

## Review Form 1.7

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|--------------------------|---|
| Journal Name:            | Asian Journal of Economics, Business and Accounting   |
| Manuscript Number:       | Ms_AJEBA_95673  |
| Title of the Manuscript: | How We Perceive Prices? A Three-Category Taxonomy of Reference Price Effect on Consumers' Price Judgments |
| Type of the Article      | Review 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.journalajebo.com/index.php/AJEBA/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   |   |   |
| 1. Is the manuscript important for scientific community?<br>(Please write few sentences on this manuscript)   | <b>Yes</b><br>This study helps us in analyzing the effects of reference prices on consumers' formation of the final reference price that influences the subsequent price judgments. |   |
| 2. Is the title of the article suitable?<br>(If not please suggest an alternative title)  | Yes   |   |
| 3. Is the abstract of the article comprehensive?  | Yes   |   |
| 4. Are subsections and structure of the manuscript appropriate?   | Yes   |   |
| 5. Do you think the manuscript is scientifically correct?   | Yes   |   |
| 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.<br><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b> | Yes   |   |
| <b>Minor</b> REVISION comments  |   |   |
| 1. Is language/English quality of the article suitable for scholarly communications?  | 1. Keywords in abstract and References should be in alphabetic order.<br>2. Elaborate the conclusion section.   |   |
| <b>Optional/General</b> comments  | No  |   |

### 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:

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|----------------------------------|-----------------------------------|
| Name:                            | Shailendrasingh.V.Dikit           |
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