



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_21388
Title of the Manuscript:	Impact of Retail Formats on Consumer Buyer Behavior- A Study of Fast Moving Consumer Goods Market in South Africa
Type of the 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:

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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	The use of chi-square as mathematical notation is most in-appropriate, as the author may not have scientifically determined the expected values of the variances.	The chi-square goodness of fit test is appropriate when the sampling method is simple random sampling and the variable under study is categorical. Generally chi square test is not a reliable test if the sample is very small. However in this paper a sample of 96 is sound enough to use chi square test. Moreover, the paper includes other statistical tools also like Cronbach and z-test to provide support to the result analysis.
Minor REVISION comments	Referencing style is inconsistent and not of tune with modern research work presentation both in the body of the work and the end of the work list.	The authors have maintained the Harvard Referencing style both in-text and at the end of the work list. Minor corrections as suggested have been incorporated.
Optional/General comments		