

REVIEWER'S REPORT

Manuscript No.: IJAR-58411

Title: Consumer Awareness, Perception, and Acceptance of Moringa-Infused Probiotic Products and Their Perceived Role in Metabolic Health.

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

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

Reviewer's ID: Dr. Sumathi

Detailed Reviewer's Report

- Moringa oleifera* is a fast-growing, tropical tree native to India. Often called the "miracle tree" or "drumstick tree", almost every part of the plant is edible. The nutrient-dense leaves are commonly eaten or dried into powder to add to smoothies and supplements.**
- Probiotics are live microorganisms—like bacteria and yeasts—that provide health benefits when consumed in adequate amounts. They help balance your gut microbiome, support digestion, and boost immune function. Common types include *Lactobacillus*, *Bifidobacterium*, and *Saccharomyces boulardii*.**
- Consumer awareness is the process of understanding your rights, protections, and responsibilities in the marketplace. It empowers you to make informed decisions, avoid fraudulent scams, and demand fair, high-quality products and services.**
- Consumer perception is how individuals process sensory, experiential, and messaging information to form thoughts, feelings, and beliefs about a brand or product. It acts as a mental filter, combining personal values, prior experiences, and social influences**

REVIEWER'S REPORT

to drive purchasing decisions, brand loyalty, and overall market success.

5. Purchase intention is the likelihood that a customer will buy a specific product or service. It is the mental step right before a person takes out their wallet. Think of it like deciding to order a pizza because you are hungry and saw a good deal.
6. Metabolic health defines how effectively your body converts food into energy, manages blood sugar, and stores nutrients. Optimal metabolic function relies on five key biomarkers: a waistline under 35 (women) or 40 (men) inches, fasting blood glucose under 100 mg/dL, triglycerides under 150 mg/dL, HDL cholesterol over 50/40 mg/dL, and blood pressure below 120/80.
7. Functional nutrition is a personalized, holistic approach that treats food as medicine. It looks for the root cause of health problems rather than just treating symptoms. This method views the body as one connected system. It uses nutrient-dense whole foods and lifestyle changes to heal.
8. Functional foods are defined as dietary options that provide health benefits beyond basic nutritional requirements. They often contain bioactive compounds or live microorganisms that help promote overall physical or mental health and reduce the risk of chronic diseases.
9. Key words are excellent
10. Abstract is impressive.
11. Result part is significant with values and graphs.
12. Summary points only can be added.
13. References should be with alphabetical order.
14. After a small changes good to publish in your journal.