

**Review Form 3**

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

## Review Form 3

### PART 1: Review Comments

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<b>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.</b>	Is that the author conduct the systematic literature review?	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The proposed title is as below:  "Review of Consumer Purchasing Patterns for Milk Products in Coimbatore District, Tamil Nadu"	
<b>Is the abstract of the article comprehensive? Do you suggest addition (or deletion) of some points in this section? Please write your suggestions here.</b>	The objectives are unclear. Additionally, there is no discussion on the methodology, findings, or implications.	
<b>Are subsections and structure of the manuscript appropriate?</b>	A full paper should include the following sections: Introduction – problem statement can be used as introduction and as backdrop for the objectives. Literature review Methodology Findings Discussions Conclusion	
<b>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.</b>		
<b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b> -	Not sufficient.	
<b>Minor</b> REVISION comments		
<b>Is language/English quality of the article suitable for scholarly communications?</b>	Author should send the paper for proofreading before submission.	
<b>Optional/General</b> comments	Author should insert the citation for the statistic facts in the paragraph.	

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <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>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

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Department, University & Country	<b>School of Business and Management, University of Technology, Malaysia</b>