



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_32736
Title of the Manuscript:	The Effect of Brand Extension Strategy on Brand Image to Customers
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.

To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

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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	2.4 Consumer attitude towards extended product The description of this part is too general in attitude but not in detailed about consumer and towards extended product. It is recommended to add more detailed descriptions here. Authors need to clarify extended product and original product? I could not find any hypothesis about mediator? No discussion. It is better to add some discussion about your findings besides just stating the statistical findings. How the authors can say in the last sentence that Samsung is good at extending the brand? Any reference and study? Need to state H1, H2 in the research model (Figure 1) The data inside Table 2 and Table 3, replace / with.	
Minor REVISION comments	Line 43, year in reference. Line 84, sources or resources? Line 89, two references in one [] Line 97, sentence is complicated to be understood 2.10 production or product? Line 191, questionars?	
Optional/General comments	Overall there are many mistakes. The authors need to check the paper again.	

Reviewer Details:

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