

## Review Form 1.6

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|--------------------------|--|
| Journal Name:            | <a href="#">Asian Journal of Agricultural Extension, Economics &amp; Sociology</a>               |
| Manuscript Number:       | Ms_AJAEES_90829  |
| Title of the Manuscript: | Factors influencing the Consumer Buying Behaviour towards Alternate Forms of Sugar in Tamil Nadu |
| Type of the 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:

(<https://www.journalajaees.com/index.php/AJAEES/editorial-policy> )

### 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) |
|-------------------------------------|---|---|
| <b>Compulsory</b> REVISION comments | <ul style="list-style-type: none"> <li>- This phrase needs to be reviewed: "However, sugar is not fit for consumption Though its fit for consumption, they are shifting towards the traditional forms of sugar as it have better nutritional compounds comparing to the refined forms of sugar". There are grammar, spelling and logical failures.</li> <li>- The abstract needs to be reviewed too. I suggest the following items: background, purpose, design/methodology, findings, practical/managerial implications, originality/value</li> <li>- In the end of literature review, it is necessary to insert a paragraph summarizing how the arguments of the cited authors are participating in the next sections. Were they used in the elaboration of the questions of the interview, or the definition of the factors influencing consumer buying behaviour? Which author was reference to which part?</li> <li>- To ensure the validity and reliability of the study, it is necessary to indicate which author is the base to define the suitability criteria for the factor analysis. One suggestion is Hair Junior, J.F., Anderson, R., Tatham, R., &amp; Black, W. (2005).</li> <li>- It is said in the sentence "It could be concluded from the table 1.5 that, on the basis of varimax rotation with kaiser normalisation, four factors have emerged" that there are four factors, however according to the tables shown, there are only three factors. This disagreement needs to be corrected.</li> <li>- It is necessary to explain why the factor "easy availability" was not included in Factor 1 qualities.</li> </ul> |   |
| <b>Minor</b> REVISION comments      | <ul style="list-style-type: none"> <li>- As the journal has an international scope, I suggest indicating in the title the country where the study was carried out.</li> <li>- Table 1.4 can be removed, as it does not provide relevant data.</li> <li>- Table 1.5 could be reorganized, placing the factor loadings in descending order and eliminating values smaller than .52, to facilitate the visualization of the variables that make up each factor.</li> </ul>   |   |
| <b>Optional/General</b> comments    | The study brings import information about sugar consumer behaviour, that can be used in strategic marketing planning.   |   |

### PART 2:

|   | 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) |
|---|--|---|
| <b>Are there ethical issues in this manuscript?</b> | <i>(If yes, Kindly please write down the ethical issues here in details)</i> |   |

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**Reviewer Details:**

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|----------------------------------|---|
| Name:                            | <b>Agnaldo Keiti Higuchi</b>  |
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