

Review Form 3

Journal Name:	South Asian Journal of Social Studies and Economics
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	

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PART 1: Comments

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
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.	The manuscript titled "Effect of Product Packaging on Consumer Buying Behavior of Jambo Drinking Water: A Case Study of Nyegezi Ward, Mwanza City-Tanzania" holds significant importance for the scientific community, particularly in the fields of marketing and consumer behavior. It addresses a critical gap in the literature by focusing on the influence of product packaging in the bottled water sector within a developing country context, which has been under-researched compared to other fast-moving consumer goods.	
Is the title of the article suitable? (If not please suggest an alternative title)	The article title is suitable	
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>The abstract of the manuscript requires several enhancements to improve clarity and comprehensiveness. Here are specific points that should be added:</p> <ol style="list-style-type: none"> 1. Clearly state the primary objectives of the study at the beginning of the abstract. This will help readers quickly understand the purpose and significance of the research. 2. Include a brief overview of the most significant findings, particularly the quantitative results related to packaging design and convenience. Highlighting specific coefficients or statistical significance will provide a clearer picture of the research outcomes. 3. Summarize the practical implications of the findings for businesses, particularly Jambo Group of Companies. This will emphasize how the research can inform marketing strategies and packaging decisions. Incorporating these elements will strengthen the abstract, making it more informative and engaging for readers in the scientific community. 	
Is the manuscript scientifically, correct? Please write here.	No, the manuscript is not scientifically correct in its current form. The analysis section must be improved by incorporating a detailed "Model Fit" evaluation, which is essential for assessing the validity and reliability of the proposed conceptual model. Including statistics such as R-squared and Adjusted R-squared values will provide insight into how well the model explains the variability in consumer buying behavior.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	References are fair. Give recent literature review that is 2020 onwards.	
Is the language/English quality of the article suitable for scholarly communications?	Acceptable	
Optional/General comments	<ol style="list-style-type: none"> 1. The author should provide a comprehensive literature review that includes studies that have successfully utilized similar models in related contexts. This will strengthen the justification for the proposed model. 2. The author should explicitly state each hypothesis and detail how it connects to prior studies. This could involve summarizing key findings from relevant literature that support each hypothesis. 3. The author must include a section that presents these statistics, along with an explanation of their significance in assessing the model's explanatory power. 4. The author should revisit the analysis section to ensure that findings are directly linked to the stated objectives. This may involve reanalyzing data or providing additional context to interpret results effectively. 5. The author should revise recommendations to ensure they are practical and supported by references from credible sources. This will enhance their validity and applicability in real-world scenarios. 	

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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>	

Reviewer Details:

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