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Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_125745
Title of the Manuscript:	Buying Behaviour Analysis Of Fluid Milk Consumers In Mehsana District Of Gujarat
Type of the Article	Original Research Article

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PART 1: Review Comments

Compulsory 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 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>The manuscript titled "Buying Behaviour Analysis of Fluid Milk Consumers in Mehsana District of Gujarat" is important for the scientific community as it contributes valuable insights into consumer preferences and socio-economic factors influencing milk consumption in rural and urban areas. It offers a well-structured analysis, using methodologies like regression analysis, that can inform both academic research and practical applications in the field of consumer behavior and food economics. I appreciate this manuscript because it thoroughly explores demographic trends and buying patterns, which are crucial for developing effective strategies for the dairy industry in both rural and urban markets.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The current title, "Buying Behaviour Analysis of Fluid Milk Consumers in Mehsana District of Gujarat," is suitable as it clearly conveys the study's focus on consumer behavior related to fluid milk in a specific geographic area. However, a more refined and engaging title could be:</p> <p>"Consumer Buying Behavior and Socio-Economic Influences on Fluid Milk Consumption: A Case Study of Mehsana District, Gujarat."</p> <p>This alternative emphasizes both the socio-economic aspects and the specificity of the case study, making it more informative and appealing.</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 of the article is fairly comprehensive, covering the main objectives, methodology, and key findings. However, it could benefit from some refinement to enhance clarity and provide a more balanced overview. Here are my suggestions:</p> <p>Inclusion of Key Findings: The abstract discusses demographic trends but could include more specific results regarding the factors influencing fluid milk consumption and expenditure in both rural and urban areas. Highlighting the importance of variables like milk source, frequency of purchase, and the regression analysis findings would provide a more complete picture.</p> <p>Clarification of Methodology: While the abstract briefly mentions the sample size and data analysis methods, a clearer summary of the key methodologies (like regression analysis) and why they were used would improve comprehension.</p> <p>Reduction of Repetitive Information: The abstract currently over-explains some socio-economic factors that could be condensed to keep the focus on the main insights without losing detail.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The subsections and structure of the manuscript appear to be generally appropriate, but a few adjustments could enhance clarity and readability. Here's an evaluation of the current structure and suggestions for improvement:</p> <p>Strengths: Clear Subsections: The manuscript is well-organized into clear subsections such as Introduction, Methodology, Results and Discussion, and Conclusion. This structure helps readers navigate the content effectively.</p> <p>Methodology and Analysis: The methodology is detailed, with sections on tabular analysis, regression analysis, and data collection methods. The use of these techniques is clearly outlined.</p> <p>Suggestions for Improvement: Introduction: The introduction is informative but could benefit from a more focused problem statement or rationale for the study. This would help establish why this particular study on fluid milk consumers in Mehsana is important within the broader context of consumer behavior or agricultural economics.</p> <p>Results and Discussion: The results and discussion could be split into more specific</p>	

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	<p>subsections to improve readability. For example:</p> <p>Socio-economic Profile of Consumers Buying Behavior in Rural vs Urban Areas Factors Influencing Milk Consumption and Expenditure This would allow for a more systematic presentation of findings.</p> <p>Methodology: While the methodology section is detailed, a brief summary of why each method (tabular, regression) was chosen would improve the reader's understanding of the analytical approach. Breaking this into subsections for Data Collection, Sample Size Determination, Data Analysis would also enhance clarity.</p> <p>Conclusion: The conclusion is appropriately placed but could be expanded to include implications of the findings, practical recommendations for stakeholders, and suggestions for future research.</p> <p>Final Assessment: Overall, the structure is appropriate but could be enhanced by reorganizing the results section into more thematic subsections and by providing a clearer rationale in the introduction. These changes would make the manuscript easier to follow and more engaging for readers.</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>This manuscript appears to be scientifically robust and technically sound due to its well-defined research objectives, clear methodology, and appropriate use of statistical tools like percentage analysis, tabular analysis, and regression analysis. The sample size of 160 consumers across both rural and urban settings provides a solid basis for generalizing the findings. Additionally, the use of multiple regression analysis to identify key factors influencing milk consumption ensures that the results are statistically significant and reliable. The thorough data collection, combined with a sound analytical approach, supports the validity and reliability of the conclusions drawn.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p> <p>:</p>	<p>Suggestions for Improvement:</p> <p>Recent References: Many of the references, particularly those dealing with global and Indian milk production, date back several years (e.g., 2011, 2020, 2023). While these are useful, including more recent studies (2023-2024) would enhance the manuscript's relevance and reflect the latest data and trends in consumer behavior and dairy production.</p> <p>More Diverse Sources: The manuscript relies heavily on a few studies and reports. Including additional, diverse sources such as recent journal articles on consumer behavior, food economics, or regional dairy market trends would provide a broader scientific context.</p> <p>Reference Formatting: Ensure that all references are consistently formatted according to the journal's guidelines, and include full publication details for easy verification by readers.</p>	

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<p><u>Minor REVISION</u> comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Areas for Improvement:</p> <p>Grammar and Syntax: There are minor grammatical errors and awkward sentence structures that could be improved for smoother readability. For instance, simplifying complex sentences and avoiding overly repetitive phrases would enhance clarity.</p> <p>Scholarly Tone: While the content is well-developed, refining the tone to sound more formal and precise would align it better with scholarly writing standards. This includes avoiding colloquial expressions and ensuring that all statements are backed by clear evidence or citations.</p> <p>Word Choice: Some phrases can be made more concise. For example, "male respondents predominated in both rural and urban areas" could be revised to "male respondents were predominant in both rural and urban areas" for brevity and clarity.</p> <p>The manuscript's language quality is acceptable but could be improved with careful editing for grammar, syntax, and scholarly tone. This would help enhance its overall readability and suitability for academic publication.</p>	
<p><u>Optional/General</u> comments</p>		

PART 2:

	<p>Reviewer's comment</p>	<p>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>
<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>	

Reviewer Details:

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