

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_116234
Title of the Manuscript:	Exploring Consumer Perceptions and Value Addition in Street Cuisine: A Case of Kalai Ruti
Type of the Article	Original Research 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>	<p>This manuscript is important for scientific community because it offers some unique methodological approach to evaluate the customer attitude towards street food.</p> <p>The title is suitable.</p> <p>The abstract is comprehensive enough to provide understanding to the readers on the study. The subsections and structure of the manuscript are appropriate.</p> <p>Yes, the manuscript is scientifically correct.</p> <p>The references are sufficient but they need to be updated since only 3 to 4 references are recent (published within 5 years), the rest are considered old references (may or may not be relevant in the current setting).</p>	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> 1. Is language/English quality of the article suitable for scholarly communications? 	<p>The language quality is acceptable.</p>	
<p>Optional/General comments</p>	<ol style="list-style-type: none"> 1. The gap is research should be clearly explained and supported. 2. The literature review section should be organized according to theme, i.e., customer attitudes, the independent variables (price, quality, values, packaging, etc.) 3. The influence of the demographic factors on customer attitudes should also be adequately discussed. 4. For the methodology section, the development and validation of the questionnaire should be explained in further detail. 5. The implications of research should be categorized under managerial and research implications. 6. It is better to include the limitations of the study and future research suggestions. 7. The in-text citations should be improved to facilitate reading and understanding. 8. Proofreading by the language expert is required. 	

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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>	

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