

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.....

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 manuscript titled “**Consumer Buying Behaviour towards Instant Millet-Based Food Products: A Market Study**” examines the purchasing behaviour of consumers towards instant millet-based food products. The study is relevant in the current context because millets are increasingly recognized for their **nutritional value, health benefits, and sustainability**, and there is growing consumer awareness about healthy food choices. The primary objective of the study is to analyze consumer buying behaviour towards instant millet-based food products and to identify the key factors influencing purchase decisions. It also attempts to examine the level of consumer awareness about millet-based foods, identify the most preferred types of instant millet products, and provide suggestions for improving marketing strategies.

The study adopts a **quantitative research approach** using primary data collected from **150 respondents** through a structured questionnaire. A **convenience sampling method** was used for data collection. Various statistical tools such as **percentage analysis, Chi-square test, T-test, ANOVA, and Friedman Rank Test** were applied to analyze the data and interpret consumer preferences. The findings indicate that **special dietary requirements, price, quality, and packaging** play an important role in influencing consumer purchasing behaviour. Among the various factors, **price was ranked as the most influential factor**, followed by quality and packaging. The results also show that **monthly income and occupation significantly influence consumer preference**, whereas **age and family size do not show significant differences** in influencing the usage of instant food products.

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The study has certain strengths, including its focus on a **current and relevant topic**, the use of **primary data**, and the application of **statistical tools for analysis**, which provide useful insights for food manufacturers and marketers. However, the study also has some limitations. The **sample size is relatively small**, and the use of **convenience sampling limits the generalization of the findings**. Additionally, the **literature review is limited and could be expanded with more recent studies**, and some sections of the paper require improvements in **statistical interpretation, table presentation, and language clarity**. Therefore, the manuscript would benefit from **improvements in methodological explanation, literature support, and academic writing quality**. Overall, the study has potential value, but it requires **significant revisions** to enhance its clarity, analytical depth, and presentation before it can be considered for publication.