

## Review Form 1.6

Journal Name:	<a href="#">Asian Research Journal of Arts &amp; Social Sciences</a>
Manuscript Number:	Ms_ARJASS_91283
Title of the Manuscript:	THE INFLUENCE OF MARKETING COMMUNICATION STRATEGIES ON FANDOM DEVELOPMENT IN TANZANIA: A CASE OF SELECTED PREMIER LEAGUE FOOTBALL CLUBS
Type of the Article	Original Research Article

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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.journalarjass.com/index.php/ARJASS/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)
<b>Compulsory</b> REVISION comments	<b>Footnotes required for statistics mentioned</b> The research employed mixed method research approach- Specify all the approaches adopted.	
<b>Minor</b> REVISION comments		
<b>Optional/General</b> 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>	

### Reviewer Details:

Name:	Anchal Mittal
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