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| Journal Name: | [**Journal of Scientific Research and Reports**](https://journaljsrr.com/index.php/JSRR) |
| Manuscript Number: | **Ms\_JSRR\_139212** |
| Title of the Manuscript: | **A SURVEY ON CONSUMER PREFERENCES AND TRENDS IN CAKE** |
| Type of the Article | **Research** |

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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 manuscript provides valuable insights into consumer preferences and behaviors in the growing cake market in India. It highlights critical trends such as health-consciousness, aesthetic preferences, and online versus offline purchasing behavior. These findings are relevant for market researchers, bakery businesses, and policymakers focused on consumer-driven product innovation. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | The title is appropriate and reflective of the manuscript's content. No changes are suggested. |  |
| 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 abstract is comprehensive, clearly summarizing key findings. However, it could include a brief mention of methodology for completeness. Suggested addition: "A web-based survey of 100 respondents was conducted to gather insights." |  |
| Is the manuscript scientifically, correct? Please write here. | The manuscript is scientifically sound. The research design is clear, and the data analysis appears valid. However, a deeper discussion of the statistical tools and their implications would strengthen the findings. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | The references are adequate and recent. No additional references are necessary. |  |
| Is the language/English quality of the article suitable for scholarly communications? | The manuscript's language is mostly clear, but minor grammatical issues exist. For example:   * “The age wise distribution shows…” should be “The age-wise distribution shows…” * “Gender wise distribution…” should be “Gender-wise distribution…” |  |
| Optional/General comments |  The inclusion of more graphical representations (charts or graphs) of the data could enhance visual comprehension.   It might be helpful to contextualize the findings in terms of global trends in consumer behavior. |  |

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| **PART 2:** | | |
|  | **Reviewer’s comment** | **Author’s Feedback** (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:**

**Krishna Kumar Saha, Comilla University, Bangladesh**