

Review Form 3

Journal Name:	Asian Journal of Advances in Agricultural Research
Manuscript Number:	Ms_AJAAR_120854
Title of the Manuscript:	Consumer purchasing patterns in the Coimbatore district of Tamil Nadu with regard to milk products: A Review
Type of the Article	Review Article

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PART 1: Review Comments

<u>Compulsory</u> REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p>Please write few sentences regarding the importance this manuscript for scientific community. Why do you like (or dislike) this manuscript? Minimum 3-4 sentences may be required for this part.</p>	<p>Milk production is a crucial area for health and wellbeing, also it adds value to GDP of the country. Given the scenario study on milk consumption and export plays important role in overall economic activity.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>No "A Systematic review of literature on milk production, constraints, consumption preferences and marketing of Milk products"</p>	
<p>Is the abstract of the article comprehensive? Do you suggest addition (or deletion) of some points in this section? Please write your suggestions here.</p>	<p>No. abstract and study not matching</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>No</p>	
<p>Please write few sentences regarding the scientific correctness of this manuscript. Why do think that this manuscript is scientifically robust and technically sound? Minimum 3-4 sentences may be required for this part.</p>	<p>No Title and the manuscript content not matching Only theoretical review of literature done; no proper objectives, methodology and conclusion The study depicts data analysis of 2017 which is not current and the study may irrelevant given overall change in dynamics of the milk production especially post covid</p>	
<p>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p>	<p>No Update the reference with latest information</p>	
<p><u>Minor</u> REVISION comments</p> <p>Is language/English quality of the article suitable for scholarly communications?</p>	<p>Missing Key words in Abstract. Abstract can be improved with overall data analysis summary and conclusion summary. Suggested the author should rework on the latest references, latest data and the clear methodology Title and study mismatch, need correction</p>	
<p><u>Optional/General</u> comments</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>	

Reviewer Details:

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