

Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_86937
Title of the Manuscript:	FROM NORMAL TO A NEW NORMAL: A PARADIGM SHIFT IN CONSUMER'S APPAREL PURCHASE BEHAVIOR DURING COVID
Type of the Article	Original Research Article

General guideline for 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 guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajaees.com/index.php/AJAEES/editorial-policy>)

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)
Compulsory REVISION comments	<p>The methodology section is not sufficient. Apart from the sampling, there is no mention of the research model, nor the main variables and research hypotheses.</p> <p>In the literature review, no mention of the possible linkages between the present research and those reviewed even though some reference to this has been included at the end of the paper.</p> <p>No mention of research limitations except when the author singled out the type of sampling (convenience). More should be said about time, efforts, geographic...etc in order to draw generalizing conclusions.</p> <p>The title is somehow misleading: mentioning a shift in Paradigm may suggest a strong theoretical discussion whereas the research is purely empirical and little if not nothing has been said about shifts in theory.</p>	
Minor REVISION comments	<p>Some references are not helpful.</p> <p>1 - For instance in reference No 1 no mention of the author though the name is clearly indicated in the link page: Mark-Anner.</p> <p>2 - Reference No19 lead to an error code 404 not found link and no author or authoring authority is mentioned.</p> <p>3 - Reference No3 lead to an error code 404 not found link and no author or authoring authority is mentioned.</p> <p>4 - The APA universal guidelines in research referencng is not applied sometimes.</p>	
Optional/General comments	<p>Good piece of research trying to investigate the Covid19 impact on Consumer Behavior in India. If reshuffled to take into account above recommendations, it could be a good and robust addition to World knowledge in this field.</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)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	

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