

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_98623
Title of the Manuscript:	"A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS READY TO EAT (RTE) FOOD PRODUCTS IN GAUTAM BUDDH NAGAR DISTRICT OF UTTAR PRADESH"
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 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)	The study is only based on one of the 3 tehsil of Gautam Buddha Nagar which has highest consumption of RTE. What about the tehsil having least consumption of RTE? How can it give complete reflection of the district based on only one tehsil? Title needs to be shorter Fine Fine Can one tehsil determine the buying behaviour or entire district? Fine	
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?	Fine, however changes advised must be incorporated and clarified.	
Optional/General comments	Highly advised to check spellings and grammar. Comments have been added here clarification is needed.	

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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