

### Review Form 3

Journal Name:	<a href="#">South Asian Journal of Social Studies and Economics</a>
Manuscript Number:	Ms_SAJSSSE_128926
Title of the Manuscript:	<b>The Influence of Product Arrangement on Sales Performance among Street Vendors in Mwanza, Tanzania</b>
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:

<https://r1.reviewerhub.org/general-editorial-policy/>

#### **Important Policies Regarding Peer Review**

Peer review Comments Approval Policy: <https://r1.reviewerhub.org/peer-review-comments-approval-policy/>

Benefits for Reviewers: <https://r1.reviewerhub.org/benefits-for-reviewers>

#### **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 on "The Influence of Product Arrangement on Sales Performance among Street Vendors in Mwanza, Tanzania" holds significant importance for the scientific community as it explores a critical yet under-researched aspect of informal economies. By examining how visual merchandising and product arrangement impact sales, the research provides empirical evidence that can inform strategies to enhance micro-entrepreneurial success in developing regions. It bridges the gap between marketing theories and their practical application in informal settings, offering insights into consumer behavior and low-cost business optimization.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	While the title is clear, it could be enhanced by indicating whether the study focuses on specific aspects of product arrangement (visual merchandising, categorization, or display techniques). This would provide a sharper focus.  Including a phrase such as "A Case Study" or "An Empirical Study" could add more depth, indicating the research method or approach used. For instance: "A Case Study on the Influence of Product Arrangement on Sales Performance among Street Vendors in Mwanza, Tanzania."	

### Review Form 3

<p><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></p>	<ul style="list-style-type: none"> <li>• The abstract provides a concise overview but could benefit from a stronger articulation of the practical implications and study limitations.</li> <li>• The introduction lacks a critical discussion of the challenges faced by street vendors in implementing effective product arrangements.</li> <li>• While the study employs multiple regression analysis, the article does not provide sufficient details about the statistical significance or confidence levels of the results. Including this information would enhance credibility.</li> <li>• The study uses a sample size of 212 street vendors, which is reasonable. However, the article does not discuss how representative the sample is of the broader population of street vendors in Mwanza.</li> <li>• <b>Empirical Literature Review</b></li> <li>• Some of the studies cited are not recent, such as those from the early 2010s. Incorporating more up-to-date research would strengthen the literature review.</li> <li>• <b>Limited Depth in Analysis:</b></li> <li>• While the descriptive statistics are clear, the article lacks deeper inferential analysis to explain relationships or causation between product arrangement and sales performance.</li> <li>• <b>Overemphasis on Agreement Levels:</b></li> <li>• The presentation of Likert scale findings emphasizes agreement/disagreement percentages but does not interpret the practical significance of these results for street vendors or policy implications.</li> <li>• <b>Lack of Theoretical Integration:</b></li> <li>• The findings are not sufficiently tied back to existing theories or literature on sales performance or consumer behavior, which limits their academic contribution.</li> <li>• Discuss how the findings align with or challenge existing research or theoretical frameworks related to consumer behavior and sales performance.</li> <li>• The article presents valuable descriptive data about the influence of product arrangement on sales performance among street vendors in Mwanza, Tanzania. However, it could benefit from streamlined presentation, deeper analysis, and stronger theoretical integration to maximize its scientific contribution and practical relevance.</li> <li>• The discussion section blends findings, comparisons with literature, and practical implications without clear transitions. Separate these elements into distinct subsections to improve readability and logical flow.</li> <li>• <b>Conclusion and Recommendations</b></li> <li>• The conclusion effectively summarizes findings but could provide more emphasis on long-term strategies for street vendors. Additionally, recommendations could include suggestions for policymakers to support informal vendors.</li> </ul>	
<p><b>Is the manuscript scientifically, correct? Please write here.</b></p>	<p>The article is a valuable contribution to understanding the dynamics of informal economies and the role of product arrangement in enhancing sales performance. While it has notable strengths, addressing the mentioned gaps would further improve its academic and practical value.</p>	
<p><b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b></p>	<p>While the references are adequate for the current scope of the article, updating and expanding them with more recent, peer-reviewed, and thematically diverse sources will significantly enhance the study's relevance and impact.</p>	
<p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>Minor grammatical issues, such as subject-verb agreement and awkward phrasing, are present throughout (data were distributed normally as it was non-bias oriented data distribution). Perform a thorough proofreading or use professional editing tools to refine the text.</p>	
<p><b>Optional/General</b> comments</p>	<p>The article offers valuable insights into the factors influencing sales volume in vending businesses and provides actionable recommendations for practitioners. However, improvements in language clarity, structural organization, and visual presentation would enhance its impact and accessibility. Streamlining the repetitive data narrative and integrating more visual aids would also make the findings more engaging and easier to digest for readers.</p>	

### 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)
<p><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

### Reviewer Details:

<p>Name:</p>	<p><b>Rao Tahir Anees</b></p>
<p>Department, University &amp; Country</p>	<p><b>The University of Lahore, Pakistan</b></p>