

### Review Form 3

Journal Name:	<a href="#">South Asian Journal of Social Studies and Economics</a>
Manuscript Number:	Ms_SAJSSSE_128853
Title of the Manuscript:	Effect of Product Packaging on Consumer Buying Behavior of Jambo Drinking Water: A Case Study of Nyegezi Ward, Mwanza City-Tanzania
Type of the Article	

#### **General guidelines for the 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 guidelines for the Peer Review process, reviewers are requested to visit this link:

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**Review Form 3**

**PART 1: Comments**

	<b>Reviewer's comment</b>	<b>Author's Feedback</b> <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<b>Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.</b>	The look at affords treasured insights into how packaging layout and aesthetics affect patron options and purchase choices, contributing to the growing body of information in patron psychology and advertising and marketing techniques.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The description effectively captures the essential elements of the study, focusing on important aspects such as product packaging, client behaviour, and liquid-based products. It also highlights the significance of the unique location, offering a comprehensive understanding of the study's key components.	
<b>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.</b>	Yes, the abstract of the article is comprehensive.	
<b>Is the manuscript scientifically, correct? Please write here.</b>	The manuscript is properly-organized and scientifically sound. It affords a detailed and coherent rationalization of the study's method.	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>	Yes, the references supplied are appropriate. I can see, few references have inconsistent formatting. I would suggest to please correct it in the specified citation format.	
<b>Is the language/English quality of the article suitable for scholarly communications?</b>	The language quality is in all likelihood to be excellent enough for scholarly communications.	
<b>Optional/General</b> comments	Certain areas need improvement, including consistency in quotation formatting and smoother transitions between sections.	

**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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