

Review Form 3

Journal Name:	Journal of Scientific Research and Reports
Manuscript Number:	Ms_JSRR_126910
Title of the Manuscript:	A STUDY ON BUYING BEHAVIOUR AND PROBLEMS FACED BY FARMERS TOWARDS ORGANIC FERTILIZER IN DEESA AND PALANPUR TALUKAS OF BANASKANTHA DISTRICT, GUJARAT
Type of the Article	Research article

PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	This manuscript provides insights into the buying behavior and challenges faced by farmers regarding organic fertilizer use in Deesa and Palanpur, Gujarat, which is important for understanding sustainable agricultural practices in a rapidly growing sector. The study's focus on farmers' socio-economic profiles and decision-making processes offers data that can inform both local and national policy to promote organic farming adoption. I appreciate the manuscript's data presentation, but it would benefit from deeper analysis and recommendations for overcoming identified challenges, such as poor efficiency and lack of knowledge about organic fertilizers. Overall, the research contributes to filling a gap in understanding organic fertilizer usage in India, which is essential for advancing sustainable agriculture practices.	
Is the title of the article suitable? (If not please suggest an alternative title)	The current title, "A Study on Buying Behaviour and Problems Faced by Farmers Towards Organic Fertilizer in Deesa and Palanpur Talukas of Banaskantha District, Gujarat," is informative but a bit lengthy and could be more concise while still conveying the study's focus. It could be improved to reflect the key themes of buying behavior, challenges, and the regional context more clearly. Suggested alternative title: <i>"Buying Behavior and Challenges in Organic Fertilizer Adoption: A Case Study of Farmers in Banaskantha District, Gujarat."</i>	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract provides an overview of the study, including its purpose, methodology, and key findings. However, improvements could be made: The challenges faced by farmers, such as the "poor efficiency and delay effects" of organic fertilizers, could be highlighted more explicitly. Emphasize the practical implications of the findings for policymakers or agricultural suppliers.	
Are subsections and structure of the manuscript appropriate?	Introduction: The introduction does a good job of contextualizing the growth of organic fertilizers globally and within India. However, there are opportunities for improvement: <ul style="list-style-type: none">The introduction could incorporate more recent studies on the adoption of organic fertilizers and their economic impact on smallholder farmers.A more explicit problem statement outlining the knowledge gap in farmer behavior toward organic fertilizers would strengthen the introduction.While the general aim of the study is clear, the specific research objectives could be presented more explicitly. Materials and Methods: The methodology is well explained, covering the sampling, data collection, and analysis techniques	

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	<p>used. However:</p> <ul style="list-style-type: none">• The purposive sampling method is appropriate, but the rationale for selecting only farmers with knowledge of organic farming could be clearer. How were these farmers identified, and could their views differ from those who haven't adopted organic fertilizers?• The methodology section could benefit from acknowledging limitations such as potential biases due to non-probability sampling and reliance on self-reported data. <p>Results and Discussion:</p> <p>Age of the Farmers:</p> <ul style="list-style-type: none">• The age distribution is presented, showing that the majority of farmers are middle-aged (36-50 years). It would be beneficial to discuss why this age group might be more likely to use organic fertilizers. Could this be related to experience or openness to adopting new practices? <p>Marital Status of the Farmers:</p> <ul style="list-style-type: none">• All farmers were reported as married. This finding could benefit from additional context or interpretation. How does marital status potentially influence the adoption of organic farming practices? <p>Annual Income of Farmers:</p> <ul style="list-style-type: none">• The income distribution is presented, with the majority of farmers earning between Rs. 100,000 and Rs. 500,000 annually. A discussion on how income levels might affect purchasing behavior, access to organic fertilizers, and willingness to adopt new products would enhance the section. <p>Education of the Farmers:</p> <ul style="list-style-type: none">• The education levels of farmers are discussed, with 44.5% having education below SSC. It's noted that education does not appear to impact organic fertilizer use. This is an interesting finding but could benefit from a deeper analysis. For instance, how do farmers with less education gather information about organic fertilizers? Are there informal networks or trusted sources that influence their decisions? <p>Occupation of the Farmers:</p> <ul style="list-style-type: none">• With most farmers involved in agriculture and animal husbandry, the direct access to organic materials is noted. A stronger link between occupation and fertilizer usage patterns could be drawn, possibly exploring how income diversification affects investment in sustainable practices. <p>Family Size of the Farmers:</p> <ul style="list-style-type: none">• Family size data is presented, but there is no discussion on how family size influences organic fertilizer use. Large families may rely on more labor-intensive farming, which could correlate with fertilizer adoption. This relationship could be explored further. <p>Land Holding Size of Farmers:</p> <ul style="list-style-type: none">• The majority of farmers have small landholdings (below 5 acres). The study could delve deeper into whether smaller landholdings encourage or discourage the use of organic fertilizers, given the potential cost and labor considerations. <p>Major Growing Crop:</p> <ul style="list-style-type: none">• The study finds wheat and potato to be the major crops grown by the farmers. A brief	
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	<p>discussion on the compatibility of organic fertilizers with these crops and any existing challenges could be useful.</p> <p>Usage of Packaged Organic Fertilizer by Farmers:</p> <ul style="list-style-type: none">• It is noted that all farmers surveyed use organic fertilizers, which is a strong finding. However, it would be helpful to understand why these farmers have adopted organic fertilizers—was it due to government policies, market trends, or other factors? <p>Source for Purchase of Organic Fertilizer:</p> <ul style="list-style-type: none">• Most farmers buy fertilizers from retail outlets. Exploring why retail outlets are preferred over cooperative societies or agricultural universities could offer insights into trust dynamics and availability. <p>Most important factor that farmers consider for buying organic fertilizer:</p> <ul style="list-style-type: none">• Past experience was found to be the most important factor. A discussion on how new farmers might enter this market, given the reliance on past experience, could provide valuable insights for future marketing or education efforts. <p>Person influencing buying decision:</p> <ul style="list-style-type: none">• The study reveals that most farmers make their own purchasing decisions, with some influenced by dealers or distributors. This finding could be expanded by exploring how these relationships are built and how trust in dealers is maintained. <p>Preference level of organic fertilizers in future:</p> <ul style="list-style-type: none">• The overwhelming interest in purchasing organic fertilizers in the future is promising. Exploring what specific improvements in product quality or availability would further encourage this adoption would be beneficial. <p>Problems faced by farmers while using organic fertilizers:</p> <ul style="list-style-type: none">• The study identifies poor efficiency and delayed effects as the primary challenges. A deeper discussion on potential solutions, such as education on proper application techniques or improved product formulations, could strengthen this section. <p>Conclusion:</p> <ul style="list-style-type: none">• The conclusion summarizes the key findings, but it could go further by offering more actionable recommendations. For instance, suggesting specific educational programs or policy interventions based on the challenges identified would add value.• Additionally, the study could emphasize how its findings could inform the development of more targeted organic fertilizer products suited to the needs of smallholder farmers.• Acknowledging the limitations of the study, such as the focus on a single district or the use of purposive sampling, would enhance the credibility of the findings. Additionally, suggestions for future research could be included. <p>Add recommendations section for Improvement:</p> <ul style="list-style-type: none">• Discuss how local or national policies might address the challenges identified, such as poor efficiency or lack of knowledge about organic fertilizers.• Provide more recommendations for stakeholders, such as agricultural suppliers or policymakers, on how to improve the adoption and effectiveness of organic fertilizers.	
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<p>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</p>	<p>The manuscript appears to be scientifically robust and technically sound, as it employs a well-defined methodology, including the use of purposive sampling and descriptive statistics to analyze farmers' buying behavior and challenges related to organic fertilizers. The use of both primary and secondary data ensures that the study is grounded in real-world observations, supported by existing literature. Additionally, the application of Weighted Average Mean (WAM) provides a structured approach to quantifying farmers' preferences, which enhances the accuracy of the findings. However, the study could benefit from more detailed interpretations of the results and a deeper exploration of the implications for policy and practice, which would further strengthen its scientific validity.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. =</p>	<p>The references are adequate but could be more recent, with some sources being outdated (2011-2017). To strengthen the study, I recommend incorporating newer references from 2020-2023, particularly on organic fertilizer adoption in India and global trends in sustainable agriculture. More current government policies or reports on organic farming in India would also enhance the manuscript's relevance.</p>	
<p><u>Minor REVISION</u> comments Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The language of the article is generally clear and understandable, but there are areas where improvements can be made for better readability and flow. Some sentences are lengthy or redundant, and a few technical terms could be simplified for broader accessibility.</p>	
<p><u>Optional/General</u> comments</p>		

PART 2:

	<p>Reviewer's comment</p>	<p>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>
<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>	

Reviewer Details:

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