



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)
<u>Compulsory</u> REVISION comments	I am sorry to mention that this article is not fit to be published. There are too many mistakes with this article: i) Inconsistencies in formatting (i.e. Spacing, Tables, Numbering, Citation and Title) ii) Grammatical error can be found in every paragraph. Please do proofreading. iii) Wrong selection of word/term in many parts of the article (i.e. maximum – the correct term should be ‘majority’; graduate – the correct term should be ‘undergraduate’) iv) Very confusing research objectives. v) Suspicious figures for Table 1 and Table 2 (i.e. Adult (33%) and Old (1%) BUT Graduate (33%) and Post Graduate (2.5%). vi) Category of occupation is very confusing (i.e. what is the difference between ‘Service’ and ‘Business/Self Employed’? Why Business and Self Employed considered by the researchers as one category?). vii) Wrong interpretation of data (i.e. Line 99, supposed to be 95% NOT 37%). viii) Why every table has S.No? ix) Please be consistent with Capital and Non-capital letter (i.e. Table 10 No. 5). x) The figure for mean is suspicious (i.e. Regression Analysis Line 168, the mean for consumer right awareness is 150.31? What	



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	scale that you are using? xi) There are some tables that is not relevant (i.e. Line 170 – Variables Entered/Removed). xii) There is no explanation about R Square at all. Why? The model only explained 9.1% of the variance? There must be something wrong with the model. xiii) There is no explanation about the Standardized Coefficient Beta and p-value which is the backbone of the analysis. xiv) What is CRA? Please check Line 176 and 182. xv) Why only two references? This is academic writing! Justification is very important. This indicates that the researchers are lacking in terms of literature review.	
Minor REVISION comments	N/A	
Optional/General comments	Do proofreading. Check English.	

Reviewer Details:

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