

## Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_101936
Title of the Manuscript:	FARMERS' PURCHASING BEHAVIOUR OF CORTEVA AGRISCIENCE'S PRODUCTS (GALILEO SENA AND DELEGATE) FOR CHILLI IN UMRETH TALUKA OF ANAND 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)
<p><b>Compulsory</b> REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1- Overall, this paper may be of interest to researchers, policymakers, and practitioners in the field of agriculture and agrochemicals. It provides valuable insights into farmers' purchasing behavior and perceptions, which can inform the development of effective marketing strategies and policies to promote the use of safe and effective agrochemicals.</p> <p>2- Overall, the title of the article appears to be suitable and effective in conveying the main focus of the research.</p> <p>3- It appears to provide a brief overview of the main objectives and methods of the research.</p> <p>4- It primarily focuses on the objectives, materials and methods, and hypothesis testing related to the research study.</p> <p>5- The texts primarily focus on the objectives, methods, and findings of the research study conducted on farmers' purchasing behavior of Corteva Agriscience's products for chilli cultivation. While the study's methodology and analytical tools are briefly mentioned, the specific details and results of the study are not provided.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>the language and English quality of the article section appears to be suitable for scholarly communications.</p>	
<p><b>Optional/General</b> comments</p>		

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

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