

Review Form 3

Journal Name:	Journal of Experimental Agriculture International
Manuscript Number:	Ms_JEAI_121282
Title of the Manuscript:	A study of Amul fresh milk products consumers in Anand city and Vidyanagar
Type of the Article	Scientifical article

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.</p>	<p>This manuscript provides valuable insights into consumer perspectives on Amul fresh milk products, focusing on two specific urban areas in Gujarat, India. The study's findings contribute to understanding consumer satisfaction and purchasing behavior, which can aid in refining marketing strategies and product offerings. The detailed analysis of consumer satisfaction and the identification of popular products among consumers offer practical implications for both Amul and other dairy producers. The research is significant as it explores the strengths of Amul's supply chain and highlights areas for potential improvement.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The title accurately reflects the content and scope of the study, as it focuses on the consumption patterns and preferences for Amul fresh milk products in specific geographic locations. No alternative title is necessary.</p>	
<p>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</p>	<p>The abstract effectively summarizes the study's objectives, methodology, and key findings. However, it could benefit from a clearer statement regarding the limitations of the study, particularly concerning the representativeness of the sample size and the generalizability of the findings. The authors should consider emphasizing the practical implications of the results in the abstract.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The manuscript is well-structured, with appropriate subsections detailing the introduction, methodology, results, discussion, and conclusion. Each section is clearly defined and logically organized, allowing for easy navigation and comprehension of the study's content.</p>	
<p>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</p>	<p>The study is scientifically robust, utilizing a cross-sectional design and appropriate statistical tools, including frequencies, percentages, and Likert scales, to analyze the data. The methodology is well-documented, and the use of semi-structured questionnaires ensures a comprehensive collection of consumer feedback. The study's conclusions are well-supported by the data, although the statistical insignificance noted should be addressed more explicitly, particularly in terms of its impact on the study's generalizability.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>The references included in the manuscript are sufficient and recent, reflecting a thorough review of relevant literature. However, the authors may consider including additional recent studies on consumer behavior in the dairy industry to further contextualize their findings.</p>	

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<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The manuscript's language is generally clear and suitable for scholarly communication. However, minor revisions may be necessary to improve clarity and coherence in certain sections. The authors should review the manuscript for grammatical errors and awkward phrasing.</p>	
<p>Optional/General comments</p>	<p>The study is timely and relevant, providing valuable insights into consumer preferences and satisfaction with Amul fresh milk products. Given Amul's significant market presence in India, the findings contribute to understanding consumer behavior in the dairy sector, particularly in the specific regions of Anand city and Vidyanagar. The research employs a cross-sectional design and utilizes semi-structured questionnaires for data collection. The methodology is appropriate for the study's objectives, and the use of statistical tools like frequencies, percentages, and Likert scales adds rigor to the analysis. However, the study's reliance on convenience sampling may limit the generalizability of the findings, which should be addressed in the discussion.</p> <p>The analysis of the data is thorough, with clear presentation of consumer demographics, purchasing behavior, and satisfaction levels. The use of tables and graphical representations enhances the clarity of the results. The findings are well-interpreted, highlighting key trends and consumer preferences, such as the popularity of specific Amul products. The manuscript is well-organized, with a clear structure that facilitates easy reading and comprehension. The language used is generally clear and concise, suitable for academic publication. However, minor grammatical errors and awkward phrasing should be addressed to improve the overall quality of the text.</p> <p>The study concludes with actionable recommendations for Amul's supply chain management and product offerings. The implications of the findings are relevant for both practitioners and academics, offering practical insights into consumer satisfaction and areas for improvement. The conclusion could benefit from a more detailed discussion on the limitations of the study and potential directions for future research.</p> <p>This review aims to provide constructive feedback to the authors and enhance the overall quality of the manuscript. By offering specific suggestions, this review seeks to guide the authors in refining the content, methodology, and presentation of their research. The goal is not only to address any potential shortcomings but also to highlight the strengths of the study, ensuring that the final version is robust, clear, and impactful. The feedback provided is intended to facilitate the authors in presenting their findings more effectively, thereby contributing to the broader academic discourse on consumer behavior in the dairy industry.</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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