

Review Form 1.6

Journal Name:	Asian Research Journal of Arts & Social Sciences
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

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.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)
Compulsory REVISION comments	<ul style="list-style-type: none"> There is no coherence between the abstract and the content of the article, for example, addressing the conclusions that can be drawn from this research work. The result should have been evaluated and thoroughly compared with others. Use bar or pie graphs for comparative analysis of different entities. The selected different parameters for research are entities of this research. The introduction is supposed to introduce the problem to be solved in this article. Are there any existing solutions? Which is the best? What are its main limitations? What does the author hope to achieve? Properly address them in the introduction. In conclusion, should have summarize how the work advances the field from the present state of knowledge. The author should provide a clear justification for this work in conclusion section, and indicate uses and extensions if appropriate. I have also highlighted the grammar errors in the main research paper in yellow. Please go to the research paper and correct them. Along with this, comments have also been kept along with the marked so that the highlights can be easily understood. The title of the research article is not as per the research paper. Fix them. The future plan could be mentioned. Further examination and adequate discussion about the results should be introduced. Please explain how objectives of the study were determined? In a result section, use different graphs to justify your examined data. 	
Minor REVISION comments	Need rephrasing thoroughly.	
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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Reviewer Details:

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