

Review Form 1.7

Journal Name:	Asian Research Journal of Agriculture
Manuscript Number:	Ms_ARJA_116212
Title of the Manuscript:	AN EXPLORATORY STUDY ON FACTORS INFLUENCING THE PURCHASE INTENTION OF PACKAGED MILK IN ERODE DISTRICT
Type of the Article	Original Research 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>Compulsory REVISION comments</p> <ol style="list-style-type: none"> 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none"> 1. Yes, the manuscript is important for scientific community. Consumption of pasteurized packaged milk is one of the key factors in maintaining good health in both adults and children, due to the perishability of this product; therefore medical personnel recommend the consumption of such products, obtained hygienically and heat treated that can be kept for a longer period of time before consumption. 2. Yes, the title of the article is suitable. 3. The abstract of the article well done and it is comprehensive. 4. Yes, the structure and subsection of the manuscript are appropriate for a research article. 5. Yes, I think the manuscript is scientifically correct. 6. The references are sufficient (17) for a research article and relatively recently (9 of them is after the year 2000). Some references are not in the bibliography citation (only in the text) and we have one reference at the bibliography which is not found in text! I give the references which appear only in the text: Kumar, (1997); Wang and Kan, (2002); Sharma and Sharma (2011) in text, appears Sharma, D. P. M., Pathan, R., (2011) at the bibliography- which of these is correct?; Laroche and Zhou (1996) in text is need to correct in Laroche et al (1996); MacKenzie and Belch (1986) is need to correct in MacKenzie et al (1986). And one quote appear only in the bibliography: Wu, L. M (2007). 	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> 1. Is language/English quality of the article suitable for scholarly communications? 	<p>The language quality are suitable for scholarly communications.</p>	
<p>Optional/General comments</p>	<p>I have made mentioned corrections on the full article with the red colour. The research article can be published after some medium corrections.</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>	

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