

[Review Form1.7](#)

JournalName:	<a href="#">AsianJournalofAgriculturalExtension,Economics&amp;Sociology</a>
ManuscriptNumber:	Ms_AJAEES_113758
TitleoftheManuscript:	HasTheConsumer PerceptionChanged?AnOverview ofConsumerBehaviorTowardsOrganizedRetailSectorsinKolkata
TypeoftheArticle	

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**PART1: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 a author should write his/her feedback here)
<p><b>Compulsory</b> REVISION comments</p> <ol style="list-style-type: none"> <li><b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</li> <li><b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</li> <li><b>Is the abstract of the article comprehensive?</b></li> <li><b>Are subsections and structure of the manuscript appropriate?</b></li> <li><b>Do you think the manuscript is scientifically correct?</b></li> <li><b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></li> </ol> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p><b>STRENGTH:</b></p> <ul style="list-style-type: none"> <li>The article addresses an important issue of Consumer buying behaviour as is an important aspect most companies are interested in to gain competitive advantage</li> <li>Low Plagiarism rate detected which justifies the aspect of creativity</li> <li>Good in-text citations</li> </ul> <p><b>WEAKNESSES:</b></p> <ul style="list-style-type: none"> <li>Introductory section didn't mention any aspect about the concept of <b>consumer perception and the introductory section is too narrow without enough contextual literature</b></li> <li>The problem to be addressed (<b>statement of the problem</b>) is not found in the introductory section</li> <li>No adequate literature review, which could add more understanding. This could add more comprehensive interpretation</li> <li>No theory in the work which could ease understanding</li> <li>The methodology section is <b>not well detailed. Two different sampling techniques used in the work.</b> No information on the sample size, sampling technique and model specification. This clarity will be essential for better understanding of the research process</li> <li>Wrong <b>sampling technique</b> used. A stratified sampling technique is appropriate</li> <li>Technique of data analysis not mentioned in the work</li> <li><b>Abstract section not well structured</b> in a comprehensive manner. Not all the components of abstract mentioned. No sampling technique, no sample size, no technique of data analysis mentioned, no recommendation</li> <li>Controversial objectives used in the work</li> <li>Not all in-text citation highlighted or referenced</li> <li>No <b>model specification</b></li> <li>No theoretical foundation</li> </ul> <p><b>SUGGESTIONS</b></p> <ul style="list-style-type: none"> <li>Enhance the introduction by incorporating the as of consumer perception and the relationship it has with consumer behavior</li> <li>Incorporate the problem to be addressed in the introductory section</li> <li>Enhance the literature review by incorporating more studies related to consumer behaviour and consumer perception faced globally. This will strengthen the theoretical foundation of the study</li> <li>Added a theory that will help in the study</li> <li>Include more detailed explanation of the results and their significance to enhance reader understanding</li> </ul>	
<p><b>Minor</b> REVISION comments</p> <ol style="list-style-type: none"> <li><b>Is language/English quality of the article suitable for scholarly communications?</b></li> </ol>	<p><b>Excellent English Language Skills</b></p>	

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<b>Optional/General</b> comments	<b>Acceptedmanuscriptwith seriousmajorcorrections</b>	

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <i>(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)</i>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

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