

Review Form 1.7

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| Journal Name: | Asian Journal of Agricultural Extension, Economics & Sociology |
| Manuscript Number: | Ms_AJAEES_101287 |
| Title of the Manuscript: | A Study on Consumers' Behavior and Factors Influencing the Consumption of Fish in Selected Districts of North Karnataka, India |
| 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) |
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| <p><u>Compulsory REVISION</u> comments</p> <ol style="list-style-type: none"> Is the manuscript important for scientific community? (Please write few sentences on this manuscript) Is the title of the article suitable? (If not please suggest an alternative title) Is the abstract of the article comprehensive? Are subsections and structure of the manuscript appropriate? Do you think the manuscript is scientifically correct? Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p> | <ol style="list-style-type: none"> "A Study on Consumers' Behavior and Factors Influencing the Consumption of Fish in Selected Districts of North Karnataka, India" –this topic is very innovative and important for scientific community. The title of the article is also suitable in India prospective. The abstract of the article is comprehensive and but not perfectly organized. But need some grammatical correction. The subsections and structure of the manuscript are appropriate and perfectly organized. I think the manuscript is scientifically correct. What is the sample size of this research paper? Please Justify. Need an extra paragraph for total findings of the research paper. Please justify. The number of references is 15 which is not sufficient for any journal paper. 60% of them are basically research paper. Explain and Justify. Please add some more references if required. | |
| <p><u>Minor REVISION</u> comments</p> <ol style="list-style-type: none"> Is language/English quality of the article suitable for scholarly communications? | <p>-Need to check grammatical and sentence structure before the final submission - Researcher claim that this research is basically short research article. Explain and Justify.</p> | |
| <p><u>Optional/General</u> comments</p> | <p>-Summary of all findings, results and conclusion part are not clear enough for submitting this paper. Please rewrite before final submission. -Add a section named summary of all findings if possible. If not explain and justify -What is the findings from all literature review? Explain and Justify. - Please rewrite the keywords. If not, justify. Keywords should be five to seven words. Key words: consumer behavior, consumption habit, factors influencing</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) |
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| <p>Are there ethical issues in this manuscript?</p> | <p>(If yes, Kindly please write down the ethical issues here in details)</p> | |

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Reviewer Details:

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