

REVIEWER'S REPORT

Manuscript No.: IJAR-56504

Title: Consumer Buying Behaviour towards Instant Millet-Based Food Products: A Market Study

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 “**Consumer Buying Behaviour towards Instant Millet-Based Food Products: A Market Study**” examines an important and timely topic in the context of increasing consumer interest in healthy and sustainable food alternatives. The study highlights the growing popularity of millet-based products due to their nutritional value, health benefits, and convenience, which aligns well with current trends in functional and health-oriented foods. The objective of analyzing consumer buying behaviour and identifying key factors influencing purchase decisions—such as awareness, health consciousness, price sensitivity, availability, and convenience—is relevant for both academic research and industry practitioners. The use of a structured questionnaire to collect primary data from consumers is appropriate for understanding consumer perceptions and preferences. The findings suggesting that health benefits, nutritional value, and convenience significantly influence consumer purchasing decisions provide useful insights for manufacturers and marketers interested in promoting millet-based instant food products. The study also appropriately emphasizes the role of effective marketing strategies and awareness campaigns in encouraging consumer adoption of millet-based foods. However, the manuscript would benefit from several improvements. The **methodology section should provide more detailed information regarding the sampling technique, sample size, demographic profile of respondents, and statistical tools used for data analysis** to enhance transparency and reliability. Additionally, the **results and discussion could be expanded with clearer statistical interpretation and comparison with existing literature** to strengthen the academic contribution. Minor grammatical and formatting issues are present and should be revised to improve clarity and coherence. The paper would also benefit from a stronger conclusion highlighting theoretical and managerial implications more explicitly. Overall, the manuscript addresses a relevant topic in the field of consumer behaviour and functional food marketing, but **minor revisions related to methodological clarity, analytical depth, and language refinement are recommended before publication.**