

Review Form 1.7

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_103126
Title of the Manuscript:	A Study on consumer buying behavior of vermicompost in Lucknow, Uttar Pradesh
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>)

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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>	<p>1-Yes, this study aimed to shows using behaviour of vermicompost. It is an environmentally friendly practice. The study is important, but confusingly written.</p> <p>2- The title is concise.</p> <p>3- No. The methods used and the results should be given</p> <p>4- No, use of vermicompost in Lucknow, Uttar Pradesh. Material and method should be explained correctly.</p> <p>5- Please try to answer the following questions while re-editing the main text. The survey was conducted in cities, towns and villages, that is, in a very large area. How did they persuade participants to participate in the survey? Has a small preliminary study been done for the survey questions? When was the survey conducted? Which statistical method was used for the evaluation? The results have not been sufficiently discussed.</p> <p>6- References are sufficient and recent. The following sources are not cited in the text.</p> <p>Sharma <i>et al.</i>, 2018 Singh and Dey., 2019 Sinha <i>et al.</i>, 2021 Akhtar, M. S., & Bhat, M. A.(2017). Factors influencing adoption of vermicompost among farmers in Jammu and Kashmir state of India. <i>Agricultural Economics Research Review</i>, 30(2), 267-275. Amber, B.S. (1993). Marketing of Vermicompost Sangamner tehsil of Ahmadnagar district M.Sc (Agri .) thesis , submitted to MAU , Parbhani. Babu, M. K., Kumar, A., & Kumari, B. (2017).Certification of vermicompost in India: An empirical study. <i>Journal of Organic Systems</i>, 12(1), 27-36. Baghel, S.S. and Agrawal, S.B. (2005). Vermicompost production technology: adoption, advantages and problems encounteredby adopters. <i>Jawarhalal Nehru Krishi Vishwa Vidyalaya, Jabalpur. Res. J.</i>, 99:125-126. Baxi, V. R., Patel, K. J., & Patel, N. J.(2019).Marketing channels for vermicompost in India. <i>Indian Journal of Agricultural Marketing</i>, 33(2), 56-62. Chandra, R., Gupta, M., Singh, R., & Singh, J. (2021) Export Potential of Vermicompost in India. <i>Indian Journal of Agricultural Marketing</i>, 35(1), 1-9. Chauhan, A., Shukla, S., & Jain, R. K.(2018).Product differentiation as a tool for competitive marketing of vermicompost. <i>Indian Journal of Fertilisers</i>, 14(4), 41-47. Chinnappa Reddy, B. V., Subba Reddy, P.N., and Kale, R. D., (2007) Economic impact and production efficiency of vermicompost use in agriculture: methodological approaches, <i>Agric. College, University of Agric. Sci., VC Farm, Mandya.</i> Devkota, D., Dhakal, S. C., Dhakal, D., Dhakal, D. D., & Ojha, R. B. (2014).Economics of production and marketing of vermicompost in Chitwan, Nepal. <i>International Journal of Agricultural and Soil Science</i>, 2(7), 112-117.</p>	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> 1. Is language/English quality of the article suitable for scholarly communications? 	<p>No, the manuscript should be revised the manuscript by English native speaker</p>	
<p>Optional/General comments</p>		

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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>	

Reviewer Details:

Name:	Celile Aylin Oluk
Department, University & Country	Eastern Mediterranean Agriculture Research Institute, Türkiye