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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 Yes

Accept after major revision .....

Do not accept (*Reasons below*).....

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

Reviewer's Name – Dr. Himanshu Gaur

### Detailed Reviewer's Report

The manuscript titled “A Study on Consumer Attitude and Purchase Intention towards Herbal Products in India” explores a relevant and emerging area in the field of consumer behaviour and natural product marketing. With the growing global interest in natural, plant-based, and herbal products, the topic is timely and significant for both academic research and industry practitioners. The abstract highlights the increasing demand for herbal medicines, cosmetics, and botanical products, attributing this trend to factors such as perceived safety, minimal side effects, affordability, and consumer preference for natural alternatives. The study appropriately recognizes that consumer buying behaviour in this market is influenced by multiple factors including personal beliefs, price perception, brand image, perceived benefits, and product effectiveness. The emphasis on external influences such as media exposure, medical professionals' recommendations, and social opinions further reflects the complexity of consumer decision-making in the herbal product market.

The manuscript demonstrates relevance by linking consumer perception and purchase intention with the broader context of the expanding herbal product industry. Understanding consumer attitudes toward herbal products is particularly important in a country like India, where traditional systems of medicine and natural remedies have deep cultural roots. The topic therefore has potential practical implications for marketers, manufacturers, and policymakers aiming to promote herbal and natural products.

However, several aspects of the manuscript require improvement. The **abstract is largely descriptive and could be strengthened by briefly mentioning the research methodology, sample size, data collection method, and key findings** to provide readers with a clearer overview of the study. Additionally, the **language requires careful editing**, as there are minor grammatical errors, repetition of ideas, and formatting inconsistencies. The **keywords section should be standardized** and limited to the most relevant terms.

From a research perspective, the **methodology section should clearly explain the research design, sampling technique, respondent demographics, data analysis methods, and statistical tools used**. Providing this information will improve the transparency and credibility of the study. The **results and discussion should also present clearer interpretation of findings and compare them with existing literature** to strengthen the academic contribution of the paper. Furthermore, the **conclusion could be**

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expanded to include practical implications, limitations of the study, and possible directions for future research.

Overall, the manuscript addresses an important and contemporary topic related to consumer behaviour and herbal product consumption. With **minor revisions focusing on methodological clarity, language refinement, and stronger analytical discussion**, the paper could make a useful contribution to research on consumer attitudes and purchase intention in the herbal product market.

**Recommendation: Minor Revision**