

Review Form 1.7

Journal Name:	Asian Journal of Advances in Agricultural Research
Manuscript Number:	Ms_AJAAR_116319
Title of the Manuscript:	Assessment of Awareness, Knowledge, and Perception on the Purchase intention towards packaged milk
Type of the Article	Research Paper (Quantitative)

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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none"> This manuscript is important for the scientific community. Because, it offers valuable insights into consumer behavior in the dairy sector, specifically in the Erode district of India. The title is suitable as it accurately reflects the focus of the article. The abstract you provided outlines the main focus, methodology, and key findings of the study, but it could be more comprehensive. The manuscript is comprehensive but can benefit from restructuring and refining to enhance clarity, reduce repetition, and improve readability. It would be beneficial to review the research design, data collection, and analysis sections to make a more informed judgment on its scientific validity. The manuscript's references appear to cover a range of sources relevant to the topic. But, it's essential for references to be up-to-date to ensure the research is current and relevant. 	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> Is language/English quality of the article suitable for scholarly communications? 	<ol style="list-style-type: none"> Consider adding commas or restructuring some sentences for better clarity. Ensure consistent use of tense throughout the manuscript. Overall, it requires grammatical check throughout the paper. 	
<p>Optional/General comments</p>		

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

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