



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 <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>
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments	The author has presented the paper that consists the abstract, introduction, literature review, methodology results and conclusion. Some discussion and explanation has shown inconsistency to the topic. The topic indicates the impact of retail format on consumer buyer behaviour. However in some discussion, explanation and interpretation the author sometimes explained the other way round eg the consumer behaviours impact on retail	The aim of the research paper was clearly outlined in the Introduction section in the lines 51-53. Which says that –“This research paper aims to study the impact of different retail formats on the consumer behavior and find out the most effective retail formats in the FMCGs market in South Africa”. However a discussion under the Research Design & Methodology section in the lines 118-119 might have indicated some inconsistency. But a further discussion in the immediately following lines 119-120 clearly indicates that the discussion is consistent with the earlier discussion. But the reviewers c



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	format. This has also clearly mentioned in the following sentence: The aim of the survey was to understand the consumers' behavior towards different types of retail formats in the FMCGs segment..."	Reviewers comments are acknowledged. And a correction has been made in the lines 118-119 as – “The aim of the survey was to understand the impact of retail formats on the consumers' behavior in the FMCGs segment.”
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