




Presenting an Indigenous Model of Brand Loyalty in the Retail Industry

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R e v i e w e r s

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1. Round 1

1.1. Reviewer 1

Reviewer:

The research objectives are broadly defined but lack specificity in operational terms. It is recommended to clearly articulate how the indigenous model differs or improves upon existing models. Provide a comparative analysis to establish the uniqueness of the proposed model.

The mixed-method approach is commendable, however, the linkage between qualitative findings and their integration into the quantitative analysis could be strengthened. Clarify how the thematic analysis directly influenced the construction of the questionnaire items.

The rationale behind choosing 21 experts for the qualitative interviews and 384 participants for the quantitative analysis is not thoroughly explained. Expound on why these numbers are adequate and how they represent the target population effectively.

While the methods section briefly mentions validity and reliability checks for the questionnaire, a more detailed discussion on how these were ensured and the specific values (e.g., Cronbach's alpha scores) would enhance the credibility of the research instruments.

The use of exploratory factor analysis and structural equation modeling is appropriate, yet the explanation of the criteria used for model fit assessment (e.g., fit indices like RMSEA, CFI) is missing. Include these metrics to substantiate the model's adequacy.

The interpretation of some findings, especially the negative correlation between customer satisfaction and brand loyalty, seems counterintuitive. Provide a deeper theoretical exploration to explain this anomaly and consider revisiting the data analysis for potential biases.

The review could be expanded to include more recent studies, particularly those focusing on indigenous models in non-Western contexts. This would provide a richer theoretical framework and justify the research's contribution to existing literature.

Authors revised the manuscripts.

1.2. Reviewer 2

Reviewer:

The manuscript should offer explicit operational definitions for key constructs like 'brand heritage' and 'brand reliability.' This will aid in replicability and ensure that readers clearly understand the research scope.

Consideration of external variables that might influence brand loyalty, such as economic factors or consumer behavior changes over time, is lacking. Discuss and control for these variables to isolate the effects of the model components.

Before conducting factor analysis and SEM, ensure all statistical assumptions are checked and reported (e.g., multicollinearity, sphericity). This step is crucial for validating the results.

Expand on why the sequential exploratory design was chosen over other mixed methods designs. This should be tied closely to the research questions and objectives.

More information is needed on how the questionnaire was administered, including mode (online, paper), duration, and context of administration to assess potential response biases.

While thematic analysis was utilized, the method of ensuring the reliability of coding (e.g., intercoder reliability) was not mentioned. Introduce measures taken to ensure the quality of qualitative analysis.

Strengthen the section on practical implications by detailing how practitioners can implement the findings. Also, outline specific gaps that future research could address, based on the limitations of the current study.

Authors revised the manuscripts.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.