Comments and Questions
GCABSS 2020

Paper No. 201228

Comment 1
Sevinur Chuhadar has analyzed four dimensions of customer-based brand equity; brand loyalty, perceived quality, brand awareness, brand association on consumer behaviour. That makes it a unique study, especially when we know that original primary data was used for analysis. My only concern regarding the robustness of data is that data was mostly collected from consumers a couple of shopping centres. If authors can satisfy peer reviewers, that will show that this is a very good study.

Comment 2
I find this paper of average value and would like the authors to broaden their study's scope by increasing the sample size and ensuring the respondents' diversity.

Comment 3
My apologies for making a very short comment and that too not very positive. I couldn't find your research design completely agreeable.

Question No. 1
What do you mean by Brand Equity in this study?

Question No. 2
Do you mean Brand Loyalty regarding consumers when you speak of Brand Equity?

Question No. 3
What will be the most concrete conclusion of your paper?

Replies by authors: Dec. 5-15
Issue of certificates: Dec. 20-
Send your replies to questions@rcnbs.com (do not forget to include the presentation number)

Organizer:
Research Center for New Business Strategies (RCNBS)