



SDI Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_32322
Title of the Manuscript:	A study on Assessment of Consumer Awareness Amongst Women of Deesa, Gujarat
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:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)



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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)
Compulsory REVISION comments	The manuscript misses any review of the literature, previous efforts, terms definitions , and theory. Authors should be clear about the tool, was it interview for 200 women individuals or was it questionnaire, or interview questionnaire. It is confused about the variables, one time the demographic variables were presented as independent variables, while, we check statistically the significant differences not the effect of the demographic variables, even though, authors report nothing about to which group the significance was directed. So many tables to describe the sample, for descriptive data, authors may need just to describe the sample rather than to present figures , frequencies and ratios. What about the hypotheses, how are they developed? What is the theoretical base The manuscript lacks to real discussion of findings. Authors may need to read more, and review several recent articles to know more about the topic and justify many important things for scientific research.	Many relevant reviews have been added. It was an interview schedule and it is clearly mentioned in the manuscript. Statistical difference is shown about age, education and media exposure. Research questions were framed. Discussion and justification have been added.
Minor REVISION comments	nothing	
Optional/General comments	nothing	