

## Review Form 1.6

Journal Name:	<a href="#">Asian Journal of Agricultural Extension, Economics &amp; Sociology</a>
Manuscript Number:	Ms_AJAEES_89948
Title of the Manuscript:	Farmers' Brand Preference and Brand Loyalty towards Maize Hybrid Seeds in Guntur District of Andhra Pradesh, India
Type of the Article	Original Research 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)
<b>Compulsory</b> REVISION comments	<p>The authors show an adequate introduction, with a good approach to the problem based on solid background, this strengthens the justification, and the objective is clear and precise.</p> <p>The methodology does not define the type and design of the research, nor is the inclusion and exclusion criteria shown. It is recommended that the necessary informed consent be included in all research involving human beings.</p> <p>They do not mention anything about the validation of the instrument for data collection. In the results section, the titles of the tables are very general and lack a source, in addition, not enough arguments are shown to allow the contrast with the results found.</p> <p>The conclusions must be precise and as far as possible without figures to support the results. Bibliographical references should be expanded and updated.</p>	
<b>Minor</b> REVISION comments		
<b>Optional/General</b> comments		

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

### Reviewer Details:

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