

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	

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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> <ol style="list-style-type: none"> 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none"> 1. The manuscript is of significant importance for the scientific community, especially in the fields of agricultural economics, food science, and consumer behavior. It sheds light on the factors influencing consumer choices in the context of jackfruit products, which is relevant for both sustainable agriculture and dietary choices. The study contributes valuable insights into consumer preferences, aiding researchers and policymakers in promoting sustainable and healthy food choices. 2. . The title effectively reflects the manuscript's focus; no changes are needed. 3. The abstract is comprehensive, summarizing the aim, methodology, results, and conclusion effectively. It provides a clear overview of the study's key components and findings. No major revisions are needed. 4. The structure is appropriate, providing a logical flow; no structural changes are necessary. 5. The manuscript is scientifically sound, though more details on sampling methods and limitations would be beneficial. 6. The references are relevant, but additional citations on consumer behavior and sustainable food choices could enhance the literature review. <p>Additional Suggestions/Comments:</p> <ul style="list-style-type: none"> • Consider adding a section on limitations to acknowledge potential biases or constraints in the study, providing a more balanced interpretation of the findings. • Including visuals model framework , such as charts or graphs, could enhance the presentation of results and make the manuscript more engaging. • Check for consistency in the use of terminology throughout the manuscript. 	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> 1. Is language/English quality of the article suitable for scholarly communications? 	<p>There are a few areas where minor revisions can enhance clarity and precision:</p> <ul style="list-style-type: none"> • Ensure consistent use of terminology throughout the manuscript. • Review sentence structures for clarity, especially in complex or technical explanations. • Check for any typographical errors or grammatical inconsistencies. <p>Overall, the manuscript is well-written, but a careful proofread may help refine the language and improve its overall readability.</p>	

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Optional/General comments	<ol style="list-style-type: none">1. Ensure clear and consistent definitions of variables, and maintain terminology coherence.2. Consider incorporating charts or graphs for better visualization of key findings.3. Provide additional details on the sampling methodology for transparency.4. Include a section acknowledging study limitations for a more balanced interpretation.	
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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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