

Review Form 1.6

Journal Name:	Asian Journal of Advanced Research and Reports
Manuscript Number:	Ms_AJARR_90167
Title of the Manuscript:	EFFECT OF LANDSCAPE ON CONSUMERS BEHAVIOUR IN SHOPPING MALLS: AN EMPERICAL STUDY OF SHOPRITE MALLS AT AKURE, NIGERIA
Type of the Article	Original Research 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. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajarr.com/index.php/AJARR/editorial-policy>)

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		
Minor REVISION comments	<p>Please observe word unity throughout the text. For example: Please change "CONSUMERS BEHAVIOUR" to "CONSUMERS' BEHAVIOUR" in the title field. The word BEHAVIOR is used in the title, while "behaviour" is used in the abstract. Please change "human shopping" to "consumers' shopping" in the last line of the abstract. There is a difference between "consumer" and "customer", please keep this in mind throughout the article. The English language of the article is poor. Strongly recommend proof reading and copyediting. The introduction section is very loosely and poorly written so that the necessity of doing research is not felt and it needs more citations in this field. Purchase intention and shopping behavior are one of the most up-to-date marketing topics. Please justify the necessity and importance of your research by referring to previous studies. There are the same problems in the research literature. Many issues have been addressed without proper reference to the marketing literature. In addition, the references are very old. The Hypothesis Development section should be presented in the literature review section of the research. The methodology section is written very inconsistently and unstructured. In this section, you should address measurement tools, questionnaire items, statistical population, statistical sample, sample size, sampling method, data analysis tool, data analysis method, and issues like this. In the discussion section, talk about the theoretical and practical implications of your research. Now you have done the same as the previous sections. In the references section, please use a unified referencing style.</p>	
Optional/General comments		

PART 2:

	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)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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