

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_109585
Title of the Manuscript:	Assessment of the quality of banking services perceived by rural customers
Type of the Article	Original Research

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>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>Many studies have already been conducted on the topic. So, it is unclear why another study is required.</p> <p>No. The location of the study should be mentioned in the title.</p> <p>Yes</p> <p>Yes</p> <p>Yes. However, the necessity of conducting the study is unclear.</p> <p>No. Many of the references are dated. Kindly cite more and latest references (2019-2023) throughout the manuscript.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The English of the manuscript requires thorough proofreading.</p>	
<p>Optional/General comments</p>	<ol style="list-style-type: none"> Only six villages of one district of the state of Gujarat in India are analyzed. Can the results of the study be extended to entire India? The literature review conducted is insufficient. Kindly conduct an in-depth literature review with latest references (2019-2023). The items are taken from existing scales. So, why is it necessary to calculate reliability based on Cronbach's Alpha? The authors should highlight the research limitations, research implications, and the avenues of future research. Overall, the study lacks in novelty and contributions. 	

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PART 2:

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

Reviewer Details:

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