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| Journal Name: | Journal of Basic and Applied Research international |
| Manuscript Number: | Ms_JOBARI_12622 |
| Title of the Manuscript: | EFFECT OF SELF-CONCEPT ON PRODUCT ADOPTION IN NIGERIA |
| Type of the Article | |

PART 1: Comments

| | Reviewer's comment | Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i> |
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| 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. | This manuscript explores the influence of self-concept dimensions on consumer product adoption, providing valuable insights into consumer behaviour. The findings highlight psychological factors that can guide product positioning and marketing strategies. Despite its limitations, the study offers a foundation for further research, particularly in understanding cultural and contextual factors in emerging markets. | Noted |
| Is the title of the article suitable? (If not please suggest an alternative title) | Self-concept Dimensions and Their Impact on Product Adoption in Nigeria | Revised |

| | | |
|--|--|---------------|
| 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. | The population is questionable, and the data analysis technique has not been mentioned. | OK |
| Is the manuscript scientifically, correct? Please write here. | The manuscript has several areas for improvement regarding the representation of the study population, analysis of results, and discussion. To enhance the scientific soundness and credibility of the text, further steps are necessary, especially concerning the elaboration on the methods of data analysis provided and the depth of the discussion developed on relevant findings. | Done revision |
| Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. | the references, especially those sourced from journals, are not up to date | Ok |
| Is the language/English quality of the article suitable for scholarly communications? | Language is quite comprehensible, but clarity and academic standards must be improved. Some minor grammatical mistakes and vague statements hinder the reader's ability to understand. Addressing issues with sentence construction and logical flow, coherence, and academic style would raise the text's scholarly communication level. | |
| <u>Optional/General</u> comments | | |

PART 2:

| | 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> |
|---|---|---|
| Are there ethical issues in this manuscript? | <i><u>(If yes, Kindly please write down the ethical issues here in details)</u></i> | |