**Editor’s Comment:**

The manuscript has good and publishable information on food and consumer buying behaviour. However, the structure does not reflect the journal publication format, my view though. Certainly, some sections like the statement of the problem should not be there, should be incorporated in the instruction; including the sections, hypothesis, theoretical framework and conceptual framework. Similarly, the methodology section should be improved.

However, if your policy of publication allows such a structure, then I support the publication.

**Editor’s Details:**

Prof. Hudson Nyambaka, Kenyatta University, Kenya