

## Review Form 1.7

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_96771
Title of the Manuscript:	Role of Visual Merchandising on Consumers' Impulsive Buying Behaviour: Reference to Apparel Retail Stores in Sri Lanka
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.journalajess.com/index.php/AJESS/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 REVISION</b> comments 1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript) 2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title) 3. <b>Is the abstract of the article comprehensive?</b> 4. <b>Are subsections and structure of the manuscript appropriate?</b> 5. <b>Do you think the manuscript is scientifically correct?</b> 6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b> <b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b>	The paper has an interesting topic and method and totally I Suggest that for publishing. 1. Yes, the topic and area of study could be important and interesting for scientific community. 2. Yes, it is good. 3. Yes, didn't find any problem in abstract structure and it supports the whole paper. 4. The structure of the manuscript is appropriate. 5. Yes, the manuscript is scientifically correct. 6. The reference is sufficient but suggests some new and more additional references to update and validate of the article more.	
<b>Minor REVISION</b> comments 1. <b>Is language/English quality of the article suitable for scholarly communications?</b>	Yes, the language quality is good enough for scholarly communications.	
<b>Optional/General</b> comments	suggests to add some new and more additional references to update and validate of the article more.	

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

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