



SDI FINAL EVALUATION FORM 1.1

PART 1:

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2015_BJEMT_17671
Title of the Manuscript:	Online Marketing Strategy for Business Development in Malaysia
Type of the Article	Short Research Article

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
The authors still did not report the following information: -The authors used specific scales that previous researchers already developed. Report the names of previous researchers who originally created scales for each construct. -Clearly report a recruitment process and data collection. -Report reliability for each construct.	- Page no. 8, line no. 325 to 333 in Measurement and Instrumentation, I have already explained it. - Page no. 11, line no. 463 to 472, I have already made some correction. The previous researchers are [8] Brear, D., and Barnes, S. (2008). Assessing the value of online affiliate marketing in the UK financial services industry. International Journal Electronic Finance, 2(1), 3-13. They said cyberculture factor was an important element accented to decision making. Therefore, we tested and used the 2 factors (the cyberculture effect and the internet information technology) in this study from this research article and also this paper provided the knowledge to identify the factors that affect the online buyer's intention to purchase the online product for this study. - Page no. 8, line no. 305 to 313, in the title of Population and Sample, I have already explained it. The population consists of adult online users (buyers) with experience on online purchasing regardless of gender, religion, race, background and education level. They must be a frequent online user and know how to conduct an online purchase. A total of 152 questionnaires were distributed to the selected Malaysians above the age of 21 years old using convenience sampling technique. There are no specific preferred groups among the online users but they should have experience with the online purchase process and know how to conduct an online purchase. It was believed that this group of respondents was sufficient to fulfill the adequacy for the research purpose. Thus, the sample was believed to be able to represent the population and address good results. - Page no. 10, reliability test has already explained in line no. 412 to 422.