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## REVIEWER'S REPORT

**Manuscript No.: IJAR-56505**

**Title: A Study on Consumer Attitude and Purchase Intention towards Herbal Products in India**

**Recommendation:**

- Accept as it is .....
- Accept after minor revision.....**
- Accept after major revision .....
- Do not accept (*Reasons below*) .....

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality		✓		
Clarity			✓	
Significance	✓			

Reviewer's ID: JPR-002

### *Detailed Reviewer's Report*

- The study focuses on **consumer attitude and purchase intention toward herbal products**, which is a relevant topic due to the increasing demand for natural and plant-based products.
- The **introduction provides good background information** on herbal medicines, global market trends, and the growth of the Indian pharmaceutical industry.
- The paper explains important **consumer perception factors such as self-perception, brand perception, price perception, and benefit perception** influencing buying behavior.
- Several **consumer behavior theories such as the Theory of Planned Behavior (TPB) and Expectancy-Value Model** are discussed to support the conceptual understanding of purchase intention.
- The manuscript highlights that **marketing factors like price, promotion, availability, and packaging influence consumer perception** toward herbal products.
- The paper needs **improvement in formatting, grammar, and structure**, as some sections appear repetitive and not clearly organized.
- The **methodology and data analysis sections are not clearly explained**, which reduces the research strength.

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- The **discussion could include more recent literature and stronger analytical interpretation.**
- Overall, the study has **good relevance in the field of consumer behavior and herbal product marketing**, but **minor revisions are required for clarity and academic rigor.**