

**Review Form 1.6**

Journal Name:	<a href="#">South Asian Journal of Social Studies and Economics</a>
Manuscript Number:	Ms_SAJ SSE_88533
Title of the Manuscript:	THE EFFECT OF RELATIONSHIP MARKETING, PROMOTIONS, AND BRAND IMAGE ON PURCHASING DECISION OF SAHIRA DATES SYRUP
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:

(<https://www.journalsajsse.com/index.php/SAJSSE/editorial-policy> )

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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)
<b><u>Compulsory</u></b> REVISION comments	<p><b>GENARAL COMMENTS</b></p> <ul style="list-style-type: none"><li>➤ I prescribe the paper to be acknowledged in light of the fact that the paper is knowledgeable, elegantly composed, deliberate and all around made sense of. The paper is target-situated, has not strayed from the focal topic of the paper. The creator has delightfully organized the paper which has made simple for the analyst and some other individual to comprehend.</li><li>➤ The significant strength of the paper are its: the way of composing the paper, very much organized, utilization of fitting factual investigation technique, references appropriately embedded, refreshed content and utilization of basic English with great language. The paper is expressive and powerful.</li><li>➤ As such there are no shortcomings in the paper yet at the same time edge of progress is dependably present.</li><li>➤ The title of the paper is fitting.</li><li>➤ The theoretical is composed definitively and to the point keeping in view the further satisfied and setting of the paper.</li></ul>	
<b><u>Minor</u></b> REVISION comments	<p><b>ORIGINALITY</b></p> <ul style="list-style-type: none"><li>➤ Concerning innovation of the paper, the paper had contributed a great deal of new information, by absorbing and teaching the legitimate and ongoing references all over, in this way adding significantly seriously importance and information for different pursuers.</li></ul> <p><b>RESEARCH BACKGROUND</b></p> <ul style="list-style-type: none"><li>➤ The presentation of the paper has given adequate foundation of the concentrate by covering the vast majority of the point that were expounded and made sense of in additional headings of the paper. The review was propelled from different proper hypotheses, writing. The presentation has assumed command over the paper by versing not many definitions at the beginning which has worked on the further perusing of the paper.</li><li>➤ The requirement for this study is impeccably legitimate as the creator has dealt with each part of examination philosophy and factual investigation.</li></ul>	

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	<ul style="list-style-type: none"><li>➤ The point and goals of the paper are forthright, target-situated and very much planned with the discoveries and survey of the paper.</li></ul> <p><b>WRITING REVIEW</b></p> <ul style="list-style-type: none"><li>➤ The paper contains satisfactory and refreshed writing audit. The audit is very much made sense of and are suitable to the subject and title of the paper.</li><li>➤ The design of the writing survey is great and exact. It has not been showy. The creator is engaged in his/her review and accordingly the picked writing survey is deliberate and well drafted.</li><li>➤ The contentions are clear and very much made sense of and have taken each action to make the central statement of the review.</li></ul> <p><b>STRATEGY</b></p> <ul style="list-style-type: none"><li>➤ The paper has utilized proper hypotheses and the idea has consistently paired the setting of the paper. The speculations are likewise well made sense of with right models and cases and has addressed the explanation of the title of the paper.</li><li>➤ Aside from speculations, the examination techniques utilized are suitable and result arranged. The estimations are straightforward and elegantly composed in a basic language in this manner to be grasped by any new-student.</li></ul> <p><b>RESULTS AND DISCUSSIONS</b></p> <ul style="list-style-type: none"><li>➤ The paper have utilized proper hypotheses and the idea has consistently paired the setting of the paper. The speculations are additionally well made sense of with right models and cases and has tackled the explanation of the title of the paper.</li><li>➤ Aside from hypotheses, the exploration techniques utilized are proper and result arranged. The estimations are straightforward and elegantly composed in a basic language in this manner to be grasped by any new-student.</li><li>➤ Indeed, the tables and scientific figures and flowcharts are coordinating and organizing with one another.</li></ul> <p><b>END</b></p> <ul style="list-style-type: none"><li>➤ Indeed, the end is harmonious with the outcomes and different pieces of the paper. The end is awesome and has satisfied the motivation behind each point thought about in the paper. The end takes care of every single part of the determined review and information.</li><li>➤ Indeed, the exploration suggestions are obviously made sense of in a very much organized way.</li></ul>	
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	<b>CORRESPONDENCE</b> <ul style="list-style-type: none"><li>➤ There is a lot of clearness in correspondence. Thoughts are all around communicated and elegantly composed. The substance is straightforward and has worked with the pursuer to see well and rapidly.</li><li>➤ The English Language is fitting. It is kept basic, out of syntactic and punctuational blunders, expressive and viable.</li></ul>	
<b>Optional/General</b> comments	I, ' <b>Dr. Abhishek Sharma</b> ', recommend that the paper titled " <b>THE EFFECT OF RELATIONSHIP MARKETING, PROMOTIONS, AND BRAND IMAGE ON PURCHASING DECISION OF SAHIRA DATES SYRUP</b> " be accepted without any modification/changes.	

**PART 2:**

	<b>Reviewer's comment</b>	<b>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)</b>
<b>Are there ethical issues in this manuscript?</b>	<u>(If yes, Kindly please write down the ethical issues here in details)</u>	

**Reviewer Details:**

Name:	<b>Abhishek Sharma</b>
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