

Review Form 3

Journal Name:	Journal of Scientific Research and Reports
Manuscript Number:	Ms_JSRR_128265
Title of the Manuscript:	Consumer Preferences of Chia products- A Conjoint Analysis
Type of the Article	Original Research Article

PART 1: 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>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	The study provides insights into consumer behavior and preferences, highlighting socio-economic factors that influence chia seed consumption among urban and rural populations in Bangalore. Additionally, the findings can inform agricultural policies and marketing strategies aimed at enhancing chia's market penetration, thereby contributing to public health and sustainable agriculture initiatives. Overall, this research enriches the understanding of consumer dynamics in the context of emerging health food trends.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title is suitable but another suggestion if you would like to incorporate- "Exploring the consumers preferences for Chia Products: Insights from a Conjoint Analysis"	
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.	Including a sentence about the limitations of the study and implications of the findings for future research or practical applications would enhance the abstract's relevance.	
Is the manuscript scientifically, correct? Please write here.	Appears to be scientifically correct. The use of conjoint analysis and Garrett's ranking technique is well-justified and aligns with standard practices in consumer research	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	References correction is required. Ensure that all references follow a consistent format.	
Is the language/English quality of the article suitable for scholarly communications?	Overall, the language quality is suitable for scholarly communications	
Optional/General comments	<p>i). The introduction is to be rewritten and citation are need to be included. The introduction must define the objectives, need of the study, research conducted over the world and research gap, why, how the study is useful in Bangalore.</p> <p>ii). The sample size-80 is too less to generalize the conclusion.</p> <p>ii). Sources after each table and graphs are missing.</p> <p>iii). Conclusion part need to be more explained.</p>	

Review Form 3

PART 2:

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

Reviewer Details:

<u>Name:</u>	Sudepta Raha
<u>Department, University & Country</u>	Christ Academy Institute for Advanced Studies, India