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SDI FINAL EVALUATION FORM 1.1

PART 1:

Journal Name:	British Journal of Economics, Management & Trade
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.**

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	**Authors' response to final evaluator's comments**
The paper should be accepted after the following final adjustments: 1. The title should be adjusted thus: **An Empirical Determination of Lagos Mainland Customers' Perception of the Advertising Slogan –"New" or "New improved" As Used by Low Risk Brand Marketers.** The reason is that the scope of your study is within Lagos Mainland and your research data were only collected from the forty localities in Lagos Mainland, non from other parts of Lagos, this invalidates your suggested title of the study. 2. You used convenience sampling method in determining your sample size in line 280, tell us your method of sample selection in line 282 i.e. how did you select your forty respondents from each of the ten localities in Lagos Mainland, what yardstick did you use? Because there are more than forty low risk brand customers in each of the ten localities in Lagos Mainland.	

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