



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:

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



SDI Review Form 1.6

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	1. Change the sampling technique. For classroom random sampling is good, but for cafeteria it does not suits well 2. Quote the information of other authors with citations i.e Cronbach alpha and like others. 3. No of retail format shown in Table 1 is more than retail format shown in Table 2 (explain) 4. On what basis you have selected six questions in section c (explained) and clear its methodology. 5. There are two aims shown in the study, but no discussions on best retail format as per independent variables. 6. In the discussion section, the first aim is is not clearly elaborated (i.e preference), and the second aim is also not discussed.	
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments		

Reviewer Details:

Name:	Sarabjot Singh
Department, University & Country	Shri Mata Vaishno Devi University, Jammu, India