Y, because it requires a long discussion and it is an entire Philosophy in this respect. Furthermore, the author (s) to highlight, in my opinion, that the 7 so-called effects of Guerilla Marketing are, in fact, indirect effects regarding the products and interactions with the humans, not from the Purchaser's point of view (dependent variables such as loyalty, demand of the same or similar products, in a word, improvement of the customers' fidelity). The Abstract contains a synthesis of the paper and it is no need to point as titles: Methodology, Study design, Results..., these are to be found within the text, as distinctive parts. And the results in the Abstract, not to be presented using statistically formulas. Therefore, part 2 Data and Methodology, part 3 I propose Study case and a subpart, in which to be interpreted, holistic, the results of each table used. Speaking about the Methodology part, it has to be mentioned the use of statistical instrument of Pearson Regression and Sample method. In Conclusions, not to be used references, such as Diaa (2017). This one must be placed in Introduction (General Approach of the Issue).and in Conclusions are only the opinions and ideas of the author (s). Also, taking into account that Generation Y is more sensitive to purchase (of what products, however?), say (s) the author (s), it would have been good to present a ranking of the 7 effects in Purchasers' opinion.	This is a philosophical concept and the reviewer did not comment on any changes. In this research also we considered the consumers as dependent variable. Changes made in the abstract. Statistical formulas removed from abstract. Could be understandable only with sub-part. In the methodology part it is included. Sample method is stated in the table 1. References removed from the Conclusion. Only the opinions are stated. Incorporated in to the research.
Minor REVISION comments		
Optional/General comments		