

**Editor's Comment:**

Taking into account the evaluation process and review reports of two reviewers and authors' feedback, I recommend the manuscript 2020/JSRR/54976 entitled: "ELECTROENCEPHALOGRAPHY FOR ENHANCED UNDERSTANDING OF CONSUMER PREFERENCE" by B. Neeharika, Jessie Suneetha. W and B. Anila Kumari **for publication in Journal** of Scientific Research and Reports.

**Editor's Details:**

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