

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	

Review Form 1.7

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>Compulsory REVISION comments</p> <ol style="list-style-type: none"> 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. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none"> 1. The manuscript appears to have potential importance particularly in the area of consumer behavior and organic food products that are highly relevant to the current concerns of the scientific community and society at large. Organic food products and consumer preferences in the context of health and sustainability are areas of increasing interest globally. 2. The title communicates the main focus of the study and provides a clear indication of the content. Other similar titles could be "Understanding Consumer Behavior in the Organic Food Market: Perceptions, Preferences, and Purchase Factors" or "Exploring Consumer Choices in the Organic Food Market: Perceptions, Preferences, and Decision Drivers", if the author wishes so. 3. The abstract provides essential information about the research like the purpose, methodology used, findings and developing a consumer buying behavior model for organic food. It does provide a brief overview of the study's key elements, it could be more comprehensive by briefly mentioning the study's background and significance to help readers understand why the study was conducted and why it is important. The implications that are given at the end of the study should be summarized here in a sentence or two. Abstract should be concluded by the contribution of the model that is developed in this manuscript. 4. The manuscript appears to have a reasonable structure with appropriate subsections. The introduction gives the background information and the objectives. It will be beneficial to include a subsection for literature review and provide a more explicit statement of the research problem. However, if the journal follows a particular format that does not include a literature review subsection, then the research problem could be mentioned in the introduction subsection. <p>For the material and methodology section, the sampling technique and data collection process is appropriately described. More information is required about the questionnaire, whether it was adapted or developed. Then, also the reliability and validity of the instrument. Also, the subsection statistical technique seems to be unusual. It could be simply discussed under the methodology section without this heading.</p> <p>The subsections within "Results and Discussion" are well-organized and effectively present the findings, including consumer perception, preferences, and factors influencing buying behavior. The use of tables and figures aids in presenting the data and results clearly.</p> <p>Figure 2 given at the end of the study showing the model developed for consumer behavior has no explanation in the manuscript. It needs to be discussed.</p> <p>The conclusion effectively summarizes the key findings and their implications for the study. The results can contribute to a better understanding of consumer choices, potentially leading to improved marketing strategies and product development. However, it could be more comprehensive by discussing the practical or theoretical implications of the research that can help businesses tailor their products and marketing strategies to meet consumer demands. Also, one can consider including a sentence or two about future research directions based on the study's findings.</p> <ol style="list-style-type: none"> 5. The manuscript adheres to common scientific research methods used in social sciences. It includes the data collection methods, the technique, and the statistical analysis identifying the underlying factors influencing consumer behaviour. With few important suggestions by the reviewer above, the methodology could be made more detailed and clearer. 6. The references cover a reasonable range of sources. Found few references that are not cited in the manuscript (Maybe cited as superscripts in the final paper). Few other things can be mentioned in the manuscript like, for the section on factors influencing organic food purchases, include recent studies or articles that delve into these factors and their importance in consumer decision-making. Also, can refer to established consumer behavior 	

Review Form 1.7

	models or frameworks to provide a theoretical foundation for your findings like in the literature review section. 7.	
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?	Overall, the language and English quality of the article are acceptable for scholarly communication.	
Optional/General comments	The overall manuscript is well structured and is appropriate for a research paper except for few observations by the reviewer, specifically in the methodology section and discussing Figure 2 as well as the implications at the end of the manuscript.	

PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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