

Review Form 1.7

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ARJASS_100014
Title of the Manuscript:	Study of Beverage Consumption Trends (Carbonated/ Non- Carbonated drinks) in India
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.journalarjass.com/index.php/ARJASS/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> <ol style="list-style-type: none"> Is the manuscript important for scientific community? (Please write few sentences on this manuscript) Is the title of the article suitable? (If not please suggest an alternative title) Is the abstract of the article comprehensive? Are subsections and structure of the manuscript appropriate? Do you think the manuscript is scientifically correct? Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>General Comments</p> <p>From my point of view, it is a very interesting topic and simultaneously it seems that to the best of my knowledge is an important empirical research which aims to understand the trends in consumer beverage consumption, explicitly examining the shift towards healthier options such as juices and smoothies. The study seeks to understand the level of health consciousness among consumers and whether it impacts their choice of beverage. The paper consists of the sections: Introduction, Review of Literature, Methodology, Results and Discussion, Findings, Suggestions, Limitations and Conclusion.</p> <p>However, I find some recommendations:</p> <ol style="list-style-type: none"> The abstract must contains the main purpose of the paper, the research method used in the research and the main contributions. It would be very useful to add in the "Introduction" section the purpose, objectives and hypothesis of the research. We consider that the introduction should specify the novelty of the paper compared to other papers published in this area. <p>We recommend the authors to number the paragraphs: 1. Introduction; 2.Literature review; 3. Methods and Results, Discussions and Conclusions. In conclusion, the article should be thoroughly rebuilt (changes in structure recommended above). It should also be enhanced with a review of the literature adequate to the subject and a broader interpretation and commentary of the research results.</p>	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> Is language/English quality of the article suitable for scholarly communications? 		
<p>Optional/General comments</p>		

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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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