

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	Research paper (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)
Compulsory REVISION comments 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)		
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?		
Optional/General comments	Correct the following items The abstract needs to be revised and expanded to accurately identify the community and sample. The introduction should clearly define the research gap. The theoretical basis should explain consumer willingness and its influencing factors. Include research background and end the introduction with a general question. Present the research model after laying down the theoretical foundations, followed by stating the assumptions. Inadequacies in describing the research method, including population, statistical sample, and variables measurement (questionnaire and its source) need to be addressed. Run the research model in significance and path coefficient modes, then test the hypotheses. Expand on the discussion and conclusions, including practical and research recommendations.	All corrections are made as per instructions and highlighted in yellow colour

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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>	