

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_95075
Title of the Manuscript:	AWARENESS, PREFERENCES, PERCEPTION, AND SATISFACTION ABOUT THE OVER-THE-TOP (OTT) PLATFORMS/PLAYERS IN ANAND CITY, GUJARAT
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>)

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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)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1. Yes, today the research areas related to business management about awareness, preferences, perceptions and satisfaction have led to the formation of very important topics that can be the basis for the emergence of new research ideas according to the needs of users in various scientific fields.</p> <p>2. It seems that the authors should remove the research item of the article and instead use a kind of pathology of cause and effect relationships among the main variables of this research at the beginning of the title.</p> <p>3. Yes, it is only recommended that the section of results and findings should preferably be expressed with statistical evidence.</p> <p>4. Research subject records should be updated and more strongly expressed. Also, a theoretical gap analysis should be done between this idea and other similar research works and its output should be used to explain the innovation of this research. In addition, in the methodology section, a comprehensive research plan should be provided to contrast the intervening variables.</p> <p>5. It definitely needs scientific, literary and specialized editing in different sections, which is recommended to be implemented according to the journal's instructions.</p> <p>6. It is necessary to add new and reliable sources by strengthening the theoretical foundations of the research, especially in the subject records and new research backgrounds related to the subject of this article.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>1. It is suitable to a large extent, but it is recommended that it be subjected to a final review with the technical discretion of the editorial department of the journal.</p>	
<p>Optional/General comments</p>		

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)
<p>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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