

### 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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#### **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 study provides valuable insights into how packaging design and aesthetics influence consumer preferences and purchase decisions, contributing to the growing body of knowledge in consumer psychology and marketing strategies	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	Yes, it is clear, descriptive, and focuses on the key elements of the study: product packaging, consumer behavior, the product (Jambo Drinking Water), and the specific location	
<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 well-prepared and scientifically sound. It provides a detailed and coherent explanation of the research methodology.	
<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 provided are appropriate. Some references have inconsistent formatting. Correct formatting or typographical errors in accordance with the required citation style (e.g., APA, MLA).	
<b>Is the language/English quality of the article suitable for scholarly communications?</b>	The language quality is likely to be adequate for scholarly communications.	
<b>Optional/General</b> comments	Some areas require refinement, such as grammatical corrections, consistency in citation styles, and smoother transitions between sections. These are minor revisions that do not detract significantly from the overall quality of the work.	

#### **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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Department, University & Country	<b>Nitte Meenakshi Institute of Technology, India</b>