

Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_94863
Title of the Manuscript:	Challenges faced by the retailers in selling the selected carbonated dairy drink in Anand city, Gujarat.
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:

(<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	<p>Author need to enhance the overall quality of the paper. Very less information about the phenomena is discussed in introduction and literature chapter.</p> <p>Methods of analysis used are at very basic level. Calculations of frequencies are insufficient to explain the topic to conclusion.</p> <p>Introduction: introduction should contain clearly defined research objectives. Research questions, significance, limitations and problem statement.</p> <p>Literature Review: LR should comprise on detailed explanation of how all variables are interconnected and valid justification of each variable connection to other.</p> <p>Methodology: Must comprise on philosophy, approach, strategy, time horizon, method of data collection.</p> <p>Result and analysis: should contain sufficient and relevant test to run in accordance with your research objectives.</p> <p>Note: the overall quality of the paper should be improved.</p>	
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)	

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