



SDI Review Form 1.6

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_42173
Title of the Manuscript:	Factors influencing customers purchasing behaviors of gold and silver ornaments in Western Nepal
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	<p>1. I grade the paper 7 out of 10 on novelty, originality, and technical strength. The language performance needs improvement.</p> <p>2. I suggest revised title: "Research Study on Consumers Purchasing or Renting Jewelry in Western Nepal"</p> <p>3. The article is informative and interesting. I found the author's outline satisfactory, as follows: Abstract: Aims, Study Design, Place and Duration of Study, Methodology, Results, Conclusion: 1. Introduction 2. Material and Methods 3. Results and Discussion Table 1: Association between Age and Gender Table 2: To buy or to rent for male and female for gold, silver, diamond and gems jewelry Table 3: To buy or to rent for male or female for oneself, family, relatives, friends, or shopkeepers Table 4: To buy or to rent for male and female in reputed, ordinary, specific, or anywhere shops Table 5: To buy or to rent for male or female in advertising influencing or not 4. Conclusion 5. References 4. This is a descriptive cross sectional study of customers, by gender, of gold, silver, diamonds and gems jewelry in Western Nepal. 5. The review of the literature is satisfactory, e.g.: "Gold and silver have always been considered as the safest mode of investment, equivalent to liquid cash and as risk collateral (Dauriz, Remy, & Tochtermann, 2013; Hari & Prasad, 2014). The gold and silver market in Nepal is increasing day by day. Jewelry is considered as the ornamental values and passing down from generations to generations as an ancestral property (Arekar & Godbole, 2016; Napompech, 2010). While buying the jewelry product or seeking for service, it depends on the advertisement and displaying mechanism. Consumer behavior is concerned with what they buy it, when, from where and how they buy it and how often they buy it (Sultana, Jafar, & Saiful, 2015). The consumer behaviors in jewelry market could be influenced by various factors like the branding of gold and silver, dealers, fame and reputation of the jewelry shop, Trust on the branding, purity, price, occasions, birthday, anniversary, marriage, and engagement (Kumari, k. & anitha, 2016; eyiaro, 2015). The influence of advertisements, celebrity endorsement, exhibitions, Launch of new collections, the social class to which an individual belongs, type of products the individual prefers, social factors like reference group and family, personal factors like the age, life cycle and occupation, and psychological factors like motivation, perception and attitude of the customers influences the jewelry buying behaviors of people (Joseph, 2014; Pandey, 2016)."</p> <p>6. The conclusion needs elaboration. Table 1 shows that about two thirds of jewelry customers</p>	



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	<p>are women with 43.5% in ages 20-30 and 31.6% ages 30-40. Table 2 shows that a strong preference for buying gold, silver, diamond, and gem jewelry among men and women. Table 3 shows 63% for men and 67% for females jewelry purchases are for the family and 26% for men and 25% for females jewelry purchases are for oneself. Table 4 shows that 66% for men and 60% for females jewelry purchases are from a specific shop and 25% for men and 28% for females jewelry purchases are from a reputed shop. Table 5 shows that advertisements have little impact on men and women for purchasing or renting jewelry.</p> <p>7. The Bible (Genesis 2:10-12) on the Garden of Eden records: “A river issues from Eden to water the garden, and it then divides and becomes four branches. The name of the first is Pishon, the one that winds through the whole land of Havilah, where the gold is. The gold of that land is good; bdellium is there, and lapis lazuli.”</p>	
Minor REVISION comments		
Optional/General comments		

Reviewer Details:

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