



**SDI EDITORIAL COMMENTS FORM**

EDITORIAL COMMENT'S on revised paper (if any)	Authors' response to editor's comments
<p>1.The discussion component of the study is marginal. I recommend the author to introduce a separated Discussion section, where they should critically discuss the novelty of the findings through the lens of previous studies.</p>	<p><b>4. DISCUSSION</b></p> <p>The study provides valuable insights into both the demographic composition of the consumer base and their attitudes towards Kalai Ruti, a popular street food. By understanding these factors, marketers can tailor their strategies effectively to target specific consumer segments and enhance the product's positioning within the competitive street food market landscape.</p> <p>The demographic analysis revealed several key trends that can inform marketing strategies. Firstly, the dominance of young consumers suggests that targeting this demographic could yield significant returns. With 66% falling within the young age bracket, marketers could focus on channels and messaging that resonate with this age group, such as social media campaigns or events targeting university campuses which was also noted by previous research and said that, almost 50% respondents who belongs in 20 to 30 years group prefer fast food [23]. Moreover, the gender disparity among consumers, with males comprising 70%, indicates a potential opportunity to explore gender-specific marketing approaches. Understanding the preferences and behaviors of male consumers can help tailor messaging and product offerings to better appeal to this dominant segment. The occupation breakdown also provides valuable insights. The fact that students represent the largest group at 46% suggests that marketing efforts could be directed towards locations frequented by students, such as educational institutions or areas with a high concentration of student residences. Furthermore, the findings regarding marital status and income group highlight additional avenues for targeted marketing. Married individuals and those within specific income brackets may have different consumption patterns and preferences, necessitating tailored approaches to effectively reach and engage these segments.</p> <p>The study's analysis of consumer attitudes towards Kalai Ruti sheds light on the factors influencing consumer perception and acceptance of the product. By utilizing the Likert scale and Discriminant Power analysis, the study identified key drivers of consumer attitudes, ranging from health implications to social and cultural factors. The significant variation in value addition across different items, such as beef meat having the highest value addition compared to mashed eggplant, underscores the importance of understanding the economics behind product offerings. This information can inform pricing strategies and help vendors maximize profitability. Moreover, the discussion on factors influencing consumer attitudes, such as age, gender, profession, marital status, and income group, provides actionable insights for marketers. By recognizing the demographic variables that play a significant role in shaping consumer attitudes, marketers can tailor their messaging and product offerings to better resonate with target audiences.</p>