

**Review Form 1.7**

Journal Name:	Asian Journal of Research in Agriculture and Forestry
Manuscript Number:	Ms_AJRAF_106396
Title of the Manuscript:	Navigating the Realm of Product Promotion for Local Chocolates
Type of the Article	

**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> <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>Yes.</p> <p>Yes.</p> <p>Yes, but needs a Limitation sub-section in the Conclusions, or at least a few sentences devoted to study limitations.</p> <p>Yes, but the use of focus groups in Methods needs citation/reference.</p> <p>Yes, but number of declaratory statements w/o cite in the Introduction.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Yes, very strong English—good.</p>	
<p><b>Optional/General</b> comments</p>	<p>(1) There are a number of declaratory statements in the Introduction that needs citation/reference, specifically: Par 1, sens 1-2; Par 2, sens 1-3 &amp; 5; Par 3, sens 3-4; and, Par 4, sens 1-2.</p> <p>(2) Authors should name their structured questionnaire, and provide as a appendix, so that other researchers can use it and/or cite it.</p> <p>(3) Authors should note their study is mixed methods as that strengthens their science, and also the provide citation/reference.</p> <p>(4) The Conclusion section need a sub-section for the study's Limitations, or at least a few sentences devoted to the study's limitations. This can be an opportunity to mention/discuss further and more definitive research.</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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