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| Book Name: | [**New Advances in Business, Management and Economics**](https://www.bookpi.org/bookstore/product/new-advances-in-business-management-and-economics-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_5763** |
| Title of the Manuscript: | **Dr Oyenuga Michael** |
| Type of the Article | **Book Chapter** |

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| PART 1: Comments | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | Author’s Feedback *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | **Consumer behaviour has become an important part of marketing as organisations need to understand how and why their customers behave. So, this manuscript is very important to the scientific community.** |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **Yes, it is good** |  |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | **It is good enough** |  |
| **Is the manuscript scientifically, correct? Please write here.** | **The manuscript is scientifically correct** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.**  **-** | 1. **References are sufficient, but not recent.**  **Below works can be cited for quality and recency purposes** 2. Marcus, G.O, Oyenuga M.O & Ahungwa A.I(2020)*.* Effects of Sales Promotion on Consumer Buying Behaviour of Food Seasoning Among Nigerian Households: A Case Study of Nestle Maggi Naijapot. *Budapest International Research and Critics InstituteJournal(BIRCIJournal)Vol.3(1),134-139* <https://doi.org/10.33258/birci.v3i1.724> 3. Oyedele M.O, Marcus, G.O & Ahungwa A.I(2023). Do Consumers Care About Green Marketing Practices? Insight From A Developing Nation. *Budapest International Research and Critics Institute Journal(BIRCIJournal)* 6(3), (1424-1436)   [**https://bircu-journal.com/index.php/birci/article/view/7665**](https://bircu-journal.com/index.php/birci/article/view/7665) |  |
| Is the language/English quality of the article suitable for scholarly communications? | It is ok |  |
| Optional/General comments |  |  |

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| **PART 2:** | | |
|  | Reviewer’s comment | Author’s comment *(if agreed with the reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in detail)* |  |

**Reviewer details:**

**Oyenuga Michael, Nigeria**