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Journal Name:	Advances in Research
Manuscript Number:	Ms_AIR_121181
Title of the Manuscript:	An analysis of Tamil Nadu income-based consumption patterns and consumer behaviour for Jaggery and Khandsari sugar: A Review
Type of the Article	Review Article

PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	<i>The manuscript highlights the market dynamics, consumer preferences, and the economic implications of promoting natural sweeteners like Jaggery and Khandsari sugar, which are crucial for addressing health concerns related to high sugar consumption. The use of various analytical techniques, such as principal component analysis and Garrett's ranking, enriches the study's robustness and reliability. Additionally, the manuscript underscores the socio-economic benefits of alternative sugar production, such as enhanced rural employment and better pricing for farmers. Overall, I appreciate the manuscript for its comprehensive approach and practical insights into a vital sector of agro-industry.</i>	
Is the title of the article suitable? (If not please suggest an alternative title)	<i>The title of the article, «An analysis of Tamil Nadu income-based consumption patterns and consumer behaviour for Jaggery and Khandsari sugar: A Review», is quite suitable. It clearly conveys the scope of the study, highlighting both the geographical focus (Tamil Nadu) and the specific subjects of analysis (income-based consumption patterns and consumer behavior) for jaggery and khandsari sugar. This title effectively sets the reader's expectations and aligns well with the content presented in the manuscript.</i>	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	<i>The abstract of the article is quite detailed but could benefit from some refinements for clarity and completeness.</i> 1. Suggestions for the Abstract: 1.1. Purpose and Objectives: Clearly outline the primary objectives, such as understanding market demand, identifying factors influencing consumer purchases, and evaluating challenges faced by producers and middlemen. 1.2. Methodology: Mention the specific analytical techniques employed, such as principal component analysis and Garrett's ranking technique. Key Findings: Highlight the identified consumer preferences and the low demand for coconut sugar. 1.3. Implications: Suggest the need for promotional efforts to raise awareness of the health benefits of coconut sugar. Recommend product modifications, such as cube-shaped jaggery and khandsari sugar, to increase market acceptance and preference. 2. Deletions: Excessive Details: Some of the detailed percentages and demographic breakdowns might be better suited for the main body rather than the abstract.	
Are subsections and structure of the manuscript appropriate?	<i>The subsections and structure of the manuscript appear comprehensive and relevant to the topic, but some improvements could enhance clarity and coherence. In the Introduction, it would be beneficial to clearly state the research questions or hypotheses at the end of the section to set a clear direction for the study. The Methodology section could be improved by separating the sampling method and analytical techniques into distinct subsections, providing more details on the data collection process and the rationale behind choosing the snowball sampling method. In the Results section, it would be helpful to include clear subsections for different aspects of the findings, such as demographic analysis of producers and consumers, cost and returns analysis, price spread analysis, consumer buying behavior analysis, factors influencing consumer purchases using principal component analysis, and challenges faced by producers and middlemen using Garrett's ranking technique. The Discussion should have separate sections corresponding to the results, where findings are compared with existing literature, and the implications are discussed in detail. The Conclusion should summarize the key</i>	

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	<p><i>findings, highlight the practical implications for policy and practice, and suggest directions for future research. The References should be complete and consistently formatted. Additionally, all Tables and Figures should be clearly labeled and referenced in the text, and some of the detailed demographic breakdowns could be placed in tables to improve readability.</i></p> <p><i>These changes will help to organize the manuscript more logically and ensure that each section is clearly focused on a specific aspect of the research.</i></p>	
<p>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</p>	<p><i>This manuscript demonstrates scientific rigor and technical soundness for several reasons. The snowball sampling method effectively captures data from a diverse group of producers, middlemen, and consumers, ensuring thorough representation of the target population. The use of robust analytical techniques, including principal component analysis and Garrett's ranking technique, provides a solid foundation for identifying key factors influencing consumer behavior and evaluating market challenges. Additionally, the detailed demographic analysis and market insights are well-supported by data, enhancing the reliability and validity of the findings. Overall, the methodological rigor and comprehensive analysis affirm the manuscript's scientific accuracy.</i></p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p><i>The references in the manuscript are sufficient and recent, providing a solid foundation for the study's findings and analysis. They cover a broad range of relevant topics, including market trends, consumer behavior, and the health impacts of alternative sugars. No additional references are necessary at this time.</i></p>	

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<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The language and English quality of the article are generally suitable for scholarly communications. The manuscript is well-written, with clear and concise language. However, some minor grammatical and stylistic improvements could enhance readability and ensure greater clarity. For example:</p> <ol style="list-style-type: none">1. Original: "The data collected were analyzed the cost and returns for three types of sugar price spread at various of marketing traders concentration ratio buying behavior of consumers towards alternate forms of sugar principal component analysis used to identify the factors influencing the consumers purchase towards alternate forms of sugar." Recommendation: Break this long sentence into shorter, clearer sentences. For example: "The data collected were analyzed to determine the cost and returns for three types of sugar. The price spread at various marketing levels, trader concentration ratios, and consumer buying behavior towards alternate forms of sugar were also examined. Principal component analysis was used to identify factors influencing consumer purchases of alternate forms of sugar."2. Original: "Hence the demand for coconut sugar is very low so that promotional efforts should be made to popularize the health benefits of coconut sugar among the consumers." Recommendation: Add commas for better readability. For example: "Hence, the demand for coconut sugar is very low, so promotional efforts should be made to popularize its health benefits among consumers."3. Original: "The traditional way of processing sugar is coming back in track." Recommendation: Ensure consistency in verb tenses. For example: "The traditional way of processing sugar is coming back on track."4. Original: "In case of jaggery and khandsari sugar product modification in the form cube sugar (similar to white sugar cubes) will increase the market preference and acceptability." Recommendation: Clarify the sentence structure. For example: "In the case of jaggery and khandsari sugar, product modification into cube form (similar to white sugar cubes) will increase market preference and acceptability."5. Original: "Agroindustry played a very important role in supporting the economy and employment generation." Recommendation: Remove redundancy. For example: "The agroindustry plays a crucial role in supporting the economy and generating employment."6. Original: "The income from palm sugar is 5-10 times higher than income from copra products." Recommendation: Use appropriate articles. For example: "The income from palm sugar is 5-10 times higher than the income from copra products."7. Original: "Processing industry had a role in economic growth of a region through marketing needs both domestically and abroad." Recommendation: Ensure subject-verb agreement. For example: "The processing industry has a role in the economic growth of a region through meeting marketing needs both domestically and abroad."8. Original: "Traditionally any occasion in India was celebrated with sweets and was customary to 'sweeten the mouth' after every meal any joyous occasion religious festival and social gathering." Recommendation: Simplify and break into smaller sentences. For example: "Traditionally, any occasion in India is celebrated with sweets. It is customary to 'sweeten the mouth' after every meal, joyous occasion, religious festival, and social gathering."9. Original: "Coconut sugar produced from coconut sap -Neera sugar obtained from coconut neera sweet sap of the palm was fast becoming a popular drink on account of its highly nutritive value delicious taste and agreeable flavour." Recommendation: Correct run-on sentences. For example: "Coconut sugar, produced from coconut sap (Neera), is fast becoming a popular drink due to its high nutritive value, delicious taste, and agreeable flavor."10. Original: "The system of plantation agribusiness consists of production subsystem processing subsystem marketing subsystem and supporting system or was a complex and dynamic system." Recommendation: Use parallel structure. For example: "The system of plantation agribusiness consists of the production subsystem, processing subsystem, marketing subsystem, and supporting subsystem, forming a complex and dynamic system." <p>Implementing these grammatical and stylistic improvements will enhance the manuscript's readability, clarity, and overall quality.</p>	
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Optional/General comments	-	
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PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	<i>(If yes. Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

Name:	Viktoriiia Shumkova
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