



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2014_BJEMT_9553
Title of the Manuscript:	Risk Attitude and Demand for Motor Insurance: An examination of selected motorists in Lagos State, Nigeria.
Type of the Article	Empirical Study

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	Would suggest a revision of the discussion of Hypothesis 2; generally a more thorough explanation of some terms that aren't universally used globally, or may be Nigeria-specific. Additional Reviewer Comments: This is an empirical study of the influence of drivers' risk attitudes and their influence on the occurrence of risk; it also examines the relationship between the risk attitude of motorists' and the demand for motor insurance. The study uses a stratified random sampling technique, a method of sampling that involves the division of a population into smaller groups. In stratified random sampling, the strata are formed based on members' shared attributes or characteristics. The main advantage with stratified sampling is how it captures key population characteristics in the sample. Similar to a weighted average, this method of sampling produces characteristics in the sample that are proportional to the overall population. It	HANKS FOR YOUR COMMENTS



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	also employs simple linear regression and the Kolmogorov-smirnov test. The Kolmogorov–Smirnov test (K–S test) is a nonparametric test, and the two-sample KS test is one of the most useful and general nonparametric methods for comparing two samples, as it is sensitive to differences in both location and shape of the empirical cumulative distribution functions of the two samples. Comments and Suggested Revisions: Line 41 – United Nation’s medium projection of the world’s population..., nearly a 35% increase over the present. Line 43 – expect to what , Line 49 – This explains..., Russia, India and many others. HOW does this paragraph explain the last sentence in the paragraph? Line 55 – What does the acronym NAICOM stand for? If it is the National Association of Insurance Commissioners, it should be NAIC. Line 59 - ...plan principally focuses on the... Line 61 – What about the other 50% of vehicles in	
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	Nigeria? Line 88 – Does the driver’s attitude have a significant... Line 124 – Hong Kong ? Line 130 – Among the road transport mechanisms such as: Line 177 – ...the insurer in pricing a specific risk or group of risks needs to... Line 310 – delete extra space Line 396 - ...an appreciable level of significance exists between drivers’ risk attitude and demand for insurance. This then (delete commas) confirms an earlier study that noted (delete that the) Nigeria’s insurance market... Lines 399-402 – REWORD sentence beginning: This result, Line 409 - ...high level of influence on, and contributes hugely to... Line 411 – recommend replacing “unconscious” with “unaware”	
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	Line 413 – Other findings from... Lines 410-415 and Lines 447-449 seem to be saying two different things. Would try to explain more clearly. Lines 424-425 - ...non-tariff technique may have a positive impact on the demand for motor insurance, which will in turn... Line 452 - ...future research is needed to investigate... Line 453 – would be interested in what types of non-insurance firms are being referred to here (banks?)	
<u>Minor</u> REVISION comments	See attached. Mostly grammar and sentence composition-related suggestion.	
<u>Optional/General</u> comments	An interesting topic and a somewhat different methodology used to study the topic, compared to much other insurance research.	

Note: Anonymous Reviewer