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| Journal Name: | **Journal of Scientific Research and Reports** |
| Manuscript Number: | **Ms\_JSRR\_139238** |
| Title of the Manuscript: | **“A study on Ice Cream Brand Preference Survey for Youth of Anand City”** |
| Type of the Article |  |

PART 1: Comments

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|  | **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.** | This study aims to conduct an assessment of ice cream which is a boiled product appreciated by all consumers called “Survey on Ice Cream Brand Preferences among Youth in Anand City”, by developing a structured research design. The paper also confirms a strong positive relationship between brand awareness and customer loyalty, providing strategic recommendations for improving customer retention in the ice cream industry. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | The title of the article is appropriate for all the very interesting information that is presented. |  |
| **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.** | In summary, this study is well-conducted, showing that the preferences and consumption habits of young people in the city of Anand regarding ice cream brands were investigated during January 2024, in which 100 respondents between the ages of 15 and 30 participated, using an online questionnaire, taking into account the brand's reputation, taste and variety of flavors were the main determining factors in its choice. |  |
| **Is the manuscript scientifically, correct? Please write here.** | The research structure is appropriate for the creation of a scientific article and meets the conditions for carrying out a research paper. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | To carry out this research, a number of 6 bibliographic references and two bibliographic reference sites were used, of which 2 bibliographic titles from the last 5 years were studied. |  |
| **Is the language/English quality of the article suitable for scholarly communications?** | Yes, Is language/English quality of the article suitable for scholarly communications. |  |
| **Optional/General** comments | There are numerous studies in the literature on consumer preference surveys for various food products, in this case for ice cream brands among young people in the city of Anand. This article represents a research with a certain peculiarity, but very few bibliographical references were used to carry out the study. |  |

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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:**

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