SDI Review Form 1.6

Journal Name:	**Asian Journal of Agricultural Extension, Economics & Sociology**
Manuscript Number:	**Ms_AJAEES_31583**
Title of the Manuscript:	**ASSESSMENT OF RELATIONSHIP BETWEEN SERVICE QUALITY, CONSUMER SATISFACTION AND CONSUMER LOYALTY IN RETAIL OUTLET USING SEM PLS ANALYSIS**
Type of the Article	**Original Research Article**

General guideline for 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 guideline for Peer Review process, reviewers are requested to visit this link:

(http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline)

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PART 1: Review Comments

	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)*
Compulsory REVISION comments		
Minor REVISION comments	1. State the justification for choosing the particular case firm (why not any other?). 2. Line 34, 35- the exact number of the sample should be stated –not *about*. 3. The Abstract must mention the findings briefly. 4. Some of the references are not cited in the text e.g. Dabholkar, P. A., Thorpe, D.I & Rentz, Joseph O (1996), Sivadas, Eugene .,& Prewitt,J.B. (2000), Rigdon, E.E. (1998).e.t.c the reference list and citations should be checked for exactness.	**NOTED**
Optional/General comments	Most citations are more than 10 years old. There must be newer publications to cite.	