

## Review Form 3

Journal Name:	<a href="#">Asian Journal of Agricultural Extension, Economics &amp; Sociology</a>
Manuscript Number:	Ms_AJAEES_122853
Title of the Manuscript:	<b>Cross-generational analysis of consumer behaviour towards convenience foods</b>
Type of the Article	Minor Revision

### **General guidelines for the Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guidelines for the Peer Review process, reviewers are requested to visit this link:

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### PART 1: Review Comments

<u>Compulsory</u> REVISION comments	Reviewer's comment	<b>Author's Feedback</b> (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	A journal that is simple yet retains the essence of a scientific paper. This journal is easy to understand for both experts and beginners. It is also straight to the point; however, its simplicity may result in a lack of support and defense from experts to uphold the scientific credibility of the journal.  You can add supporting expert opinions as well as a few	
Is the title of the article suitable? (If not please suggest an alternative title)	Add the subject of the research place so that people who read know where and who the subject of this research is.  Cross-generational analysis of consumer behaviour towards convenience foods A Study of Convenience Foods in Kerala	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	Enough for an abstract In captivating the reader.	-
Are subsections and structure of the manuscript appropriate?	GOOD	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	Because it has sufficient data and has been processed scientifically, so that the data can be accounted for in scientific truth, and can be developed by other researchers to find out the truth, or become a supporting journal. However, the small bibliography is a question mark for readers and questions the supporting theory in this journal.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. =	For references, it is unfortunate that it is not in accordance with what it should be, where the reference is just a copy without any basis in the contents of the journal. The journal is relevant, but it is unfortunate that it is not included in the journal content.  It is recommended to be included in the journal to make it easier to analyze the journal and make it easier for readers to trace each sentence that is based, and make readers confident that this research has a relevant and up-to-date basis or support.	
<u>Minor</u> REVISION comments  Is the language/English quality of the article suitable for scholarly communications?	GOOD	-
<u>Optional/General</u> comments	Interesting journal, interesting content, interesting title. unfortunately less in the bibliography and less in the introduction.	-

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### **PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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)
<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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