



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_29187
Title of the Manuscript:	The Effect of Electronic Word-of-Mouth upon Purchasing Cell Phone on the Internet
Type of the Article	Original Research 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.

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SDI Review Form 1.6

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	More recent literature on the impact of word-of-mouth as well as technology related consumer behavior studies should be included, such as: Electronic word-of-mouth is an informational influence construct that has been empirically shown to have significant impacts on consumer perceptions and intentions toward behavioural performance (e.g. Lim, W. M. (2015). The influence of internet advertising and electronic word of mouth on consumer perceptions and intention: Some evidence from online group buying. <i>Journal of Computer Information Systems</i>, 55 (4), 81-89). While most studies have focused on word of mouth as a post-purchase form of consumer behavior (e.g. Lim, W. M., (2015). Antecedents and consequences of e-shopping: An integrated model. <i>Internet Research</i>, 25 (2), 184-217), an increasing number of studies are exploring its form as a pre-purchase form of consumer behavior (e.g. Lim, W. M. (2015). Deal activation in online group buying. Bandar Sunway, Selangor, Malaysia: Monash University (Sunway Campus)).	This study had written one paragraph in introduction for discussing the gaps and revised as below: In addition, Chen, Chang, and Hsiao (2014) demonstrated that value-added service and customer satisfaction have a significantly positive effect on electric word-of-mouth. Lim (2015) indicated that Internet advertising (IA) and electronic word of mouth (EWOM) have a positive effect on consumers' perceived value (PV) and perceived risk (PR) of using online group buying (OGB) sites, which in turn have a significant influence on their intentions to shop at OGB sites; meanwhile, a significant relationship also emerges between IA and EWOM. Chen, Teng, Yu, and Yu (2016) showed that online brand-related information from the three sources (eWOM, Neutral/Third Party, and Manufacturer/Retailer) has a positive influence on consumer attitude toward the brand and purchase intention. Baber, Thurasamy, Malik, Sadiq, Islam, and Sajjad (2016) indicated that speaker's trustworthiness and experience have significant and positive effect on online word-of-mouth, and online word-of-mouth has significant and positive effect on



SDI Review Form 1.6

		attitude, but no effect on purchase intention. Wang, Lin, Chen, and Lin (2016) illustrated that Website quality has significant and positive effect on users' cognitive trust and eWOM respectively; however, users' cognitive trust has negative effect on eWOM. Hussain, Ahmed, Jafar, Rabnawaz, and Jianzhou (2017) demonstrated that eWOM has positively influenced on perceived risk. From these previous studies, we can find that there are three gaps: First, for the antecedents, they seldom discuss the product attribute; however, for a product, product attribute is having a long-term value. Second, for the dependent variables, they always discuss the post-satisfaction; however, customers should gather eWOM before they buy the product. It is important for improving the decision-making quality and increasing the post-satisfaction. Third, they seldom discuss the mediating effect of eWOM. According to these gaps, this study will do the further discussion. (see line 62)
<u>Minor</u> REVISION comments	The paper should be fully checked and formatted according to the journal guidelines as per author instructions.	Thanks for your suggestion.
<u>Optional/General</u> comments	The paper is generally well written and address an important area in the extant consumer behavior literature, specifically on word-of-mouth. It makes an interesting contribution by defining the boundaries of impact of word-of-mouth – pre- and post-impact on consumer behavior.	Thanks for your positive comment.