



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 manuscript is improved, but there are still parts that need clarification. Issue 1. The lack of explanation about measurement items/questionnaire -My previous comment1: The authors used specific scales that previous researchers already developed. Report the names of previous researchers who originally created scales for each construct: -Author response 1: 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. Final Comment1 I captured two sections, (1) page 8, lines 325 to 333, and (2) page 11, lines 463 to 472, that the authors mentioned. Where is the explanation about specific scales that previous researchers already developed for all research variables? The authors mentioned only the Brear and Barnes (2008) article. The measurement scales of the research model are not clearly described. How is each construct measured? Am I missing something?? 325 exactly what to measure and to select a survey method in which every respondent was 326 willing to cooperate and was capable of providing accurate information. 327 328 2.3 Sampling Method 329 330 Convenience sampling technique was used because there was no defined population number 331 even if the criteria of the respondents were identified. Each respondent had an equal and 332 independent chance of being selected to be part of the sample. Equal because there is no bias 333 that one person will be chosen rather than another and independent because the choice of 334 one person does not bias the researcher for or against the choice of another, Salkind [15]. This	Explained it and made the correction in sub- title 2.3. It is wrongly cited for [8] Brear, D., and Barnes, S. (2008). Please check it in the citation in references in [11].



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460 Firstly, a **multiple** regression analysis was performed with the high click through rate of
461 online marketing link (FJ) as a dependant variable and **6 independent variables (Equation 1)**
462 **such as** online process simplicity (FB), product commitment (FC), product homogeneity
463 (FD), product visualization (FE), cyberculture effect (FF) and internet information technology
464 (FG) as independent variables. The results were shown in Table 2 & 3.
465
466 **Table 2: Model Summary^a**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 ^a	.634	.615	.609

a. Predictors: (Constant), FB, FC, FD, FE, FF, FG; b. Dependent Variable: FJ

467
468 **Table 3: Results of Regression analysis of high clickthrough rate of online marketing link**
469 **(FJ) upon independent variables of online process simplicity (FB), product commitment**
470 **(FC), product homogeneity (FD), product visualization (FE), cyberculture effect (FF) and**
471 **internet information technology (FG) in Malaysia**
472

I found the Brear and Barnes (2008) article. Brear and Barnes (2008) reported their final model that explains evaluating the potential of affiliate marketing, which contains “online process simplicity,” “product visualization,” and “product homogeneity,” which the authors employed. However, it was a cross-case analysis approach from the investigations and related literature, not a research variable approach. Also, Brear and Barnes (2008) did not report an exact survey questionnaire about “online process simplicity,” “product visualization,” and “product homogeneity.” Brear and Barnes reported only the definition of process complexity, visualization, commitment, and homogeneity, not specific questionnaire scales (see Brear and Barnes article p.13). If so, how did the authors obtain and develop scales about all variables? The authors also need to report the format of a Likert item (e.g., strongly disagree/agree or not at all/very much). Was a 5-point Likert scale or a 7-point Likert scale used?

In terms of the cyberculture effect (FF), Internet information technology (FG), need satisfaction (FI), and high click-through rate of online marketing link (FJ) variables, if the authors employed other previous researchers’ scales, they need to report specific information.

How many items did the authors employ for each research variable? Was a pretest conducted prior to the main survey? Did the authors revise the questionnaire after the pretest? Were there any dropped items after testing reliability and EFA? Did the authors modify the original scales? They did not fully report all scales, the number of items, and previous researchers’ names who originally developed for all research variables. Otherwise, the authors need to report all 41 structured questions because readers/reviewers cannot check the quality of the measurement items.

Issue 2: The lack of explanation about the recruitment process and data collection

-My previous comment1: Cleary report a recruitment process and data collection.

-Author response 2

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.

Final Comment 2:

The section about population and sample is not on page 8, lines 305-313. The authors reported the wrong line numbers. It is on page 8, lines 340-348. I captured the section.

Did the authors perform an online survey or paper-based survey for using the convenience sampling technique?

Ans: The data collection is **paper-based and class survey for using the convenience sampling technique not online survey.**

How did the authors distribute the survey questionnaire?

Ans: The population consists of adult online users (buyers) with experience on online purchasing regardless of gender, religion, race, and background and education level in Malaysia. However, sample consists of they must be a frequent online user and know how to conduct an online purchase. A total of 152 out of 200 questionnaires were completely received from the selected Malaysians above the age of 21 years old using convenience sampling technique.



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328 2.3 Sampling Method

329 Convenience sampling technique was used because there was no defined population number
330 even if the criteria of the respondents were identified. Each respondent had an equal and
331 independent chance of being selected to be part of the sample. Equal because there is no bias
332 that one person will be chosen rather than another and independent because the choice of
333 one person does not bias the researcher for or against the choice of another, Salkind [15]. This
334 method was chosen because of the least biased computation and is more practical from the
335 perspective of cost and time saving, in order to better interpret the large population.
336

337 2.4 Population and Sample

338 The population consists of adult online users (buyers) with experience on online purchasing
339 regardless of gender, religion, race, and background and education level. They must be a
340 frequent online user and know how to conduct an online purchase. A total of 152
341 questionnaires were distributed to the selected Malaysians above the age of 21 years old
342 using convenience sampling technique. There are no specific preferred groups among the
343 online users but they should have experience with the online purchase process and know how
344 to conduct an online purchase. It was believed that this group of respondents was sufficient to
345 fulfill the adequacy for the research purpose. Thus, the sample was believed to be able to
346 represent the population and address good results.
347

348 It is not clear. Did the authors perform an online survey or paper-based survey for using the convenience sampling technique? How did the authors distribute the survey questionnaire? To recruit Malaysian adult online users (buyers), did the authors use an email invitation method, intercept technique in public areas, social media posting, or class survey? Report the response rate. Was there any reward for your participants who completed the survey? Did the authors conduct a pretest prior to the main survey? Why did the authors select online users above 21 years old, not above 18 years old?

Issue 3. Reliability test report

-My previous comment 3

Report reliability for each construct.

-Author response 3:

Page no. 10, reliability test has already explained in line no. 412 to 422.

Final Comment 3. The authors reported the wrong page and line numbers. I captured the section about the reliability test. Please see the following.

To recruit Malaysian adult online users (buyers), did the authors use an email invitation method, intercept technique in public areas, social media posting, or class survey?

Ans: Yes. For this research, Malaysian adult online users (buyers) were recruited by class survey.

Report the response rate. Was there any reward for your participants who completed the survey?

Ans: A total of 152 out of 200 questionnaires were completely received from the selected Malaysians above the age of 21 years old. Therefore, the response rate is 76%.

Did the authors conduct a pretest prior to the main survey?

Ans: The research conducted a pilot study prior to the main survey.

Why did the authors select online users above 21 years old, not above 18 years old?

Ans: In Malaysia, between age 13 to 17 years old are Form 1 to Form 5 at secondary school level and 18 year old is Form 6 at high school level. These ages are just studying and not for working. It means that they have no income per month yet. Then, between 19 to 21 years old are undergraduate levels. Their incomes/scholarships are not enough for using online marketing just for study. Therefore, the study selected online users above 21 years who mostly were graduated from bachelor degree and they started to earn the monthly income level. They are also experience online purchasing and they can buy the online product using their online payment. Earlier mentioned that the selected online users consists of adult online users (buyers) with experience on online purchasing regardless of gender, religion, race, and background and education level in Malaysia. But, the study considered the monthly income level. It is also included the question for which income level of online users in the questionnaire.

1. Which of the following best describes your MONTHLY INCOME?

☐ Less than RM1,000 (Euro 250)

☐ RM1,001-2,400 (Euro 250-600)

☐ RM2,401-4,000 (Euro 600-1,000)

☐ More than RM4,000 (Euro 1000)



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3.3 Reliability test

The reliability test result provided in Table 1. Cronbach's Alpha is one of the most commonly used measurements. The item is 0.70 or higher, it is good reliability test and the model is validity Sekaran [14]. If it is below 0.70, there is a lack of reliability and the item should be deleted/removed it (in the research) and rerun the reliability test and it would be increased to higher 0.70 of other items. The reliability analysis for the 6 independent variables such as online process simplicity (FB), product commitment (FC), product homogeneity (FD), product visualization (FE), cyberculture effect (FF) and internet information technology (FG) and 2 mediating variables i.e. online purchase complexity (FH) and need satisfaction (FI) on the dependent variable of the high click through rate of online marketing link of the research is all the items of Cronbach's Alpha values are above 0.70. Therefore, it is good reliability test and the model is validity.

Table 1: Reliability test

	Cronbach's Alpha if Item Deleted
FB	.776
FC	.873
FD	.785
FE	.777
FF	.772
FG	.754
FH	.739
FI	.760

(Source: Own data Analysis)

They added the results of the reliability test for only 8 variables. They did not report reliability for a dependent variable, high click-through rate of online marketing link (FJ). Why?? The authors used a multiple regression analysis, so their dependent variable should be a normal/scale level measurement. They need to clarify the dependent variable's measurement and reliability. Also, the authors did not create Table 1 with academic style (APA or MLA) formats.

Issue 4. Mediating test

Final Comment 4. In the first revised paper, the authors changed from mediating variables to independent variables. However, in the second revised paper, the authors reported mediating variables and a mediating test. They did not fully test the mediating effects of online purchase complexity (FH) and need satisfaction (FI). Please see the following about mediation.

To be a mediator, the links between independent variables (X) and mediating variables (M) should be included in the research model.

Page 13, 3.3 Reliability test, I have rewritten and explained it again and made some correction. Sorry for my mistake error in earlier version.

I have rerun and retested again in 3.4 Multiple regression analysis and explained that mediating effect, page 13, from Table 2 to Table 6. Please check it. The following 4 equations are explained again.

$$FJ = a + \beta_1 FB + \beta_2 FC + \beta_3 FD + \beta_4 FE + \beta_5 FF + \beta_6 FG + e_1 \quad (1)$$

$$FH = b + \beta_7 FB + \beta_8 FC + e_2 \quad (2)$$

Full Mediation Effect

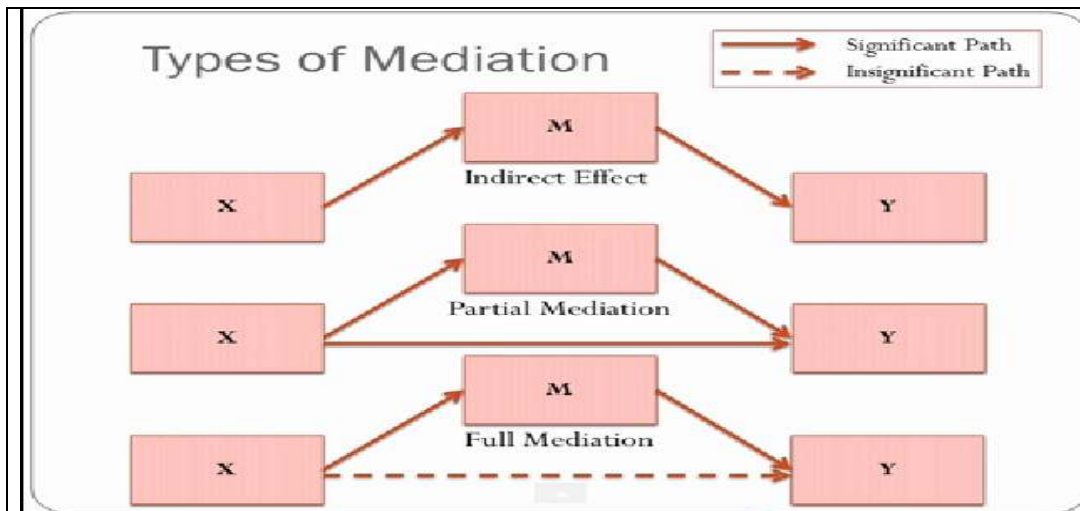
$$FI = c + \beta_9 FF + e_3 \quad (3)$$

Full Mediation Effect

$$FJ = d + \beta_{10} FH + \beta_{11} FI + e_4 \quad (4)$$

FH and FI is full mediation effect.

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Very good and Valuable Comments for my paper about you explained the mediation effect and other comments also.
After writing the paper, I have another experience about how to write the marketing paper. I have learned many of suggestions from your evaluation of the paper.
Thank you very much.

To test a mediating variable (M) using regression, there are two steps.

- (1) The link between the independent variable (X) and dependent variable (Y) should show significant beta (standardized coefficients). The authors reported Table 3.
 - (2) Re-run regression with independent variable (X) and mediating variable (M) together. The link between X-Y should show **unsignificant beta** (standardized coefficients). Then, the link between M-Y should show **significant beta** (standardized coefficients). Check the chart indicating coefficients on SPSS. Then we can say that M is the mediating variable.
- However, the authors did not re-run regression with independent variables and mediating variables together to test the mediating variables. Table 5 is not an appropriate result for testing the mediating effects of online purchase complexity (FH) and need satisfaction (FI).

In order to know how to test mediating using SPSS, please watch the following video.
<https://www.youtube.com/watch?v=pqyH2ik8kX4>

L 238-316. Usually, a mediating variable should be created based on a conceptual framework or theory or previous researchers' findings or a conceptual model. In the introduction part or literature review part, the authors did not clearly explain any justification about the mediating effects of online purchase complexity (FH) and need satisfaction (FI) from previous researchers' findings and existing literature.

I hope these comments are useful to the authors. I wish the authors good luck in their future research.