

Review Form 3

Journal Name:	Journal of Scientific Research and Reports
Manuscript Number:	Ms_JSRR_121824
Title of the Manuscript:	Leveraging Social Media Marketing Strategies for Millet-Based Ready-to-Eat Products: A Competitive Analysis
Type of the Article	Original Research Article

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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.	-The study identified different social media strategies and engagement levels among five brands based on millet - Most of the brands set up business accounts. - The study identified different social media strategies and engagement levels among five brands	
Is the title of the article suitable? (If not please suggest an alternative title)	YES, suitable	
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.	Qualified	
Are subsections and structure of the manuscript appropriate?	Qualified	
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.	-The data collected was analyzed and tabulated using appropriate descriptive statistics. -Focus on publishing more content such as products, recipes, and awareness claims. -Emphasize its value in social media marketing efforts.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	The references are new but do not have enough evidence to cite statistical data and need to be supplemented.	
Minor REVISION comments		
Is the language/English quality of the article suitable for scholarly communications?	-There are many grammatical and spelling errors, - Please read your article carefully before sending it. - Should correct grammar and spelling as suggested	
Optional/General comments	In general, the article meets the requirements of scientific research	

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>	

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