

Review of: "Assessing the Role of Consumer Cooperatives in Improving Livelihood of the Members of Hawassa Zuria Woreda, Sidama Regional State, Ethiopia"

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Potential competing interests: No potential competing interests to declare.

- The title effectively conveys the subject matter, but a slight adjustment for specificity and engagement could make it even more impactful. Consider incorporating terms that capture attention or convey the significance of the research to make the title more engaging.
- The abstract effectively encapsulates the key components of the study, presenting a well-organized and informative summary. Making minor adjustments for conciseness and contextual clarification could further enhance its impact.
- The introduction demonstrates a strong foundation for the study, emphasizing its significance, context, and comprehensive objectives. The researcher's awareness of the Ethiopian context and commitment to exploring both challenges and opportunities is commendable. Minor improvements in language simplicity and the addition of transitional phrases could enhance the overall readability and flow. However, the positive aspects significantly outweigh the negatives, making the introduction a robust and promising start to the research.
- The specific objectives 2 and 4 slightly overlap, as both touch upon consumer satisfaction but from different perspectives. Clarifying the distinction between these objectives could avoid redundancy.
- The literature review could benefit from a more critical analysis of the limitations or gaps in existing studies. Identifying areas where further research is needed would strengthen the rationale for the current study.
- While the mention of using SPSS for data analysis is made, providing more details on the specific statistical tests or methods used could enhance the transparency of the analysis process.
- The results section is organized, providing a comprehensive analysis of both product and consumer behaviour and pricing strategies. The inclusion of descriptive statistics, such as mean and standard deviation, adds quantitative rigor to the findings. The discussion on consumer cooperatives, their opportunities, and challenges, as well as their role in social responsibility, connects the results to the broader context. However, offering more details on the specific statistical analyses conducted would strengthen the section further. Overall, the results are presented in a manner that aligns with the study's objectives and contributes valuable insights to the research topic.
- The conclusion synthesizes the study's outcomes, emphasizing the critical factors affecting both employee motivation and consumer satisfaction. The clear recommendations and insights for Hawassa Zuria Woreda provide practical value. The thorough analysis of consumer satisfaction factors, opportunities, and challenges for consumer cooperatives contributes to the overall richness of the conclusion. However, a slight improvement in transitioning between the discussion of consumer cooperatives and the subsequent recommendations could enhance the overall coherence of

the conclusion.

- While the direction to the future suggests comparing factors affecting employees' motivation at different levels, specifying particular research questions or hypotheses could provide more guidance for future researchers.
- In its current state, the article provides a significant contribution to understanding factors influencing employee motivation in the public sector. With a few adjustments to strengthen the results discussion and the potential addition of visual representations, the document can be considered suitable for publication in its current state. It forms a solid basis for academic discussion and offers valuable insights for future research.
- Thank you