

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:

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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>Overall</p> <ul style="list-style-type: none"> Author should send the paper for proofreading before the submission. Please check the citation format and ensure that all used citations are listed in references. <p>Abstract</p> <ul style="list-style-type: none"> It is good to have an introduction of the abstract before mentioning the objectives. Author should discuss the methodology of study which covering the statistical tool, studied population, and sample size. Author should shorten the findings or summarize the results of the study. Author should insert the originality statement in the abstract. Author should cover the implications (theoretical and managerial) of the study. <p>Introduction</p> <ul style="list-style-type: none"> Author should shorten the current prepare introduction, as it is too long. Author is advised to list the problem statements as backdrop for the research objectives. <p>Literature reviewing</p> <ul style="list-style-type: none"> Author should prepare the literature review of the study which covering the literature for the studied constructs (IVs & DV) followed by underlying theory. <p>Methodology</p> <ul style="list-style-type: none"> The author should cover the research procedure, sampling method, sample size, studied population, statistical tool. Do 100 respondents are enough? Any proof? <p>Results/findings</p> <ul style="list-style-type: none"> It is good to separate the results and discussion. Author should combine all the demographic profile in one table instead of having so many table. Also, author should take note that the text of table should come first before the presenting the Table. It is unnecessary to insert the sources at the bottom of the Tables which are related to demographic profile's tables. <p>Discussion</p> <ul style="list-style-type: none"> Author should prepare the discussion of the results. <p>Conclusions</p> <ul style="list-style-type: none"> Author should summarize the findings of the study followed by the implications (Managerial & theoretical) of the study. 	
Minor REVISION comments		
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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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