

Editor's Comment:

After going through the paper, I found the following:

1. The review article is a secondary database, but it does not have the elements of a secondary database research article.
2. The article is supposed to be literature review based, but it has all the literature from the 20th century except the two (one from 2013, & other from 2023).
3. The review article is entitled as Perceive Price and Price Judgement, but there are no tools used for price to the consumer.
4. In spite of a review article, it seems to be a text or essay writing.
5. No gap analysis is done.
6. No objectives are set.
7. No methodology is highlighted.
8. No suggestions / recommendations are made.
9. There has been a lot of change in the perception of price by the customer in the last 25 years, but most literature is 25 years old, so they may not be relevant.

Overall, I as an editor do not recommend this article for publication for the good health of the journal. This paper is very casual.

I do not recommend the article entitled "How Do We Perceive Prices? A Three-Category Taxonomy of Reference Price Effect on Consumers' Price Judgments" for the publication in the for the quality and good health of the Journal.

Editor's Details:

Dr. Rakesh Verma
Associate Professor, AKTU Lucknow University, India.