

Paper: “Medición de Emociones en Los Jóvenes Hacia Emprendimientos de Bebidas de Guayusa: Implicaciones de Gestión para la Comercialización de Productos”

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Peer review:

Reviewer 1: Valeria Alejandra Santa
Universidad Nacional de Rio Cuarto, Argentina

Reviewer 2: Francis Loayza
ESPOL, Ecuador

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Reviewer Name: Valeria Santa	Email:
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Date Manuscript Received: 01/12/2020	Date Review Report Submitted: 02/12/2020
Manuscript Title: MEDICIÓN DE EMOCIONES EN LOS JÓVENES HACIA EMPRENDIMIENTOS DE BEBIDAS DE GUAYUSA: IMPLICACIONES DE GESTIÓN PARA LA COMERCIALIZACIÓN DE PRODUCTOS	
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Evaluation Criteria:

Please give each evaluation item a numeric rating on a 5-point scale, along with a thorough explanation for each point rating.

<i>Questions</i>	<i>Rating Result</i> [Poor] 1-5 [Excellent]
1. The title is clear and it is adequate to the content of the article.	5

<i>(Please insert your comments)</i>	
2. The abstract clearly presents objects, methods and results.	5
<i>(Please insert your comments)</i>	
3. There are few grammatical errors and spelling mistakes in this article.	3
<p>Deberían dar el mismo formato a todo el texto: las citas bibliográficas en el texto tienen un formato diferente, los párrafos no están alineados correctamente</p> <p>Las hipótesis a probar no deben mencionarse en la introducción, deben ir antes de los objetivos.</p> <p>Los nombres científicos de las especies deben escribirse con cursiva.</p> <p>Hay autores citados en el texto que no se encuentran en las referencias bibliográficas, por ejemplo: Roebuck; Carrasquel (2017)</p> <p>Hay autores mal citados en el texto, por ejemplo: Manzano, Gavilán, Avello, Abril, & Serra, 2012, pág. 72; Mendoza-Vargas & et al.</p> <p>Algunas citas en la bibliografía del trabajo están mal escritas, por ejemplo: Mendoza-Vargas & et al. (se debe citar a todos los autores en las referencias bibliográficas)</p> <p>Hay citas bibliográficas que están en referencia pero no en el texto, por ejemplo: Gascón, A., & Blanco, Y. (2017)</p>	
4. The study methods are explained clearly.	5
<i>(Please insert your comments)</i>	
5. The results are clear and do not contain errors.	4
<p>Creo que no queda totalmente clara la interpretación de los resultados. Se habla de diferencias positivas y hay diferencias positivas y negativas en los resultados, además un participante que dijo tener orgullo por los productos ancestrales muestra una diferencia menor que un participante que dijo no tener orgullo y el resultado no se explica.....</p>	
6. The conclusions or summary are accurate and supported by the content.	5
<i>(Please insert your comments)</i>	
7. The references are comprehensive and appropriate.	4
<p>Hay errores en las citas bibliográficas tanto en el texto como en las referencias, además hay citas que aparecen en el texto y no en las referencias y viceversa.</p>	

Overall Recommendation (mark an X with your recommendation) :

Accepted, no revision needed	<input type="checkbox"/>
Accepted, minor revision needed	<input checked="" type="checkbox"/>
Return for major revision and resubmission	<input type="checkbox"/>
Reject	<input type="checkbox"/>

Comments and Suggestions to the Author(s): No veo como se relaciona el orgullo (según las definiciones dadas en el texto) con el aumento de consumo o la preferencia por un producto determinando. Creo que sería más apropiado hablar de sensación placentera o algún término que exprese mejor la sensación que tiene el consumidor al probar bebidas en este caso y que lo lleva a elegir una por sobre las otras. Sugiero introducir un nuevo término con su respectiva definición o aclarar la idea desarrollada, ya que resulta algo confusa.

Comments and Suggestions to the Editors Only:

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Reviewer Name: Francis Loayza	
University/Country: ESPOL / Ecuador	
Date Manuscript Received:	Date Review Report Submitted: 24/02/2021
Manuscript Title: MEASURING EMOTIONS TOWARDS GUAYUSA DRINK'S BRANDS: MANAGEMENT IMPLICATIONS FOR PRODUCT COMMERCIALIZATION	
ESJ Manuscript Number: 45.12.2020	
You agree your name is revealed to the author of the paper: Yes	

You approve, your name as a reviewer of this paper, is available in the “review history” of the paper: Yes

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Evaluation Criteria:

Please give each evaluation item a numeric rating on a 5-point scale, along with a thorough explanation for each point rating.

<i>Questions</i>	<i>Rating Result</i> [Poor] 1-5 [Excellent]
1. The title is clear and it is adequate to the content of the article.	3
<i>(Please insert your comments)</i> There are to little analysis or discussion about the management implications for product commercialization.	
2. The abstract clearly presents objects, methods and results.	5
<i>(Please insert your comments)</i> It is clear, maybe the background could be improved.	
3. There are few grammatical errors and spelling mistakes in this article.	2
<i>(Please insert your comments)</i> In general, a very long introduction, goes around the same topic many times, disorganized and does not have a common thread that leads the reader towards the objective of this work. I found incomplete paragraphs and misused words.	
4. The study methods are explained clearly.	2
<i>(Please insert your comments)</i> This section is disorganized and presents information on other aspects that are not part of the methodology. Authors must describe chronologically what they did, how they designed and conducting the experiment, what they measured, what data they used, pre-processed it, and how they analyzed it to obtain the results.	
5. The results are clear and do not contain errors.	3
<i>(Please insert your comments)</i> It is not clear how the results were obtained, and therefore it is difficult to know the results clarity.	
6. The conclusions or summary are accurate and supported by the content.	2

<i>(Please insert your comments)</i>	
The conclusions are based on results, and is not clear for me why the positive prefrontal asymmetric difference is related to the participant's purchase decision, if it represent only the 40% of the participants.	
7. The references are comprehensive and appropriate.	3
<i>(Please insert your comments)</i>	
I found citations which were not primary sources. Additionally, there were to much in-text citations.	

Comments and Suggestions to the Author(s):

In this interesting study, the authors present the measurement of emotions through the recording of EEG signals, in order to physiologically quantify the response of the participants when tasting 8 different brands of energy drinks based on Guayusa (holly tree native of the Amazon rain forest). Using the profrontal asymmetric difference, authors found the most popular beverage among participants. Authors conclude that using this methodology it is possible to validate the brand with greater acceptance among participants.

Major changes

Introduction: rewrite the introduction focusing in the background, the state of the art about this kind of experiments and the problem to be solved.

Methods: describe chronologically how the authors went about conducting the experiment, how the data was obtained, how was evaluated the questionnaire, data pre-processing and analyzed to obtain the results.

What's the difference between the beverages and how they were presented to the participants

Results: how the authors obtained the qualitative and quantitative assessment of emotions.

Discussion: it is recommended expand the discussion, interpreting the author's results and with the literature results.

Conclusions: should be focused to the use of this kind of methodology may be useful to determine products with greater acceptance among participants.

minor changes

include captions for figures and tables. For figures appears below the graphic, and for tables, above.

Comments and Suggestions to the Editors Only: