



SDI Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_43210
Title of the Manuscript:	Influence of Service Brand Communication on Behavioral Intention Special Reference to the Private Professional Educational Institutes in Batticaloa District
Type of the 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:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)

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	<p>(1) Proofread the manuscript. There are many typo and grammar mistakes that should be handled, e.g.</p> <p>"...which is useful for business and it provides ..." (redundant word) "Though there are different opinions..." (plural – 's') Etc.</p> <p>Authors are wrongly written – e.g. schultz instead of Schultz; Schiff man and kanuk instead of Schiffman and Kanuk; john watson – John Watson ...etc. etc there are more of these through the whole manuscript.</p> <p>Pay attention to paragraphs and sentences – in some parts these are broken</p> <p>This cannot be a sentence "(Turley and Moore, 1995) indicates that brand names should not be overlooked as a valid and useful avenue of communication in the creation of brand attitudes." – Turley and Moore (1995) indicate that brand...(sentence cannot start with parentheses + pay attention to singular/plural – grammar)</p> <p>According to (not with)</p> <p>(2) Unclear/confusing "However, how Service Brand Communication influences consumers, most researches of which have focused on product rather than service brand. ." – this sentence is not clear – rephrase it in order to make it clear. Also, while proofreading (1) pay attention to punctuation.</p> <p>"This knowledge gap becomes a problem to marketers in acquiring consumers." – not clear – knowledge gap cannot be a problem FOR marketers – knowledge gap can suggest an opportunity for marketers for xy in a way...- rephrase and briefly (one/two sentences) explain how</p> <p>" Absence of such knowledge makes marketers in Private Professional educational institute unclear and difficult to satisfy expectations of the customers." – rephrase, not clear – many sentences are clumsily written (native speaker/professional needed)</p>	<p>All the corrections have been made in the relevant area.</p> <p>This sentence has been rewarded in the text.</p> <p>All the issues has been addressed.</p>



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	<p>" Whether Service Brand Communication influence on Behavioral Intention in Private Professional Educational Institutes?" – wrongly written; Does Service Brand...influence behavioral intention in....?</p> <p>"A traditional theoretical foundation of the relationship between communication and brand attitude, we expect the two forms of communication to directly affect brand equity and brand attitude." – sentence unclear/wrong</p> <p>"Low and Lamb, Jr (2000) Defined as "the consumer's overall evaluation of a brand – whether good or bad" brand attitudes encapsulate the meaning that consumers attach to brands, which in turn effects their purchasing behavior." – the same issue as the previous one</p> <p>IMC is not controversial – I think authors wanted to say complex (integrated marketing communication covers a variety of aspects).</p> <p>" Develop by researcher for study purpose" - Developed</p> <p>" Meanwhile Behavioral Intention can be considered as dependent variables" – variable (singular)</p> <p>(3) Methodology</p> <p>When was the research conducted? Also in June 2016?</p> <p>Can the statements/questionnaire items be seen? (provide the Extract from the questionnaire as the appendix)</p> <p>" Formed for this research" - ? Created by authors?</p> <p>" Questioner was given to the 200 students those who from 07 institutes in Batticaloa District." – requires correction</p> <p>" analysis of 172 samples." – 172 samples? You had one sample, but 172 respondents</p> <p>" 172 students were responded"</p> <p>(4) Sources</p> <p>All used sources are old – the authors are advised to include newer/recent sources</p>	<p>Corrections have been made in the relevant sections.</p>
Minor REVISION comments		
Optional/General comments	<p>The topic is interesting and relevant; however, due to many grammar mistakes/not so good English writing it is hard to follow the paper and give it the credit it deserves. Moreover, used sources are old – no recent sources are included in the paper. Therefore, the authors are strongly advised to proofread the manuscript (by a professional) and include some newer sources.</p>	