SDI Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	**Ms_JEMT_50119**
Title of the Manuscript:	**Decision-Making Management of Consumer Behavior Based on Component Regression Model**
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:

(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	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 encoure the authors to make the following changes. In introduction part, the authors should include de main purpose of research as well as adding a paragraph describing the manuscript structure. 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. I would also urge the authors to read the articles listed below before completing the manuscript revision as the perform similar methodologies as the submitted. The author will understand that the article structure can be improve: 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 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	
Minor REVISION comments		
Optional/General comments		

Reviewer Details:

Name:	*Jose Ramon Saura*
Department, University & Country	*Rey Juan Carlos University, Spain*