

Review Form 3

Journal Name:	Journal of Scientific Research and Reports
Manuscript Number:	Ms_JSRR_121674
Title of the Manuscript:	VALUE ADDITION AND CONSUMER PREFERENCE ON SOCIAL MEDIA MARKETING: A CASE STUDY OF THE KAZHANI FARMERS MARKET
Type of the Article	Original Research Article

Review Form 3

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)
<p>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.</p>	<p>This manuscript has very importance because it discusses the influence of social media marketing on the decision of consumer towards value addition. It focused on the value addition of raw material. It also focused on how people attract towards the value addition. It is overall a good study but needs critical changes.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>Title of article is accurate and fine.</p>	
<p>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.</p>	<p>The abstract of article is accurate and fine.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>Layout is accurate and fine.</p>	
<p>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.</p>	<p>I have concerned with the scientific correctness of this manuscript. I have mentioned all my comments in manuscript file which should be addressed.</p> <ul style="list-style-type: none"> • Add complete abbreviations of words in bracket. At least write first time complete and then you can only add short form if you want. • Add some more lines from updated studies in social media marketing subsection. • Justify where the figures are taken? How it drafted? From where the words are taken? How it taken? • In methodology section, how you collected the information from the people of market? What type of questionnaire adopted for study? The design of questions was open ended or closed ended? Please justify. • Add some more studies related to this study which previously published. 	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>Add some more updated reference relevant to previous studies published.</p>	
<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Language is fine and accurate.</p>	
<p>Optional/General comments</p>	<p>Please check the manuscript file. I have mentioned my comments also there.</p>	

Review Form 3

PART 2:

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

Reviewer Details:

Name:	Muhammad Muzamil
Department, University & Country	Bahauddin Zakariya University, Pakistan