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Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	2013_BJEMT_7104
Title of the Manuscript:	Consumers' Loyalty to bottled Water Brands in Nigeria: An empirical Study
Type of the Article	Original research paper

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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	- Although the measurement scales used for this study were based on a theoretical framework, it is strongly recommended that the author provides a good explanation of the empirical approach that was followed to ensure the data obtained would be valid. - Also, it is questionable whether a 1-item measurement scale can be used to reach conclusions on brand loyalty. - The explanation of the results in the Abstract section is also unclear. It is suggested that the author explains the results of each category in a different sentence. - The contribution of this study to the industry must also be mentioned in the abstract. - Suggest change "loyalty" as a keyword to "consumer brand loyalty" - Section 1.7 (Brief	- The empirical approach used to obtain data on consumers' purchases of, and subsequently brand loyalty to the water brands in the study, which generated data that were collated in accordance with the theoretical framework, was as follows: Since a non-probability sampling procedure, convenience sampling, was used in the survey, the consumers, who were judged to be adults, were conveniently and politely intercepted at three different convenient areas, one close to a university campus, another close to a shopping area with supermarkets that sell the water brands in the study, and a third close to a local market which also sells the brands of bottled water in the study. The purpose of the study was explained to the respondents and those willing to participate in the study were then screened to know if they were aware of the brands of water in the study, and had purchased any of the bands of water in the study for at least five times, and also resided in Anambra State, Nigeria at the time of the study. Only those respondents who were aware of all the brands of water in the study and had purchased any of the brands of water in the study for at least five times, and resided in the state were then shown the interview locations which had tables with the brands of water under study displayed on the tables. The tables were considered to the equivalent of shelves on which the bottled water brands would be displayed in a shop or market. The respondents were then given time to read through the questionnaire, while also perusing through the brands of water displayed on the tables. The respondents then completed the questionnaire, with clarification, where needed, from the data collectors. - Since only one theoretical framework was operationalized in this study, what you referred to as a "1- item scale of measurement" is essentially the core of the theoretical framework operationalized for capturing data in accordance with what the framework requires to be functional. Note that the conclusion reached on brand loyalty, using this theoretical framework, is based only on the definition and measurement of brand loyalty, as per the "brand-choice sequences" theory used. Another theoretical framework could, perhaps, yield a different conclusion, or reach the same conclusion. This is why literature, Engel et al. (see brief literature review), insists that studies on brand loyalty must specify the theoretical framework operationalized, in order to facilitate interpretation and application of the findings. Furthermore, QIII on the questionnaire in this study is a variable designed to measure the attitudinal antecedent of brand loyalty which is expected to be in sync with the observed behavioural loyalty, as argued by Day and Jacoby (see brief literature review). Part of my recommendation in this study obviously took cognizance of the overbearing use of a "1-item measurement scale" of brand loyalty when I wrote that: As I have previously discussed, for academics and pedagogy on brand loyalty, since a behavioral construct, the "brand-choice sequences" theory, was used in the study,



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	literature review) – Author mentioned that according to “literature” there are at least ten brands of bottled water in Nigeria. Source must be cited. • The reporting of the ANOVA results needs further clarification. Firstly, the normal assumptions underlying the use of the ANOVA technique must be stated. Was the data normally distributed or at least mention that sample size was above 30. Also, was it possible to assume equal variance? Table II needs further clarification. Meaning of “A”, “B” and “C” are not clear. Show group comparisons with relevant p values. • Some of the references used are very outdated and motivation must be given why they were used. • The significance of the study to the industry (rationale) must be addressed in the introduction and problem statement section of the manuscript. • Table IIIB and IIIC makes reference to the income	another study based on both behavioral and attitudinal constructs of brand loyalty is worthwhile to examine the extent to which the attitudinal antecedents of brand loyalty agree with the behavioral manifestations of brand loyalty. Furthermore, juxtaposing the two constructs in another study will provide verification of the extent to which the two constructs can be used interchangeably as valid paradigms and theories for measuring and analyzing brand loyalty. Additionally, the convergent construct validity of the two theories will be further substantiated when the correlation between the behavioral and attitudinal constructs is computed. • Though not computed in this study, the construct validity of both the behavioral and attitudinal brand loyalties can easily be computed using QII and QIII on the questionnaire, as I have also previously discussed in other works. • I recognized the need to address the normality assumptions underlying the application of ANOVA when I wrote under the assumptions in section 2.6 of my paper that: To worsen the pain in the assumption of continuity in the scale of measurement, theoretical statistics requires that such variables assumed to be continuous should be normally distributed; and the error terms in the analysis of variance models should be uncorrelated, normally distributed, with means equal to zero, and variances that are constant [13]. However, [13] opined that, often, the statistical theory requirements are satisfied in pragmatic data analyses involving analysis of variance, and regression analysis, thus making them commonly used analytical techniques. My use of a convenience sample size of 280 for this study is informed from literature, [13], and also by the statistical requirement to have n greater than 30. I have accordingly revised my comments in section 2.6 to highlight that my study used a sample size greater than 30, which permits the assumption of normality for sample statistics such as the sample means involved in ANOVA. • Without delving too much into theoretical statistics, the concern on homoscedasticity was addressed while executing the ANOVA in this study. However, the Levene’s test results on equality of variances were not reported in my earlier manuscript submission. The <i>P</i> values associated with the Levene’s tests in the ANOVA in this study are now reported in section 3, preceding the tables there. The <i>P</i> values in the Levene’s tests support the assumption of equal variances for the populations compared in this study. • Table II has been further clarified, with associated <i>P</i> values for comparing means within the groupings A,B,C. • The motivation for citing the earlier elegant works of pioneers in the area of brand loyalty is simply explained by the immense contribution which such earlier works have made to the works of contemporary researchers and academics. The works of scientists, academics, and researchers of several decades ago, for instance Einsten’s theories of 1905, 1915; Brown’s ‘brand-choice sequences’ theory of brand loyalty in 1952; McCarthy’s 4Ps of the 1960s, Kotler’s marketing
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	and age levels of the respondents. Income and age were not measured in the questionnaire provided in Annexure A.	concepts of the 1960s, etc are adopted in scientific works and studies today, and have provided platforms for many contemporary works in the academia, research, and industry. The notion of 'outdated' or "very outdated" seems to suggest that earlier works, studies and knowledge in the academia and research world have been jettisoned from the annals of research, which I respectfully disagree with. Those earlier works, theories, and concepts on which contemporary pedagogies, paradigms and ontologies are based are explicitly or implicitly used to a great extent today. Obviously, there may be considerable modification and dynamism in the use and application of the earlier works as this present world strives for the next level, as there appears to be always a next level in this present existence, which seems always hungry and thirsty for another level. Actually, many of the theories and concepts, irrespective of their dates of emergence, have not been fully tested and applied in many so-called undeveloped parts of the world, since a lot of the theories and concepts were developed using data obtained from so-called developed nations. However, all the undisputed theories and concepts in the present utterly troubled world must continue to find testing and application in some form until the present world is replaced by the world in glory which will appear when the glory of the Spirit, Jesus, appears along with souls whose sins have been washed away by faith alone in the name and blood, Jesus. With the foregoing in perspective, I think that where a theory has not been verifiably disproved by another theory or concept, no previous knowledge in the academia or research should be considered 'outdated', even though accessing the database of such earlier works may involve more work on the part of the researcher. • The relevance of this study to the industry has now been included in the abstract. • The relevance of this study to the industry has also now been included in the introduction and problem statement sections. • Actually, income and age were measured as contained in the study instrument that was used for this study. Inadvertently, the questions on the instrument for income and age were mistakenly truncated in the copy and paste process while compiling the manuscript for submission. The study instrument has now been revised to include this omission.
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		