



**SDI Review Form 1.6**

Journal Name:	<a href="#">Journal of Economics, Management and Trade</a>
Manuscript Number:	<b>Ms_JEMT_50119</b>
Title of the Manuscript:	<b>Decision-Making Management of Consumer Behavior Based on Component Regression Model</b>
Type of the Article	<b>Original Research Article</b>

**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**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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><u>Compulsory</u></b> REVISION comments	<p>I am pleased to have the opportunity to review this research paper. This study attempted to contribute to Decision-Making Management of Consumer Behavior Based on Component Regression Model. However, I would like to encourage the authors to make the following changes.</p> <p>In introduction part, the authors should include the main purpose of research as well as adding a paragraph describing the manuscript structure.</p> <p>In Conclusions part, the authors should include a final paragraph describing the "practical implications or Social implications" and "originality or value" of this study. What practical/professional and academic consequences will it have for the future? In addition, authors should make references to what is the originality and value of the research work to the industry.</p> <p>I would also urge the authors to read the articles listed below before completing the manuscript revision as they perform similar methodologies as the submitted. The author will understand that the article structure can be improved:</p> <p>Saura, J.R.; Rodriguez Herráez, B. and Reyes-Menendez, A (2019). Comparing a traditional approach for financial Brand Communication Analysis with a Big Data Analytics technique, IEEE Access, 7(1). doi: 10.1109/ACCESS.2019.2905301</p> <p>Saura, J.R. and Bennet, D. (2019). A Three-Stage Methodological Process of Data Text Mining: A UGC Business Intelligence Analysis. Symmetry-Basel. doi: 10.13140/RG.2.2.11093.06880</p>	<p>Thank you for your comments!</p> <p>As you suggested, I have enriched the introduction part by adding more statements to introduce the purpose of the research and describe the manuscript structure.</p> <p>In conclusion part, I have also added a final paragraph describing the practical implications and originality and value of this study. By comparing the results of component regression with those of traditional linear regression, a more accurate and detailed conclusion was drawn, which provided a new angle for the study of the decision-making management of consumer. It is also conducive to enriching related theories of consumption mechanism.</p> <p>We are also sincerely grateful to you for recommending two relevant articles for reference, from which we have benefited a lot!</p> <p>Thank you very much!</p>
<b><u>Minor</u></b> REVISION comments		
<b><u>Optional/General</u></b> comments		