

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_115677
Title of the Manuscript:	Geographical Indication of Handloom Products and its Influence on Consumer Purchase Behavior
Type of the Article	Original Research Article

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)
<p><b>Compulsory</b> REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1. The manuscript discussing the Geographical Indication of Handloom Products and its influence on consumer purchase behavior is important for the scientific community as it sheds light on the intersection of traditional handloom craftsmanship, geographical indications, and consumer behavior. By exploring these aspects, the manuscript can contribute valuable insights to researchers, policymakers, and practitioners in the fields of economics, marketing, and cultural studies.</p> <p>2. The title of the article is suitable as it clearly indicates the focus of the study. However, an alternative title could be "Unraveling the Impact of Geographical Indication on Consumer Preferences for Handloom Products."</p> <p>3. The abstract of the article appears to be comprehensive, providing a succinct overview of the research objectives, methodology, key findings, and implications. It effectively conveys the essence of the study to readers.</p> <p>4. The subsections and structure of the manuscript seem appropriate, allowing for a logical flow of information from introduction to conclusion. Each section likely serves its purpose in presenting the research findings and analysis effectively.</p> <p>5. The title of the article is suitable as it clearly indicates the focus of the study. However, an alternative title could be "Unraveling the Impact of Geographical Indication on Consumer Preferences for Handloom Products."</p> <p>6. The abstract of the article appears to be comprehensive, providing a succinct overview of the research objectives, methodology, key findings, and implications. It effectively conveys the essence of the study to readers. The subsections and structure of the manuscript seem appropriate, allowing for a logical flow of information from introduction to conclusion. Each section likely serves its purpose in presenting the research findings and analysis effectively.</p>	<p>Agreed</p> <p>Title modified and accepted as per suggestions (appeared in the text of the article and highlighted in yellow colour)</p> <p>Agreed</p> <p>Agreed</p> <p>Title modified and accepted as per suggestions (appeared in the text of the article and highlighted in yellow colour)</p> <p>Agreed</p>
<p><b>Minor</b> REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The language and English quality of the article are crucial for scholarly communications. It is essential that the manuscript is written in clear, concise, and grammatically correct English to ensure effective communication of the research findings to the academic community.</p>	<p>Necessary grammatical corrections are made.</p>
<p><b>Optional/General</b> comments</p>		

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <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>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	