



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2013_BJEMT_6297
Title of the Manuscript:	An Empirical Determination of Customers' Perception of the Advertising Slogan – “ New” or “New improved” As Used by Low Risk Brand Marketers.
Type of the Article	Research Paper

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>)



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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	1. The topic is poorly formulated. It should be rephrased thus: Customers Perception of the Advertising Slogan- 'New' or 'New improved' on Low Risk Brands in Lagos Mainland. 2. The abstract should be rewritten in less than 300 words to embody: the aim of the study, study design, place and duration of study, methodology including method of sample determination/selection, results and conclusion. 3. State the source of these percentages: 45%, 25%, 20% and 10% you used in the introduction. What informed your choice of Lagos Mainland for this study? It should be in your concluding paragraph of your introduction. 4. The statement of the problem should be reconstructed in prose form not itemized to embody: the problems/challenges Lagos mainland customers of low risk brands are experiencing from the use of the advertising slogan of 'New' or 'New improved' 5. Your research objectives and questions are too many, compress them into three or four and introduce them with a sentence. 6. Your literature review does not reflect your topic, rewrite and concentrate on previous researches on Customers Perception of the Advertising Slogan- 'New' or 'New improved' on Low Risk Brands. 7. Your research hypotheses are too many; reduce them to three or four. 8. Your paper lacks a theoretical framework, include it in your revised paper.	1. Our title captures the essence of our work better than the suggested title. Our work is empirical and captures both desk and field studies. 2. The abstract has been amended as suggested. Word count shows our abstract to contain 290 words which is below 300. 3. The points raised here have been addressed in our revised manuscript. 4. It's a matter of style to either itemize or present in prose form the statement of the problem. None of the styles adds to or subtracts from quality. However, the amendment has been effected as suggested. 5. Seven research objectives and questions are not unwieldy more so when they are adequately answered in the study. Please see lines 357 to 374. 6. Reviewed literature for this study is in tandem with our title and objectives of study. Relevant issues on marketing communication and



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	9. Materials and Methods section should be rewritten in a prose form not itemized to include; the scope of the study, research design, population of study, duration of study, method of sample determination/selection, method of data analysis and hypotheses testing. 10. Results and discussion section should be rewritten to ensure that discussion precedes table and show the source of your table. Align your discussion with your research topic. 11. Conclusion should be rewritten to ensure alignment with adjusted research topic. It should contain your findings from the study and possibly recommendations if any. See attached SDI template for your guide.	consumer perception were adequately covered. Gap in literature was pinpointed in our review which highlighted the significance and place of this study in literature. However, we have further enriched the literature 7. Please see 5 above. The seven hypotheses here are consistent with both the research questions and the objectives of the study. 8. Theories of advertising and perception were robustly covered and makes up for the absence of separate theoretical framework. 9. Materials and Methods have been presented as suggested 10. The points raised here have been addressed in our revised manuscript. 11. Recommendations have been added in the revised manuscript.
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<u>Minor</u> REVISION comments	- Language should be edited for academic writing by the native English speaker.	The language employed for this study is standard for academic writing.
<u>Optional/General</u> comments	Not accepted for publication until major revisions are made.	The corrections have been effected and the manuscript revised, and so can now be accepted for publication.

1. It is also important to mention that the problems identified in this study are not about the challenges faced by consumers of low risk brands in the use of the add slogan but to find out their understanding of this slogan and whether it influences their purchase decisions.