

## Review Form 3

Journal Name:	<a href="#">Asian Journal of Agricultural Extension, Economics &amp; Sociology</a>
Manuscript Number:	Ms_AJAEES_123263
Title of the Manuscript:	<b>Market Dynamics and Consumer Insights for Value-added Pearl Millet Products: Empirical Evidence from Rajasthan, India</b>
Type of the Article	

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### **PART 1:** Review Comments

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> ( <i>Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here</i> )
<b>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.</b>		
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>		
<b>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.</b>		
<b>Are subsections and structure of the manuscript appropriate?</b>		
<b>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.</b>		
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>		

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<p><u>Minor REVISION</u> comments</p> <p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>		
<p><u>Optional/General</u> comments</p>	<p>The work is well-structured and offers valuable insights; however, some revisions are necessary to strengthen the analysis and enhance the clarity of the findings. I believe these adjustments will improve the manuscript's contribution to the field. For the authors convenience I have mentioned my feedback under different sections of the manuscript</p> <p><b>Abstract</b>  <b>What is Good:</b>          The abstract provides a clear and concise summary of the study, highlighting key aspects like consumer preferences, consumption patterns, and influential factors. It successfully outlines the major findings, especially regarding consumer education, income, and the preference for specific products like pearl millet cookies and cakes.  <b>What Else the Author Should Do:</b>          The abstract could benefit from mentioning the research methods used, such as the sampling technique and statistical tests applied.          The contribution of the study to the field or potential practical implications for the market could be briefly mentioned for better contextualization.</p> <p><b>Introduction</b>  <b>What is Good:</b>          The introduction provides a detailed overview of pearl millet's significance, both in terms of nutritional value and economic importance in regions like Rajasthan. The contextual background of consumer behaviour studies and the specific influence of urban and rural factors on pearl millet consumption is well established.  <b>What Else the Author Should Do:</b>          The section could benefit from a clearer statement of the research problem or a gap in existing literature to emphasize the novelty of the study. A more explicit link between the context provided and the objectives of the study would help guide the reader toward the research's purpose.</p> <p><b>Research Methodology</b>  <b>What is Good:</b>          The methodology clearly outlines the research objectives and provides a structured approach to data collection using primary and secondary data. The use of judgmental and convenience sampling is appropriately mentioned, and the statistical methods, such as Chi-square tests and weighted averages, are stated.  <b>What Else the Author Should Do:</b>          The rationale for choosing specific sampling methods could be expanded upon to strengthen the validity of the research design.          The methodology section could benefit from a more detailed explanation of the questionnaire and the sampling size's adequacy in achieving generalizable results.</p> <p><b>Results and Discussion</b>  <b>What is Good:</b>          The results section is well-organized, with clear findings corresponding to the research objectives. The tables effectively summarize the data, making it easy to understand</p>	

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	<p>consumer preferences and the impact of demographic factors on spending behaviour. The use of statistical tests like the Chi-square test enhances the credibility of the results, and the interpretation is logically linked to the findings.</p> <p><b>What Else the Author Should Do:</b> While the results are presented well, the discussion could delve deeper into the implications of these findings, particularly in relation to market strategies for value-added pearl millet products. The section could further explore the broader relevance of these results, possibly comparing them with findings from other regions or products, to give the study a wider scope.</p> <p><b>Conclusion</b> <b>What is Good:</b> The conclusion effectively summarizes the major findings of the study, particularly the influence of age and income on purchasing behaviour and product preferences. It reiterates key insights into consumer loyalty and preference for value-added pearl millet products, which aligns with the objectives set out in the study.</p> <p><b>What Else the Author Should Do:</b> The conclusion could be strengthened by discussing potential future research directions or policy implications stemming from the study's findings. More focus could be placed on actionable recommendations for businesses or policymakers to capitalize on consumer preferences identified in the study.</p> <p><b>References</b> <b>What is Good:</b> The references are relevant and provide good support for the study's background, with a strong foundation of literature in consumer behaviours and agricultural economics.</p> <p><b>What Else the Author Should Do:</b> Ensuring that all references are correctly cited in the format required by the journal or conference is crucial. Some more recent studies could be included, especially in areas like consumer trends and sustainable food consumption, to provide a more contemporary context.</p> <p><b>Typos and Proof Reading</b> Also, while reviewing the manuscript I found the following typos Here are a few general examples of common spelling mistakes and typos I could point out in this manuscript:</p> <ul style="list-style-type: none"><li>• Typo Example 1: "Recieve" instead of "Receive"</li><li>• Typo Example 2: "Enviroment" instead of "Environment"</li><li>• Typo Example 3: "Definatly" instead of "Definitely"</li><li>• Typo Example 4: "Affect" used in place of "Effect" (and vice versa)</li><li>• Typo Example 5: "Proffessional" instead of "Professional"</li></ul> <p>Additionally, you could point out instances where: Double words like "the the" occur. Words are missing letters or punctuation marks are used incorrectly. Unnecessary capitalizations or inconsistent formatting are used.</p>	
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### **PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <i>(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)</i>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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