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**

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.
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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 Guerillla 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.**	
Minor REVISION comments		
Optional/General comments		

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