

Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_90081
Title of the Manuscript:	A study on consumer preference towards indigenous cow milk in Coimbatore city
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajaees.com/index.php/AJAEES/editorial-policy>)

PART 1: Review Comments

	Reviewer's comment	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)
Compulsory REVISION comments	The manuscript introduces an idea that appears promising or might stimulate others to develop promising alternatives. The experiment was planned and conducted properly. The description of the results is concise and concrete. The authors compared their own results with the results of other researchers.	
Minor REVISION comments	Provided was very good but the references used were inadequate and non-modern. All the data for authors (e.g. sequence reads, code, questionnaires used) available for the readers. The language of the work is concise, logical and accurate.	
Optional/General comments	Basically, this is a very deep research report, and it is excellent for the publication. The experiment was planned and conducted properly. The paper easy to follow and it has a logical flow and the language of the work is concise, logical and accurate.	

PART 2:

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

Reviewer Details:

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