

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_113758
Title of the Manuscript:	Has The Consumer Perception Changed? An Overview of Consumer Behavior Towards Organized Retail Sectors in Kolkata
Type of the Article	

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PART 1: Review Comments

	Reviewer's comment	Author's comment <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>
<p><u>Compulsory</u> 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>The manuscript appears to be important for the scientific community, particularly for researchers and practitioners interested in consumer behavior, retailing, and agricultural economics. It offers insights into how consumers perceive and behave in organized retail outlets, specifically in the context of purchasing agricultural commodities. Understanding consumer behavior in retail environments is crucial for businesses to develop effective marketing strategies and improve their offerings to better meet consumer needs and preferences.</p> <p>Suitable</p> <p>The abstract effectively summarizes the research paper, outlining the focus on consumers' perceptions of purchasing agricultural commodities in organized malls. It highlights key factors influencing consumer behavior, such as product availability, pricing, and convenience. The abstract also notes the attraction of consumers to organized retail outlets and differences in purchasing behavior between generations. Additionally, it briefly mentions constraints limiting consumer access to organized malls, particularly in rural areas.</p> <p>No, still need revision especially introduction section and literature section. It is advisable not to create points for the introduction; rather, it should be crafted in paragraph form, explaining the phenomenon at hand, followed by the underlying theory grounding the research, and then proceeding with the research objectives.</p> <p>Not quite accurate, it should be based on the latest theoretical foundation as its reference. However, the theoretical foundation presented in the article is only limited.</p> <p>The references too old, please use update references from 2020 above</p>	
<p><u>Minor</u> REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Need major correction for grammarticaly and spelling. Grammarly score 74</p>	
<p><u>Optional/General</u> comments</p>		

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PART 2:

	Reviewer's comment	Author's comment <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>
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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