

Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_90260
Title of the Manuscript:	A Study on Farmers' Buying Behaviour of Hybrid Vegetable Seeds in Coimbatore District
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)
Compulsory REVISION comments	In this paper, the author discussed the farmers' buying behaviour of hybrid vegetable seeds in Coimbatore district. The overall level of the paper is good and its well written; however, some minor considerations are mentioned below.	
Minor REVISION comments	Page 1: Abstract: " The major Hybrid vegetables grown in the study area were Tomato, Gourds, Bhendi, Chilli and Brinjal ", kindly replace the capital letters with small letters. Page 1: Keywords: Kindly check the spelling in " buying behviour " Page 9: Recommendation: "The recommendations from the study includes that the seed companies have to do competitor analysis in order known the performance of their product", Please re-check the sentence.	
Optional/General 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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