

## ARTICLE REVIEW REPORT



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## ORIGINAL ARTICLE

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### STUDYING THE OPINION DIFFERENTIAL ON CHINESE CONSUMER ELECTRONICS: A STUDY OF BILASPUR REGION

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Pushkar Dubey

#### ABSTRACT

There are varied of consumer responses with respect to their purchase decision. It differs as per their demographic profile. Consumers with different age, income, occupation, gender, family profile etc. differ in their opinion with respect to different product attributes. Present study is an attempt to measure the opinion differentials of consumers demography with respect to product and service attribute of Chinese electronics items in Bilaspur city. It is a generalized study, and with the help of 100 respondents with convenience sampling method in operation,

#### Article Indexed in



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### Introduction

It is necessary for a marketer to understand the actions involved in buying process of a consumer. Human brain by nature is complex in origin. It is the core with which all the activities are directed. Any purchase made is not wayward but is organized with a number of influencing factors in purchasers mind.

#### A Good Introduction :-

*Depict the significance (importance) of the study - why was this value doing in any case? Give a wide connection. Extremely briefly depict the exploratory configuration and how it achieved the expressed destinations.*

### Materials

Sampling method: Convenience sampling procedure was adopted in the study where data was obtained from the respondents of Bilaspur city.

#### A Good Materials :-

*In the event that decently reported methodology were utilized, report the method by name, maybe with reference, and that's it in a nutshell. Depict the methodology totally, including such specifics as temperatures, hatching times, and so forth.*

### Result

Must add result in your article.

#### A Good Result :-

*Results are as per aims and objective and useful to further research .*

### Conclusion

The current study revealed a fewer differences in perception of demography in relation to product and service dimensions of Chinese electronics items. Difference were not found as per Age, Occupation, education, marital status, family size and religion on product and service dimensions.

#### A Good Conclusion :-

*Clarify the majority of your perceptions however much as could be expected, concentrating on systems. Choose if the trial outline satisfactorily tended to the speculation, and whether it was legitimately controlled.*

### References

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#### A Good References :-

*There are Places where the Author Pushkar Dubey , Satish Kumar Sahu and Sudhir Kumar Sharma Need to Cite a Reference, but Have Not*

### SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas	✓				
3.	Importance of the proposed ideas		✓			
4.	Timelines			✓		
5.	Sufficient information to support the assertions made & conclusion drawn		✓			
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)	✓				
7.	References & Citation (Up-to-date, Appropriate Sufficient)		✓			

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#### REVIEWER COMMENTS

- My remarks here are concerned singularly with the association of the composition.
- Thought of these focuses will, I accept, lead to an enhanced report that better shows the key ideas and conclusions.
- Generally, this is a reasonable, brief, and elegantly composed original copy.
- The presentation is pertinent and hypothesis based.

Authorized Signature

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Review Editor

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