



**SDI Review Form 1.6**

Journal Name:	<a href="#">Journal of Education, Society and Behavioural Science</a>
Manuscript Number:	Ms_JESBS_47545
Title of the Manuscript:	<b>FACTORS INFLUENCING BRAND SWITCHING BEHAVIOUR OF MOBILE PHONES USERS: MEDIATING EFFECTS OF CUSTOMER SATISFACTION</b>
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)
<b>Compulsory</b> REVISION comments	<ol style="list-style-type: none"> <li>1. There must be a discussion on the conceptual model presented (see line 376)</li> <li>2. There must be a clear statement regarding the relationship of variables ( in line 374 the study indicates 5 types of relationship, but it is not clearly explained)</li> <li>3. Theoretical frame work may also be enhanced by citing recent previous studies as it is lacks theoretical clarity and is not informed by recent literature.</li> <li>4. Recommendation should be discussed form your reviewed literature</li> </ol>	
<b>Minor</b> REVISION comments	<ol style="list-style-type: none"> <li>1. Problem statement could further modify with empirical theoretical evidence.</li> <li>2. Proper citation is needed for line 169 -Liang is not in the reference list, line 172- Gilbert is not in the reference list and line 167-Raj &amp; Roy is not in the reference list. Recheck all the references and reference style.</li> </ol>	
<b>Optional/General</b> comments		

**PART 2:**

	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)
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

As per the guideline of editorial office we have followed VANCOUVER reference style for our paper.

Kindly see the following link:

<http://sciencedomain.org/archives/20>

**Reviewer Details:**

Name:	<b>H. Shamini</b>
Department, University & Country	<b>Eastern University, Sri Lanka</b>