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Title: Challenges in the Marketing of Fish: A Special Focus on Kanyakumari District.

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: Mr Bilal Mir

Reviewer's Comment for Publication.

Overall Evaluation

This paper investigates fisherfolk perceptions of environmental degradation—pollution, climate change, and habitat loss—in Kanyakumari District and evaluates their effects on fisheries and livelihoods using ANOVA. The topic is timely and relevant, given global concerns about climate impacts on marine ecosystems and food security. The manuscript is clearly structured with a strong abstract (lines 3–27), contextual introduction (lines 30–90), and well-presented statistical analysis (lines 153–167). However, some improvements in clarity, focus, and formatting are needed.

Major Comments

1. Title–Content Alignment

- Line 1: The title promises a focus on *marketing* of fish, but the paper primarily explores *environmental degradation and fisherfolk perceptions*. Consider revising the title to better reflect the study's true scope (e.g., "Environmental Challenges to Fisheries and Fisherfolk Livelihoods in Kanyakumari District").

2. Methodology Detail

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- Lines 137–152: The sampling procedure relies on convenience sampling. Provide justification for this choice and discuss potential bias.
 - Line 146: Include details on questionnaire design (number of items, key sections, validation process, and reliability testing).
- 3. Statistical Analysis**
- Lines 153–167: Explain why ANOVA was chosen and specify whether assumptions (normality, homogeneity of variance) were checked.
 - Include effect sizes to give readers a sense of the magnitude of differences found.
- 4. Results & Discussion**
- Lines 168–179: Integrate more interpretation. For example, discuss *why* pollution was perceived as most severe and compare to findings from similar coastal districts or national data.
- 5. Literature Review**
- Lines 103–136: Improve flow by grouping studies thematically (e.g., overfishing impacts, climate change effects) and ensuring consistent citation style (capitalize authors' names and first words of sentences).
 - Consider adding recent India-specific studies (post-2021) on marine pollution or fisherfolk adaptation.
- 6. Language and Style**
- Throughout (e.g., lines 105–114, 116–135): Correct lowercase sentence starts (“pauly’s” → “Pauly’s,” “the fao’s” → “The FAO’s”).
 - Lines 181–190: Combine shorter sentences for smoother reading.

Minor Comments

- Line 31: Add a space after the period in “world.Fish.”
- Line 103: Insert a space after “1.3”.
- Line 154/Table 1 and Line 160/Table 2: Ensure tables follow journal formatting (clear column headings and consistent significant-level notation).
- Line 170: Capitalize “Pollution” at sentence start.
- Check all references (lines 191–224) for consistent APA/author-date formatting and proper capitalization of titles.

Strengths

- **Relevance:** Addresses urgent issues of environmental degradation and fisheries sustainability.
- **Field Data:** Uses primary data from fisherfolk, providing ground-level insight often missing in secondary analyses.
- **Clear Findings:** Results (lines 168–179) are straightforward and directly tied to the study objectives.