

## Review Form 1.6

Journal Name:	<a href="#">Asian Journal of Agricultural Extension, Economics &amp; Sociology</a>
Manuscript Number:	Ms_AJAEES_90837
Title of the Manuscript:	AN ANALYTICAL STUDY ON MARKETING BEHAVIOUR OF COCONUT GROWERS IN COIMBATORE DISTRICT
Type of the Article	Original Research Article

### General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajaees.com/index.php/AJAEES/editorial-policy> )

### PART 1: Review Comments

	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)
<b>Compulsory</b> REVISION comments	<p>The paper deals with an exciting topic within the scope of this journal. It approached the <b>AN ANALYTICAL STUDY ON MARKETING BEHAVIOUR OF COCONUT GROWERS IN COIMBATORE DISTRICT</b>.</p> <p>I cannot find any acceptable introduction to why this study is necessary? What is the research question of this study and in line with the hypothesis to be drawn in the framework of current knowledge?</p> <p>There is a missing literature review section and empirical scrutiny in this paper. In the methodology, what protocol was adopted to collect the data and no particular sampling method? Overall the document is not well-written and organized. The results and conclusions can be appreciated and if provide valuable input for the policymakers. In this article, the figures and tables are not satisfactory. The reference list did not cover the relevant literature adequately and unbiasedly. The manuscript includes original data (sampling size), and the methods are not sufficiently documented for replication studies. The author should consider the research question and in line that why this research is significant with contemporary knowledge to contribute?</p>	
<b>Minor</b> REVISION comments		
<b>Optional/General</b> comments		

### 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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

### Reviewer Details:

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