

## Review Form 1.7

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|--------------------------|--|
| Journal Name:            | <b>Asian Journal of Agricultural Extension, Economics &amp; Sociology</b>                  |
| Manuscript Number:       | <b>Ms_AJAEES_105479</b>  |
| Title of the Manuscript: | <b>A Study on Consumer Profile and Preference for Virgin Coconut Oil in Bangalore City</b> |
| Type of the Article      | <b>Original Research Article</b>   |

### **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><b>Compulsory</b> REVISION comments</p> <ol style="list-style-type: none"> <li>1. <b>Is the manuscript important for scientific community?</b><br/>(Please write few sentences on this manuscript)</li> <li>2. <b>Is the title of the article suitable?</b><br/>(If not please suggest an alternative title)</li> <li>3. <b>Is the abstract of the article comprehensive?</b></li> <li>4. <b>Are subsections and structure of the manuscript appropriate?</b></li> <li>5. <b>Do you think the manuscript is scientifically correct?</b></li> <li>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></li> </ol> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p> | <p><b>The topic of the research is practical and contemporary</b></p> <p><b>Note: Check the Journal Referencing style requirements!! Since your list of ref needs review and rework.</b></p> <p><b>The abstract is adequate, it represents all the parts of the paper. Needs proofreading as suggested.</b></p> <p><b>Keywords are adequate</b></p> <p><b>The introduction and background are adequate but could benefit from adding examples to certain concepts declared [see notes and comments in the attached reviewed manuscript]. Therefore, more clarity is needed. Used a few relevant references and updated to support the subject. Nevertheless, many more are needed [see suggested locations].</b></p> <p><b>The theoretical framework at the end of the introduction is not valid, rather it is part of the methodology as indicated in the attached Manuscript.</b></p> <p><b>The methodology is incomplete. Reorganizing the methodology is suggested with subtitles and I added [suggested] content to support the reliability of the sample, in addition to data analysis.</b></p> <p><b>Supporting facts to the discussion are clearly represented in the Tables. Except Table 10 does not represent the discussion of its content. You may keep it removed as suggested or you may add the actual needed content.</b></p> <p><b>The overall discussion is adequate, clear, and streamlined. However, it is not validated with any relevant citations to support facts, numbers, and opinions!</b></p> <p><b>The conclusion is clear.</b></p> <p><b>Are there any limitations to the research???</b></p> <p><b>YOU NEED TO FOLLOW THE AUTHOR'S GUIDELINES FOR REFERENCING. SEE SUGGESTED REFERENCES. ALSO, YOU NEED TO USE THE LAST SET OF YOUR REFERENCES IN THE TEXT OR REMOVE THEM! YOU MAY CHANGE THE NUMBERING IF YOU ADD MORE REFERENCES AS SUGGESTED FOR YOU.</b></p> <p><b>Proofreading is needed</b></p> |   |
| <p><b>Minor</b> REVISION comments</p> <ol style="list-style-type: none"> <li>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></li> </ol>   |   |   |
| <p><b>Optional/General</b> comments</p>   |   |   |

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**PART 2:**

|   | <b>Reviewer's comment</b>  | <b>Author's comment</b> <i>(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)</i> |
|---|--|---|
| <b>Are there ethical issues in this manuscript?</b> | <i>(If yes, Kindly please write down the ethical issues here in details)</i> |   |

**Reviewer Details:**

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|----------------------------------|--------------------------------------|
| Name:                            | <b>Hussin Jose Hejase</b>            |
| Department, University & Country | <b>Al Maaref University, Lebanon</b> |