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	

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	**1. Need to do professional proofreading and editing of this paper.** **2. Do mention the limitations and future recommendations.** **3. Justification for the methodology is required.** **4. Study's contributions should be clearly mentioned.**	1. Completed 2. Recommendations of the study and Directions for future research are incorporated. 3. Justification is given 4. Incorporated.
Minor REVISION comments	Nil	
Optional/General comments	The above revisions should be considered seriously before publication.	All the revisions are made