

## Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_107792
Title of the Manuscript:	CONSUMER INSIGHTS INTO THE ORGANIC FOOD MARKET: PERCEPTIONS, PREFERENCES AND PURCHASE DRIVERS
Type of the Article	

### 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. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>1. The study on consumer insights into the organic food market is quite important for the scientific community as it offers valuable insights into consumer perceptions, preferences, and buying motives for organic food products. The development of a consumer buying behavior model for organic food products is another significant contribution of the study. The findings of the study can be used by researchers and policymakers to develop effective marketing strategies and policies that cater to the needs and preferences of consumers in the organic food market.</p> <p>2. <b>Yes</b></p> <p>3. <b>Yes</b></p> <p>4. <b>Yes</b></p> <p>5. <b>Yes</b></p> <p>6. It has been suggested that the author could benefit from collecting more recent reviews of literature for their study on consumer insights into the organic food market. By collecting more recent reviews, the author may be able to gain a better understanding of current trends in the organic food market and their impact on consumer perceptions, preferences, and buying motives.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	Yes.	
<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><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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