



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_21388
Title of the Manuscript:	Impact of Retail Formats on Consumer Buyer Behavior- A Study of Fast Moving Consumer Goods Market in South Africa
Type of the Article	

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.

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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. Change the sampling technique. For classroom random sampling is good, but for cafeteria it does not suits well 2. Quote the information of other authors with citations i.e Cronbach alpha and like others. 3. No of retail format shown in Table 1 is more than retail format shown in Table 2 (explain) 4. On what basis you have selected six questions in section c (explained) and clear its methodology. 5. There are two aims shown in the study, but no discussions on best retail format as per independent variables. 6. In the discussion section, the first aim is not clearly elaborated (i.e preference), and the second aim is also not discussed.	1. The sample consists of the classroom students, with varied demographics since they are working professionals. Moreover the cafeteria, is the college cafeteria , a convenient place to accommodate the class room students for getting the questionnaire filled. 2. Changes incorporated according to the comments. 3. Departmental stores and retail chain were initially considered to be included in the study, however looking at the limited impact of these stores in the South African market , were dropped. The comment is acknowledged and Table 1 is revised accordingly. 4. The six questions are based on the consumer behavior variables .These were identified from literature review and as suggested by Shi, Cheung and Prendergast(2005) includes stock piling (SP), purchase acceleration (PA), brand switching (BS), spending more(SM) and product trial (PT). A sixth element of store visit (SV) was also included in the research. 5. The discussion on the most preferred retail store formats is included in the line 186-188 and indicates - the Hypermarkets followed by the Convenience Stores and



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		the Supermarkets are the most preferred retail store formats of the consumers for the purchase of FMCGs. 6. In the empirical findings and discussion section – Second Aim (to find out the most effective retail formats in the FMCGs market in South Africa.) Line 186-190 discusses the findings on the second aim. It is clearly indicated that the Hypermarkets followed by the Convenience Stores and the Supermarkets are the most preferred retail store formats of the consumers for the purchase of FMCGs. On the other hand the p-value >0.05 (0.361) at Independent Retail Outlets reflects that their influence is insignificant and not preferred by the consumers for the purchase of FMCGs. First aim (to study the impact of different retail formats on the consumer behavior) – Line 196-214 discusses the findings on the first aim.
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		