

Review Form 1.7

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:

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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>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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1. Yes. The paper is a valuable contribution to the literature on fish consumption. The findings of the study are likely to be of interest to policymakers, industry stakeholders, and consumers alike.</p> <p>2. Yes</p> <p>3. Yes</p> <p>4. Yes</p> <p>5. Yes</p> <p>6. Yes</p> <p>The paper is well-written and well-organized. The authors provide a clear and concise overview of the research literature on fish consumption. The survey methodology is sound, and the results are presented in a clear and easy-to-understand format.</p> <p>Overall, the paper is a valuable contribution to the literature on fish consumption.</p> <p>Here are some additional thoughts on the paper:</p> <ul style="list-style-type: none"> The authors could have explored the role of culture in fish consumption. For example, some cultures have a strong taboo against eating fish, while others view it as a staple food. The authors could have also explored the role of religion in fish consumption. For example, some religions prohibit the consumption of certain types of fish, while others view it to connect with nature. The authors could have conducted a follow-up study to assess the impact of their recommendations on fish consumption in North Karnataka. 	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	Yes	
<p>Optional/General comments</p>	As the findings of the study are likely to be of interest to policymakers, industry stakeholders, and consumers alike, writer should write practical implementation also which is missing for practical and feasible recommendations.	

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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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