

Journal Name:	<a href="#">Asian Journal of Current Research</a>
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>
<b>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.</b>	This manuscript is significant for the scientific community as it provides valuable insights into consumer perceptions and the factors influencing the purchase of organic food, with a specific focus on Ludhiana City. By utilizing statistical analyses such as factor analysis and t-tests, the study identifies key drivers such as health benefits, environmental friendliness, and product quality, while also addressing barriers like high prices and limited availability. The findings contribute to a deeper understanding of consumer behavior in the context of organic food markets, offering guidance for policymakers, marketers, and stakeholders to enhance awareness, accessibility, and affordability. Furthermore, this research adds to the growing body of literature on sustainable food practices, aligning with global efforts to promote healthier and more environmentally sustainable food systems.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The title is suitable	

<p><b>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.</b></p>	<p>The abstract of the article provides a clear summary of the study's objectives, methods, and key findings. However, it could be enhanced with the following suggestions:</p> <ol style="list-style-type: none"><li>1. <b>Objectives:</b> While the objectives are mentioned, they could be stated more succinctly for clarity. For example, "to analyze consumers' perceptions and the factors influencing their decisions to purchase organic food in Ludhiana."</li><li>2. <b>Methodology:</b> Include a brief mention of the sampling technique (snowball sampling) and the key statistical methods (e.g., factor analysis, t-tests) used, as these are essential to understanding the study's design.</li><li>3. <b>Key Findings:</b> While the findings on health, environmental factors, and pricing are noted, the abstract could benefit from emphasizing the implications of these findings more explicitly, such as how they contribute to consumer education or marketing strategies.</li><li>4. <b>Practical Recommendations:</b> Expand on actionable insights, like how reducing prices or increasing awareness could address the barriers to purchasing organic food.</li><li>5. <b>Avoid Repetition:</b> The abstract reiterates points about health and quality in a way that could be more concise.</li></ol>	
<p><b>Is the manuscript scientifically, correct? Please write here.</b></p>	<p>Based on the manuscript provided, the study appears scientifically valid in its methodology, analysis, and conclusions, with the following considerations:</p> <ol style="list-style-type: none"><li>1. <b>Objective and Study Design:</b> The study's aim to analyze consumer perceptions and factors influencing the buying of organic food in Ludhiana City is clear. The exploratory research design and use of primary data collected through a structured questionnaire align with standard practices in consumer behavior research.</li><li>2. <b>Sampling and Data Collection:</b> The sample of 120</li></ol>	

	<p>respondents, selected through snowball sampling, represents a mix of demographic groups. However, snowball sampling may introduce bias as it depends on referrals, which might limit generalizability.</p> <ol style="list-style-type: none"> <li>3. <b>Analysis:</b> The use of statistical tools like t-tests and factor analysis is appropriate for understanding the relationships and factors. The KMO and Bartlett's tests for factor analysis confirm data adequacy.</li> <li>4. <b>Results and Interpretations:</b> The results provide coherent insights into consumer behavior, highlighting health, environmental concerns, price sensitivity, and awareness as significant factors. These findings are consistent with existing literature.</li> <li>5. <b>Conclusions and Recommendations:</b> The conclusions emphasize health benefits, quality, and barriers such as high costs and limited availability. The recommendations for promoting organic food and addressing price barriers are logical.</li> </ol>	
<p><b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b></p>	<p>The references in the document appear sufficient to cover a broad range of perspectives related to consumer perceptions and factors influencing the purchase of organic food. They include studies from diverse regions and cover various aspects such as demographic impacts, health benefits, and psychological factors.</p> <p><b>Suggestions for Additional References:</b></p> <ol style="list-style-type: none"> <li>1. <b>Global Trends:</b> Including more recent global studies from 2022-2024 could enrich the study's relevance, especially since the focus is on contemporary consumer behavior.</li> <li>2. <b>Local Studies:</b> Adding more references specific to Ludhiana or similar regions in Punjab could provide localized insights.</li> <li>3. <b>Environmental Impact:</b> Studies emphasizing the ecological benefits of organic food might complement the health-focused approach.</li> </ol>	

	4. <b>Behavioral Economics:</b> Research that explores economic decision-making related to organic food purchases can offer valuable perspectives.	
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<p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>The language quality of the document is generally clear and suitable for scholarly communication. However, there are areas where the text could benefit from more polished phrasing, grammatical consistency, and adherence to academic writing standards. Here are some specific observations:</p> <ol style="list-style-type: none"><li>1. <b>Abstract:</b><ul style="list-style-type: none"><li>○ The abstract is well-structured but includes repetitive language. Phrases like "quality and health benefits are important positive factors" could be rephrased for conciseness.</li></ul></li><li>2. <b>Introduction and Literature Review:</b><ul style="list-style-type: none"><li>○ The sentences are clear, but some are overly long and could be split for better readability.</li><li>○ There are minor grammatical inconsistencies, such as verb tense mismatches (e.g., "Organic strategy proved to be" could be "has proven to be").</li></ul></li><li>3. <b>Methodology:</b><ul style="list-style-type: none"><li>○ Phrasing such as "The exploratory research design was undertaken for the attainment of the objectives" could be simplified to "An exploratory research design was employed to achieve the study's objectives."</li></ul></li><li>4. <b>Results and Discussion:</b><ul style="list-style-type: none"><li>○ Some statistical interpretations could be expressed more succinctly. For instance, "highest mean score was observed to the statement" might be better as "the highest mean score corresponded to the statement."</li></ul></li><li>5. <b>References:</b><ul style="list-style-type: none"><li>○ The reference list is well-organized, but ensure consistency in formatting (e.g., placement of journal names and volume numbers).</li></ul></li></ol>	
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<p><b>Optional/General</b> comments</p>	<p>This manuscript was focuses on a study conducted to understand consumer perceptions and factors influencing their decisions to buy organic food. Here are some optional or general comments for this manuscript:</p> <ol style="list-style-type: none"> <li>1. <b>Abstract Clarity:</b> <ul style="list-style-type: none"> <li>○ The abstract effectively summarizes the study's objectives, methodology, and findings. However, it could benefit from a more concise presentation of key results and implications.</li> </ul> </li> <li>2. <b>Introduction Depth:</b> <ul style="list-style-type: none"> <li>○ The introduction provides a good background but could be enhanced with a brief mention of global trends in organic food consumption for added context.</li> </ul> </li> <li>3. <b>Literature Review:</b> <ul style="list-style-type: none"> <li>○ The review of literature is comprehensive but can be made more engaging by highlighting gaps in prior research that this study aims to address.</li> </ul> </li> <li>4. <b>Methodology Transparency:</b> <ul style="list-style-type: none"> <li>○ The methodology is detailed and clear. Including a rationale for selecting Ludhiana City and the snowball sampling technique might strengthen the study's design justification.</li> </ul> </li> <li>5. <b>Statistical Rigor:</b> <ul style="list-style-type: none"> <li>○ The results section is well-structured and utilizes appropriate statistical tools. Adding interpretations of t-values and p-values in layman terms could improve accessibility for a broader audience.</li> </ul> </li> <li>6. <b>Tables and Figures:</b> <ul style="list-style-type: none"> <li>○ Tables are informative but can be complemented with charts or graphs for a more visual representation of key findings.</li> </ul> </li> <li>7. <b>Discussion:</b> <ul style="list-style-type: none"> <li>○ The discussion could delve deeper into comparing the results with previous studies to underline unique insights or confirm existing trends.</li> </ul> </li> <li>8. <b>Conclusion and Recommendations:</b></li> </ol>	
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	<ul style="list-style-type: none"> <li>○ The conclusion is succinct but could propose specific strategies for stakeholders, such as marketing or policy suggestions, based on the findings.</li> </ul> <p>9. <b>References:</b></p> <ul style="list-style-type: none"> <li>○ The references are thorough and relevant. Ensuring that all citations in the text are included in the reference list (and vice versa) is critical for consistency.</li> </ul>	
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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>	

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