Reviewer’s report

Title: Exploratory Study of The Impact of Perceived Reward on Habit Formation

Version: 1 Date: 26 Oct 2018

Reviewer: Katarzyna Stawarz

Reviewer's report:

The paper describes a longitudinal study that explored the role of rewards on habit formation. Authors show that intrinsic motivation and pleasure moderate the relationship between the repetition of behaviour and the strength of the habit. This provides further evidence that rewards can support the process of habit formation. The results also suggest that performing behaviour in a stable context can not only lead to more frequent behaviour, but can also strengthen the effect of each repetition on habit formation, which has implications for future interventions.

I would like to thank the authors for their thoughtful responses to reviewer comments, especially further information about the frequency of baseline behaviours and possibility of dormant habits, as well as their clarifications regarding automaticity scores decreasing rather than plateauing after initial increase. I also appreciate that the authors clarified their language and how they use "habit" and "automaticity" throughout the manuscript.

I have spotted a few minor issues with punctuation (e.g. the semicolon on page 3, line 12, seems to be in a wrong place; the colon on page 27 in line 56 seems unnecessary), but nothing that wouldn't be noticed during the copyediting stage.

Overall, I found the paper interesting and useful. I'm looking forward to seeing this publication in print.

Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

Yes

Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Yes

Are the conclusions drawn adequately supported by the data shown?
If not, please explain in your comments to the authors.

Yes
Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?
If an additional statistical review is recommended, please specify what aspects require further assessment in your comments to the editors.

I am able to assess the statistics.

Quality of written English
Please indicate the quality of language in the manuscript:

Acceptable

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