

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	

Review Form 3

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)
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.	The reviewed manuscript is an example of a research approach to assessing the acceptance of a selected group of dairy products by consumers in the region under consideration. The article provides the scientific community with information on the methods of analyzing the research material, which was collected on the basis of a survey conducted among a group of consumers. The research presented in the article is of value to the local community and the entity supplying this community with dairy products.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title reflects the content of the article, however, more details could have been provided. A suggested revised title would be: "A study on consumer opinion of Amul fresh dairy products in Anand and Vidyanagar using Likert scale".	
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.	The Abstract of the article is adequately prepared and comprehensive. In the last sentence of the Abstract, the Authors wrote about the statistical insignificance of the study results. Analyses concerning the study of the significance of the differentiation of the study results were not presented in the article. Therefore, in my opinion, the last sentence of the Abstract can be removed.	
Are subsections and structure of the manuscript appropriate?	In general, the structure of the article (chapters and subchapters) is correct. The RESULT & DISCUSSION section should be numbered 3. In the current version it is numbered 1. The INTRODUCTION is numbered 1.	
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.	The article presents the possibilities of using the Likert scale to study the opinion of the local community on a group of dairy products. The preparation and conduct of the research in the group of consumers can be considered methodologically and scientifically correct. The description of the research material has also been presented correctly. If the Authors planned an analysis of the significance of differences in the research results, such an analysis should be presented in the article. The calculation of the consumer satisfaction index / level based on the data from the Likert scale study was carried out correctly.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. =	In my opinion, the article could have cited more publications by other authors. It would have been possible to develop a discussion of the results of our own research in the final part of the article. In this discussion, it would have been possible to cite the results of research by other authors. In addition, it would have been possible to develop the issues of using the Likert scale in research. Examples of articles in this area would be: "A review of key Likert scale development advances: 1995–2019", "A needs assessment to inform research and outreach efforts for sustainable agricultural practices and food production in the Western United States", "Attitudes of a group of young Polish consumers towards selected features of dairy products", "Analyzing and interpreting data from Likert-type scales".	
Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	It would be helpful to have the article read and linguistically corrected by a native speaker.	
Optional/General comments	The article and the presented research results are a valuable example of the analysis of a scientific and research problem considered for the purposes of assessing the functioning of the dairy production system on a local scale. The results of the study can be used in practice to improve the supply chain of the local community in a group of dairy products.	

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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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