

# ARTICLE REVIEW REPORT



## GOLDEN RESEARCH THOUGHTS

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### ORIGINAL ARTICLE

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**A STUDY ON REASON FOR CONSUMER  
PREFERENCE TOWARDS SUGUNA  
CHICKEN PRODUCT (with reference to  
Salem district)**

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T. Sarathy

#### ABSTRACT

This study revealed that, marketing is the area which seems to be neglected because the company products were in great demand. However the scenario is changing, which makes it necessary for the company to establish a full-fledged marketing department inside the company. The company should change its stance from production oriented to marketing oriented. The modern people mainly focusing the fast foods for their time, taste and consumption comfort, in that case the study problem is to find out the reason for preferring the Suguna chicken

#### Article Indexed in



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### Introduction

All of us are consumers. We consume things of daily use, we also consume and buy these products according to our needs, preferences and buying power. These can be consumable goods, specialty goods or, industrial goods. Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services.

#### **A Good Introduction :-**

*Depict the significance (importance) of the study - why was this value doing in any case? Give a wide connection. Extremely briefly depict the exploratory configuration and how it achieved the expressed destinations.*

### Materials

The convenience sampling method was adopted because, it is easy to reach the sample participants; however, the researcher acknowledges that this type of non-probability sampling method will provide little opportunity to control for biases.

#### **A Good Materials :-**

*Materials may be accounted for in a different passage or else they may be distinguished alongside your systems. In biosciences we habitually work with arrangements - allude to them by name and portray totally, including convergences of all reagents, and pH of watery arrangements, dissolvable if non-fluid.*

### Result

Must add result in your article.

#### **A Good Result :-**

*Results are as per aims and objective and useful to further research .*

### Conclusion

This study revealed that, marketing is the area which seems to be neglected because the company products were in great demand. However the scenario is changing, which makes it necessary for the company to establish a full-fledged marketing department inside the company.

#### **A Good Conclusion :-**

*You may propose future headings, for example, how the analysis may be adjusted to achieve an alternate target. Clarify the majority of your perceptions however much as could be expected, concentrating on systems.*

### References

- Kotler, Philip, "Principles of Marketing", Prentice Hall of India Private Limited Publication, 7th Edition – 1977
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- C. R. Kothari "Research Methodology", ViswaPrakasan, New Delhi, 2000
- R. Rajansaxena, S.A. Shrelekar "Modern marketing & Marketing Management.
- S.P.Gupta 'Statistical Method' Twenty Ninth Edition, Sulthan Chand & Sons, New Delhi.
- Tse, David K. & Wilton, P.C. (1988), "Models of Consumer Satisfaction.

#### **A Good References :-**

*There are Places where the Author T. Sarathy and P. Tamilselvan Need to Cite a Reference, but Have Not*

### SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers		✓			
2.	Originally & Novelty of the ideas	✓				
3.	Importance of the proposed ideas	✓				
4.	Timelines			✓		
5.	Sufficient information to support the assertions made & conclusion drawn	✓				
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)		✓			

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## CERTIFICATE OF PUBLICATION

This is to certify our Editorial, Advisory and Review Board accepted research paper of **T. Sarathy and P. Tamilselvan** Topic:- **A Study On Reason For Consumer Preference Towards Suguna Chicken Product (with reference to Salem district)** College:- **Assistant Professor, PRIMS, Periyar University, Salem.** The research paper is Original & Innovation it is done Double Blind Peer Reviewed. Your article is published in the month of **May** Year 2015.



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Editor-in-Chief

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This is to certify our Editorial, Advisory and Review Board accepted research paper of **T. Sarathy and P. Tamilselvan** Topic:- **A Study On Reason For Consumer Preference Towards Suguna Chicken Product (with reference to Salem district)** College:- **Assistant Professor, PRIMS, Periyar University, Salem.** The research paper is Original & Innovation it is done Double Blind Peer Reviewed. Your article is published in the month of **May** Year 2015.



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Editor-in-Chief

### REVIEWER COMMENTS

- This was a superb give an account of extremely intensive examination.
- The writing audit was careful, the approach was carefully exhaustive and fused the utilization of sufficient quantities of tests in dust size examination and blast tests.
- I discover no shortcoming at all with the routines, information examination, or conclusions.

Authorized Signature

*Ashok Yakkaldevi*

**Dr. Ashok Yakkaldevi**  
Review Editor

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