

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_95357
Title of the Manuscript:	Factor Analysis of Consumer Buying Behaviour of Branded Milk and Milk Products-A Case Study in Tirupati District of Andhra Pradesh
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:

(<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)												
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. Now a day Everyone have good knowledge, but this study may be give some additional knowledge.</p> <p>3." the study in descending order of highest population recorded as per census 2011". It is not latest information</p> <p>4. Table 1. Kaiser-Meyer-Olkin & Bartlett's test</p> <table border="1"> <thead> <tr> <th colspan="3">Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</th> </tr> </thead> <tbody> <tr> <td>Bartlett's Test of Sphericity</td> <td>Approx. Chi-Square</td> <td>1429.565</td> </tr> <tr> <td></td> <td>Df</td> <td>153</td> </tr> <tr> <td></td> <td>Significance</td> <td>0.000</td> </tr> </tbody> </table> <p>What basis showing this result</p> <p>5. No, because no objectives, no review of literature & no hypothesis.</p> <p>6. Ok</p>	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			Bartlett's Test of Sphericity	Approx. Chi-Square	1429.565		Df	153		Significance	0.000	
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<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	Not a problem													
<p>Optional/General comments</p>	This is not a comment, but my suggestion to the researcher, I think whatever brands you choose for your research study, it needs to be mentioned.													

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PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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