

Review Form 1.7

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| Journal Name: | Asian Journal of Agricultural Extension, Economics & Sociology |
| Manuscript Number: | Ms_AJAEES_94993 |
| Title of the Manuscript: | Consumers' Perception on Safety of Vegetables in the Urban Markets: A Case Study of Mymensingh City in Bangladesh |
| Type of the 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) |
|---|--|---|
| Compulsory REVISION comments 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments) | Yes, the manuscript provides the scientific community with evidence of new seed varieties needed to reduce the use of fertilizers and pesticides, ensure longevity of post-harvest life and are resistant to the effects of climate change. The title is suitable to the contents of the research. The abstract is comprehensive. Yes, the structure is appropriate. Not entirely, the manuscript makes comments on the effect of pesticide and fertilizer residue being harmful to human health but does not provide scientific and statistical proof/reference to substantiate claims. The references are sufficient but are not recent, can author try and add more recent references (at least 5 years old) which will help in making the argument stronger. The manuscript places emphasis on consumer's safety perception and purchasing behaviour but makes no mention of food handling in the households. Are the consumers aware of the food handling practices during preparation that plays a role in ensuring safe consumption of the vegetables? What role do they play in the value chain (from farm to fork) do they play in ensuring their food safety? Can the author try and investigate where these perceptions that the consumers have are from? What notifies them that the presumptions made are founded? That could be an objective where the author identifies the sources of information that influence consumers purchasing decision. | |
| Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications? | Yes | |
| Optional/General comments | There are keywords that are missing which were found in the study a significant number of times. For example: Purchasing decision , socio-economic/demographic characteristics, fertilizers and pesticides | |

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) |
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| Are there ethical issues in this manuscript? | (If yes, Kindly please write down the ethical issues here in details) | |

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Reviewer Details:

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