

Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_90573
Title of the Manuscript:	The Place-of-origin Effect on Consumer's Purchase Intention
Type of the Article	Original Research 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:

(<https://www.journalajaees.com/index.php/AJAEES/editorial-policy>)

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	Table 1: The Interview Questions Outline What is the source of interview questions? Justify. Table 2 Characteristic comparison of regional brand and enterprise brandⁱ <ul style="list-style-type: none">- In table 2 why author write 33, please justify.- Please write below table; for example, Source: Own Survey June 2022 to July2022	
Minor REVISION comments	-It's a very good research and subject is also very interesting. The total concept of the study is not clear. -Need to check grammatical and sentence structure before final submission	
Optional/General comments	-What is your location of your study? Why rice product? Justify. -Why researcher have chosen these four rice brands: the Wuchang Rice, the Jilin Rice, the Huai'an Rice and the Zengcheng Rice. Justify?	

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)	

Reviewer Details:

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