

Review Form 3

Journal Name:	Asian Journal of Advanced Research and Reports
Manuscript Number:	Ms_AJARR_120977
Title of the Manuscript:	A SYSTEMATIC REVIEW OF THE ROLE OF CUSTOMER LOYALTY IN THE ADAPTATION OF GREEN PRACTICES AMONG SHOPPING MALLS IN THE EMERGING ECONOMY.
Type of the Article	Empirical Research Paper

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	The study is significant as it highlights the critical role of customer loyalty in promoting the adoption of green practices in shopping malls within the emerging economies with special reference to Africa. It underscores the necessity for industrial companies to adopt sustainable practices and the importance of educating consumers about eco-friendly options. This research can inform policymakers and business leaders in their efforts to create more sustainable retail environments and foster environmentally conscious consumer behaviour in Africa.	
Is the title of the article suitable? (If not please suggest an alternative title)	Yes	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract is simple and requires no further explanation.	
Are subsections and structure of the manuscript appropriate?	The subsections require more detailing and a separate section the Review of Literature can be allotted.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	The author can adopt more statistical tools as he/she has focused on primary data. The "Methods" section can further be elaborated and explained in detail about the tools used for data analysis. Overall the author needs to work on the data analysis part so that the study is scientifically strong.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Yes	
Minor REVISION comments		
Is the language/English quality of the article suitable for scholarly communications?	Yes	
Optional/General comments	*The author should adopt a better way of writing the "methods" section specifically *A separate section for Review of Literature along with the table can be allotted.	

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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