

**Review Form 3**

Journal Name:	<b>European Journal of Nutrition &amp; Food Safety</b>
Manuscript Number:	<b>Ms_EJNFS_121323</b>
Title of the Manuscript:	<b>A study on consumer Awareness regarding Non-Dairy Products</b>
Type of the Article	

**Review Form 3**

**PART 1: Review Comments**

<b><u>Compulsory</u></b> 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>
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.	As a dramatic shift in consumers behaviour has been observed due to changing life styles technology and globalization the study could be a contribution to organizations to understand consumers behaviour and develop marketing strategies. The study also has scope to further research in this arena.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title could be revised to “ A study on consumers awareness and purchase patterns towards Non-Dairy Products”	
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.	Though author has tried to write a concise abstract, yet it lacks theoretical contribution and novice contribution. Quality improves if author could add theoretical contribution in one line.	
Are subsections and structure of the manuscript appropriate?	The Structure and sub sections are appropriate yet an important section Literature Review and Limitations and implication is missing in the study	
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.	Though topic and idea is scientifically correct yet the paper needs major revisions to make it scientifically robust and technically sound.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. :-	The references are not sufficient, and author is suggested to add recent researches in this area. References listed have no citations in the body of the article. Author is highly recommended to add a literature review section with appropriate and recent citations	
<b><u>Minor</u></b> REVISION comments  Is the language/English quality of the article suitable for scholarly communications?	Minor revisions required in grammar.	
<b><u>Optional/General</u></b> comments	Keywords can be reduced to 4-5 though optional suggestion but it is always good to have strong meaningful keywords for search. The objectives need a revision like to study instead of investigate in the first objective. To Identify the factors instead of variables in the last objective. Replace the heading observation and interpretation with Results and discussion.  The pie charts can be presented in the form of tables to add to presentation of the article	

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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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