

Review Form 3

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| Journal Name: | Journal of Scientific Research and Reports |
| Manuscript Number: | Ms_JSRR_121439 |
| Title of the Manuscript: | A Comprehensive Study of Shopper Profiles and Purchasing Patterns for Rice at Reliance Mall |
| Type of the Article | |

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PART 1: Review Comments

| Compulsory REVISION comments | Reviewer's comment | Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i> |
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| 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. | This manuscript contributes valuable insights into consumer behavior related to rice purchases at Reliance Mall, shedding light on demographic influences on purchasing patterns. The findings are beneficial for retail marketing strategies and enhancing customer experience in similar settings. However, the study's limited scope to a single location restricts its broader applicability. The manuscript would benefit from discussing its potential implications in different contexts and settings. | |
| Is the title of the article suitable? (If not please suggest an alternative title) | The title is suitable but could be improved for clarity by including the geographical context. Suggested title: "A Comprehensive Study of Shopper Profiles and Purchasing Patterns for Rice at Reliance Mall in India." | |

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| <p>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.</p> | <p>The abstract is comprehensive but can be refined for brevity and clarity. Summarizing the key findings more concisely and explicitly stating the practical implications of the study would enhance its effectiveness. The abstract could be more concise. For example, the first two sentences provide background information on rice production that, while interesting, may not be necessary for the abstract and could be shortened or omitted.</p> <p>Clarity and Specificity.</p> <p>The phrase "the female profile was slightly over in the number of males" is unclear. It could be rephrased for better clarity, such as "there were slightly more female respondents than male respondents." Including specific numerical values (e.g., percentages) for key findings would enhance clarity and provide a more precise summary of the results.</p> <p>Tense Consistency.</p> <p>Ensure consistent use of past tense when describing the study and its findings (e.g., "The respondents were primarily graduates" instead of "The respondents are primarily graduates").</p> <p>Suggested Revised Abstract.</p> <p>Rice, a fundamental staple for over half the global population, is predominantly produced by <i>Oryza sativa</i> and ranks fourth in global crop production. Despite its significance, only a small percentage is traded internationally, with major consumption concentrated in China, India, and Indonesia. This study investigates shopper profiles and purchasing patterns for rice at Reliance Mall in India, aiming to understand demographic influences on rice preferences and buying behaviors. Using a sample of 160 respondents, the study reveals a slightly higher proportion of female shoppers (52%), with the majority aged between 21 and 50 years. Most respondents are graduates with a monthly income between Rs. 30,000 and Rs. 40,000, living in small households. The findings indicate a strong preference for Daawat and India Gate brands, with local and Basmati rice types being the most favored. Reliance Smart Bazaar is identified as the dominant purchase source, and the 1 kg package size is the most popular among consumers. TV channel promotions have the greatest impact on purchasing decisions. This analysis provides valuable insights into consumer behavior, guiding targeted marketing strategies and enhancing customer experiences in retail settings.</p> | |
| <p>Are subsections and structure of the manuscript appropriate?</p> | <p>The structure and subsections of the manuscript are generally appropriate. However, the methodology section should provide more details on the sampling technique and the rationale behind the sample size. The discussion section could benefit from a more critical analysis linking findings to existing literature and discussing potential biases.</p> | |
| <p>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically</p> | <p>The manuscript is scientifically robust and technically sound in its methodology and data presentation. However, the discussion lacks depth in engaging with existing research, which is necessary to position</p> | |

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| <p>robust and technically sound? A minimum of 3-4 sentences may be required for this part.</p> | <p>the study within the broader academic discourse. Addressing potential biases due to the limited sample size and scope is also necessary.</p> | |
| <p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. :</p> | <p>The references are relevant and cover a broad spectrum of related topics, from technical aspects of rice production to consumer behavior and marketing strategies. The references include recent publications, which ensures the study is grounded in the latest research.</p> <p>Areas for Improvement.</p> <p>Introduction Section. Missing Citation: FAO. (2022). Rice Market Monitor. Food and Agriculture Organization of the United Nations. Retrieved from FAO Rice Market Monitor.</p> <p>Methodology Section. Missing Citation: Kumar, R. (2019). Research Methodology: A Step-by-Step Guide for Beginners. Sage Publications.</p> <p>Results and Discussion Section. Missing Citation: Diako et al. (2010). Consumer Perceptions, Knowledge and Preferences for Aromatic Rice Types in Ghana. Nature and Science, 8(12), 12-19.</p> <p>Conclusion Section. Missing Citation: Kotler, P., & Keller, K. L. (2016). Marketing Management. Pearson Education.</p> <p>General Recommendations.</p> <p>Ensure proper formatting of references according to the journal's guidelines. Double-check that all cited works are accurately represented and all referenced works are cited in the text. Verify the consistency and recency of all references to enhance the manuscript's credibility and scholarly value.</p> | |

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Minor REVISION comments

Is the language/English quality of the article suitable for scholarly communications?

The language quality is generally suitable for scholarly communication but would benefit from a thorough proofreading to correct minor grammatical errors and improve readability.

Sentence Structure and Clarity.

Original: "Rice, a fundamental staple for over half the global population, was predominantly produced by *Oryza sativa* and ranked fourth in global crop production." **Suggested: "Rice, a fundamental staple for over half the global population, is predominantly produced by *Oryza sativa* and ranks fourth in global crop production."**

Redundancy:

Original: "Despite its significant role, only a small percentage was traded internationally, with major consumption concentrated in China, India, and Indonesia." **Suggested: "Despite its significant role, only a small percentage is traded internationally, with major consumption concentrated in China, India, and Indonesia."**

Verb Tense Consistency.

Original: "The respondents were primarily graduates with a monthly income between Rs. 30,000 and Rs. 40,000, and most lived in small households." **Suggested: "The respondents are primarily graduates with a monthly income between Rs. 30,000 and Rs. 40,000, and most live in small households."**

Pronoun Usage.

Original: "This data indicates a slightly higher proportion of female respondents compared to male respondents at Reliance Mall." **Suggested: "These data indicate a slightly higher proportion of female respondents compared to male respondents at Reliance Mall."**

Consistency and Clarity.

Original: "Local brands and lesser-known brands like Unity (0.6%) and Devaaya (1.3%) had very low preferences." **Suggested: "Local and lesser-known brands like Unity (0.6%) and Devaaya (1.3%) had very low preferences."**

Grammar and Syntax.

Original: "The interview schedule included determining necessary information, identifying respondents, choosing methods to contact them, selecting the topic of inquiry, crafting questions, arranging

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| | <p>questions in a logical structure, verifying the questionnaire's length, giving the questionnaire a pre-test, and creating the completed survey form."</p> <p>Suggested: <i>"The interview schedule involved determining necessary information, identifying respondents, choosing methods to contact them, selecting the topic of inquiry, crafting questions, arranging questions in a logical structure, verifying the questionnaire's length, pre-testing the questionnaire, and creating the completed survey form."</i></p> <p>Clarity and Conciseness.</p> <p>Original: "The variety of rice in India includes 50 types including Basmati, Brown Rice, Mogra, Jasmine, Aizon, Ambemohar, Chakhao, Dubraj, Burma Black, Indrayani, Jeerakasala, Jawaful, Kalal, Joha, Kuttanad, Laxmi Bhog, Matta, Mysore Malliage, Patna, Parmal, Samba, and Wada Kolam." Suggested: <i>"India's variety of rice includes 50 types such as Basmati, Brown Rice, Mogra, Jasmine, Aizon, Ambemohar, Chakhao, Dubraj, Burma Black, Indrayani, Jeerakasala, Jawaful, Kalal, Joha, Kuttanad, Laxmi Bhog, Matta, Mysore Malliage, Patna, Parmal, Samba, and Wada Kolam."</i></p> <p>Plural Agreement:</p> <p>Original: "The gender distribution of respondents at Reliance Mall. In modern trade, 48 % of respondents were male (76 Individuals), while 52 % of respondents were female (84 Individuals)." Suggested: <i>"The gender distribution of respondents at Reliance Mall shows that in modern trade, 48% of respondents are male (76 individuals), while 52% are female (84 individuals)."</i></p> | |
| <p><u>Optional/General</u> comments</p> | <ol style="list-style-type: none"> 1. Including visual aids, such as graphs or charts, to illustrate key data points would enhance the reader's understanding and engagement. 2. Expanding the study to include multiple locations or a broader demographic could provide more generalizable results. | |

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) |
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| <p>Are there ethical issues in this manuscript?</p> | <p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p> | |

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Reviewer Details:

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| Name: | Masri Bin Abdul Lasi |
| Department, University & Country | City University, Malaysia |