

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>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>Yes. Findings from the study are important for producers, consumers, and traders at micro-economic level and also for policymakers and planners at macroeconomic level.</p> <p>Title is suitable</p> <p>Abstract is comprehensive. It reflects purpose, methodology and findings of the study.</p> <p>Structure is appropriate.</p> <p>Yes</p> <p>Yes</p> | |
| <p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p> | <p>Language is satisfactory</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) |
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| <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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Reviewer Details:

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|----------------------------------|---|
| Name: | Mahima Rai |
| Department, University & Country | IIS Deemed to be University, India |