



SDI Review Form 1.6

PART 1:

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2013_BJEMT_3427
Title of the Manuscript:	An Empirical Study on Consumers Preference for Mobile Telecommunication Attributes in Nigeria

General guideline for Peer Review process is available in this link:

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

- This form has total 9 parts. Kindly note that you should use all the parts of this review form.



SDI Review Form 1.6

PART 2: 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)
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments	Conjoint analysis is used to measure relative importance of each attribute level on customer preference for mobile service. The results can be provided to telecom firms to make trade-offs in rendering service to consumers. However, the data validity should be clarified as follows. -where is "source: data analysis, 2012"? page 7 line 171, page 12 line 267 and line 269, and page 13 line 284 -page 10 line 241, it is not clear about values X_3, X_4, X_5, X_6 -page 12 Table 4.2, what's mean for the column 3? And Table 4.2 column 5 row 13, how to obtain the number 13.866?	The quotation refers to the source of information provided in Table 3. The information in the table simply indicates the statistics of users rating of importance of telecom service attributes. Conventionally, presentation of results in tabular form requires two things: title of the table (on top of the table) and the reference for source of information provided (below the table). Commonly used reference sources are; 'Field survey' for general descriptive statistics and/or data analysis for a more specific descriptive information of data collected. Unless there is a contradiction to that, the convention holds. Column 3 Table 4.2 shows the derivation of the part-worth for each attribute level. The column leads to the values obtained in column 4 and 5. Explicitly, to obtain the part worth from regression estimates, the constant is subtracted from the corresponding coefficient value. E.g. 0-3-4 in column 3 represents "6.933-6.057-3.272=-2.396". In Table 4.2 column 5 row 13, the attributes represented is coverage with two levels; wide



SDI Review Form 1.6

		and Narrow. The adjusted part-worth is estimated taking the part-worth of narrow (27.984) into consideration.
	-how to obtain these data for Table 4.2 and Table 4.3? software use?	SPSS was used to obtain conjoint values
<u>Optional/General</u> comments		Authors have adjusted to SDI paper template in preparing the corrected version