

REVIEWER'S REPORT

Manuscript No.: IJAR-57963

Title: Cultural Transformation in Jewellery Consumption: A Study of Changing Preferences among Generation Z in Gujarat

Recommendation:

Accept as it is

Accept after minor revision... ..

Accept after major revision ... ✓ ...

Do not accept (*Reasons below*).....

Rating	Excel.	Good	Fair	Poor
Originality			✓	
Techn. Quality			✓	
Clarity				✓
Significance			✓	

Reviewer Name: Ankur Jyoti Dutta

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be displayed in the journal publication alongside with the reviewers name.

Following observation needs to be incorporated:

- The abstract of the paper needs to be rewritten in a more scientific manner stating the intent and purpose of the study and what will be the contribution of this work in the broader domain.
- The keywords need to be more aligned with the intent of work. There should be maximum of 5 relevant keywords only that will convey the work.
- There are major grammatical errors and the paper should be written as per the prescribed format of the journal.
- The methodology of the paper needs to be explained and the parameters of selection need to be highlight. The images and charts provided are very much distorted; the author needs to provide adequate images for this along with the source of generation.
- The paper needs to be written as per the journals guidelines. The references provided in the paper are not sufficient enough it needs to be increased.
- The conclusion needs to highlight also the author's point of view and the final contribution.

Detailed Reviewer's Report

International Journal of Advanced Research

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- The abstract of the paper needs to be written in a more systematic way where the author conveys clearly how the work is relevant and what were the observations and its contribution. The keywords used are not significant enough. Maximum 5 numbers of keywords needs to be used which conveys what the author is intended on doing.
- The literature review could also include some statistical data and matrix of the work that past scholars may have worked upon this for comparison to give it a more understandable and precise look.
- The methodology of the paper needs to be written in a way that it highlights the selection parameters that were taken for the study. Further the author have included pie chart and data of the survey conducted but lacks to provide the parameters and sources
- The conclusion part can be followed with a future scope and possibilities that the research might led to and the author may put forward their own perspective.
- The paper needs to be as per the journal's guidelines and format should be followed. The references and bibliography of the paper needs to be organized and increased more as the current selection is not sufficient enough