

Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_90165
Title of the Manuscript:	Brand Awareness and Brand Preference towards Herbal Personal Care Products of FMCG Brands: A Comparative Study between Rural and Urban Consumers of Namakkal district
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>I read your paper with interest, I believe that your paper deals with a potentially important and timely topic. I do hope you will find the comments helpful.</p> <p>ABSTRACT The results section is the most important part of the abstract. So, summarize the main research results.</p> <p>INTRODUCTION The introduction to a research paper presents your topic, provides background, and details your research problem. The primary research question should be clearly stated at the end of the introduction.</p> <p>REVIEW OF LITERATURE Literature review is very few, please add some literature.</p>	
Minor REVISION comments	<p>RESEARCH METHODOLOGY Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about your topic. Your research methodology discusses and explains the data collection and analysis methods you used in your research. Please review this section (Study period, measuring instrument...etc.).</p> <p>DISCUSSION: The results obtained should be compared with the results of previous studies (The comparison is completely absent in this paper).</p> <p>REFERENCE Authors should focus on recent papers. - Very few references. The authors seem to disregard or neglect some important results that have been recently achieved in this specific field. Please use reputable references, for example: Junarsin, E., Pangaribuan, C., Wahyuni, M., Hidayat, D., Putra, O., Maulida, P., & Soedarmono, W. (2022). Analyzing the relationship between consumer trust, awareness, brand preference, and purchase intention in green marketing. <i>International Journal of Data and Network Science</i>, 6(3), 915-920. Kahraman, A., & Kazaçoğlu, İ. (2019). Understanding consumers' purchase intentions toward natural-claimed products: A qualitative research in personal care products. <i>Business Strategy and the Environment</i>, 28(6), 1218-1233. Susilowati, E., & Sari, A. N. (2020). The influence of brand awareness, brand association, and perceived quality toward consumers' purchase intention: a case of richeese factory, Jakarta. <i>Independent Journal of Management & Production</i>, 11(1), 039-053. Vergura, D. T., Zerbini, C., & Luceri, B. (2020). Consumers' attitude and purchase intention towards organic personal care products. An application of the SOR model. <i>Sinergie Italian Journal of Management</i>, 38(1), 121-137. Vyas, H. D. (2018). A study on Brand awareness and preference for FMCG products in rural markets. <i>SEMCOM Management & Technology Review</i>.</p>	
Optional/General comments	Better citations will help the authors to provide better and more accurate information regarding brand preference towards Herbal personal care products.	

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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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