

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_111854
Title of the Manuscript:	Factors Influencing Purchase Decision of Jackfruit Products in Thiruvananthapuram District
Type of the Article	Research report

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 manuscript is important to the scientific community.</p> <p>2. Yes, the title of the manuscript is suitable.</p> <p>3. Yes, the abstract is comprehensive.</p> <p>4. The subsections are inadequate. The author should add the literature review section, discussing the purchase behaviour, the theory, and the factors that contribute to purchase behaviour. Implications of the study must also be added.</p> <p>5. The references are very limited. By adding the literature review section, I believe that the number of references will be added significantly.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The language quality is acceptable. I have provided suggestions for improvement in the manuscript.</p>	
<p>Optional/General comments</p>	<p>The comments for improvements are provided above.</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)
<p>Are there ethical issues in this manuscript?</p>	<p>(If yes, Kindly please write down the ethical issues here in details)</p>	

Review Form 1.7

Reviewer Details:

Name:	Abdul Kadir Othman
Department, University & Country	Institute of Business Excellence, Universiti Teknologi MARA, Malaysia