

Journal Name:	Asian Journal of Current Research
Manuscript Number:	Ms_AJOCR_12602
Title of the Manuscript:	Consumers Perception and Factors Influencing Buying Organic Food in Ludhiana City
Type of the Article	

PART 1: 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. A minimum of 3-4 sentences may be required for this part.	The area of this study is in Vogue. It is based on consumer behaviour and organic food products which is the need of hour in the current times where every person consumes packaged and processed food. This study can highlight how organic food can be good for both consumer health and environment friendly at the same.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title can be modified. For eg; Factors influencing purchase of Organic food products in Ludiana City. Perception is itself a factor of consumer purchase.	

<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>Abstract needs to be refined further. Author has mentioned use of T-test in the abstract but no such analysis has been shown in the manuscript. Also, some of the keywords are incorrect. In place of “consumers” write Consumer Perception. In place of “factor influencing”, write Buying behaviour or Consumer Behaviour</p>	
<p>Is the manuscript scientifically, correct? Please write here.</p>	<p>Yes,it is</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>The references are sufficient.</p>	

<p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The author needs to work on this. There are some grammatical mistakes spotted here and there.</p>	
<p><u>Optional/General</u> comments</p>	<ol style="list-style-type: none"> 1. The conceptual model of the study should be added in the literature review. 2. Kindly state hypotheses of the study after framing the conceptual model. 3. The sample size should be greater than 120 (300 at least for proper generalization of the results) 4. Kindly put Questionnaire of the study/ scale items in the Research Methodology part and not the Data Analysis part. 5. Show independent sample t-test for the variable gender. 6. Before writing conclusion please include Implications of the study (Managerial and Theoretical) 7. Kindly include limitations and future research directions of the study. 	

PART 2:

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

Name:	Ayaanee Bilal
Department, University & Country	Central University of Kashmir, India