SDI Review Form 1.6

Journal Name:	Journal of Scientific Research and Reports
Manuscript Number:	**Ms_IRJPAC _54976**
Title of the Manuscript:	**ELECTROENCEPHALOGRAPHY FOR ENHANCED UNDERSTANDING OF CONSUMER PREFERENCE**
Type of the 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:

(http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline)

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)*
Compulsory REVISION comments	It **is an interesting review paper on EEG for its application to consumer preference. Although it is a critical area of research, the authors have referenced a minimal number of articles (to each of their sub-headings), and each referenced paper is devoted to a concise paragraph in the main text. I advise the following:** • **In PubMed, search using the keywords (e.g., "EEG" AND "CONSUMER" AND "PREFERENCE") for the different sub-headings used in the manuscript, and get all the essential articles, read them and write an extensive work.** • **Rather than writing a short paragraph, come up with a lengthy section with several references. I am sure there is plenty of literature out there.** • **Follow the format for the journal.**	**I have added additional references**
Minor REVISION comments		
Optional/General comments		

PART 2:

	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)*
Are there ethical issues in this manuscript?	*(If yes, Kindly please write down the ethical issues here in details)*	