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| Journal Name: | [**Archives of Current Research International**](https://journalacri.com/index.php/ACRI) |
| Manuscript Number: | **Ms\_ACRI\_140176** |
| Title of the Manuscript: | **Factors Influencing and Constraints Faced by Consumers in Buying Kitchen Gardening Products through Online Platforms in Ahmedabad District, Gujarat** |
| Type of the Article | Empirical / Applied Research Article |

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| **PART 1: Comments** | | |
|  | **Reviewer’s comment**  **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** *(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. A minimum of 3-4 sentences may be required for this part.** | The study's empirical methodology, especially within the inadequately explored setting of Ahmedabad district, contributes novel facts and practical significance to the current literature. The findings can assist regulators, agri- tech entrepreneurs, and digital marketers in developing more consumer-oriented, inclusive, and efficient online platforms for gardening and agricultural inputs. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | Descriptive and topic-relevant. Specifies location (Ahmedabad district) and subject (online purchase of kitchen gardening products). Too long and wordy. Repetitive phrasing (“factors influencing and constraints faced…” could be more concise). Could be made more engaging and readable. |  |
| **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.** | The article's abstract is moderately thorough, although it might be markedly enhanced in clarity, conciseness, and concentration. It presently resembles an elongated introduction, containing many issues. |  |
| **Is the manuscript scientifically, correct? Please write here.** | The work is scientifically acceptable; nonetheless, several places require enhancement to increase correctness, clarity, and academic rigor. The study would be enhanced with supplementary analysis (e.g., correlation or regression) to substantiate the correlations between factors such as price sensitivity and purchasing behavior. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | The manuscript has a diverse array of references from both national (India-centric) and foreign sources.  Numerous citations are contemporary (2021–2024), which is suitable considering the rapidly changing landscape of e-commerce and digital consumer behavior. Several references are redundant (e.g., Mohanapriya & Rangasamy, 2020 referenced twice).  Certain sources, such as student publications or local conference proceedings, may lack peer review or sufficient academic rigor. The study might incorporate more research from agricultural marketing or consumer behavior publications that concentrate on online agricultural input sales. |  |

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| **Is the language/English quality of the article suitable for scholarly communications?** | The paper has been structured coherently with distinct sections.  Essential concepts and discoveries are conveyed, although without sophistication. The terminology is largely suitable for the field. |  |
| **Optional/General** comments | The topic is pertinent because to the increasing significance of sustainable food systems, urban agriculture, and digital commerce. It integrates consumer behavior with agricultural technology, representing a significant multidisciplinary contribution. Although Garrett's ranking is applicable, the absence of demographic analysis, sample explanation, or triangulation constrains the study's comprehensiveness. A more sophisticated analysis— potentially using cross-tabulation or subsequent qualitative interviews—could enhance future research.  The topic is promising and warrants enhancement for greater academic and practical significance. |  |

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| **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?** | *(If yes, Kindly please write down the ethical issues here in details)* |  |

**Reviewer details:**

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