

## Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_116210
Title of the Manuscript:	A study on the factors influencing brand personality and consumers' attitude towards dairy products
Type of the Article	

### 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><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>1. The script is not essentially important for scientific community however, it gives commercial perspective to Amul diary products.</p> <p>2. The title can be reworked. <i>AMUL: A Case Study on Brand Personality and Consumer Loyalty in India's Booming Dairy Industry.</i> This title can be more appropriate.</p> <p>3. The abstract has been framed well with the summary of the study's objectives, methodology, key findings, and implications with keywords at the end.</p> <p>4. Yes, manuscript is structured correctly.</p> <p>5. Mmanuscript is scientifically correct because standard analysis tools are used which is much appropriate to ascertain the result.</p> <p>6. a. Good number of references are visible but in-text citation must be do consistently. b. Tables must be in APA 7<sup>th</sup> edition. c. Almost all the references are older than 5 years. Social science researchers basically require newer one, not older than 5 years.</p> <p>Other Comments:</p> <p>1. Table naming and numbering must follow standard APA 7<sup>th</sup> edition</p> <p>2. Need not mention, "retrieved from....in the referencing in APA7th edition.</p> <p>3. Recommendation and Limitation of the study needs to be included.</p> <p>4. Need to include detailed discussions of sampling design and data collection procedure.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	Tenses are used inconsistently in the entire write-up. Need to revisit once.	
<b>Optional/General</b> 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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**Reviewer Details:**

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Department, University & Country	<b>Gedu College of Business Studies, Royal University of Bhutan, Bhutan</b>