

Review Form 1.6

| | |
|--------------------------|--|
| Journal Name: | Asian Journal of Agricultural Extension, Economics & Sociology |
| Manuscript Number: | Ms_AJAEES_94839 |
| Title of the Manuscript: | Factors influencing the buying pattern of selected carbonated dairy drink by the consumers in Anand city, Gujarat. |
| 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) |
|-------------------------------------|--|---|
| Compulsory REVISION comments | <ol style="list-style-type: none">1. Add research question in introduction.2. Methodology is required to be written in more details3. Add discussion under separate heading which should be based on results and literature4. Number of references(preferably latest) required to be increased written at journal pattern | |
| Minor REVISION comments | <ol style="list-style-type: none">1. Add key words2. In results somewhere null hypothesis is accepted while rejected at other. The author is advised to justify two outcomes in one study with a bit detail I discussion.3. Based on study abstract is needed to be improved covering entire manuscript preferably in sections | |
| Optional/General comments | | |

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

Reviewer Details:

| | |
|----------------------------------|----------------------|
| Name: | Muhammad Ghafoor Ali |
| Department, University & Country | Pakistan |