



Journal Name: [Asian Journal of Current Research](#)  
Manuscript Number: Ms\_AJOCR\_12718  
Title of the Manuscript: **Demographic Factors Affecting Product Adoption among the Farmers**  
Type of the Article

## **General guideline:**

**This journal believes that no manuscript should be rejected only based on 'lack of Novelty'**, provided the manuscript is sufficiently robust and technically sound. Too often a journal's decision to publish a paper is dominated by what the Editor/reviewer thinks is interesting and will gain greater readership - both of which are subjective judgments and lead to decisions which are frustrating and delay the publication. This journal will rigorously peer-review your submissions and publish all papers that are judged to be technically sound.

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<http://www.ikpress.org/index.php/index/editorial-guideline>

## **PART 1: Review Comments**

<b><u>Compulsory</u></b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> ( <i>Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here</i> )
<b>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.</b>	<b>This manuscript is very specific to the adoption of particular product thus avoids confusing the readers. Use of chi-square in data analysis is also simple and straight forward. It written in plain English which makes it easy to understand.</b>	



<p><b>Is the title of the article suitable? (If not please suggest an alternative title)</b></p>	<p><b>The title is appropriate and brings out exactly what is contained in the manuscript; the variables under investigation are purely demographic.</b></p>	
<p><b>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.</b></p>	<p><b>The abstract is sufficient.</b></p>	
<p><b>Are subsections and structure of the manuscript appropriate?</b></p>	<p><b>The document does not contain all the subsections of a standard scientific paper like the literature review and recommendations of the study. However the included sections are relevant.</b></p>	
<p><b>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.</b></p>	<p><b>The manuscript is generally scientifically correct as it establishes the relationship between demographic factors and adoption of a product in agriculture. The however needs to state hypotheses in the negative format e.g. 'there is no significant association'. It is also noted that some of the p-values of the chi-square analysis are incoherent e.g. 2.2e-16. The author has not explained why he settled for chi-square analysis and the underlying assumptions. Why did the author use convenience sampling? This method could introduce bias in the results. The particular product whose adoption is being investigated is referred to as 'new molecule', please explain the meaning of this new molecule in detail.</b></p>	
<p><b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b></p>	<p><b>The references are sufficient and recent.</b></p>	



<u>Minor</u> REVISION comments  <b>Is the language/English quality of the article suitable for scholarly communications?</b>	English is good enough. It just needs a bit of proof reading to remove typos.	
<u>Optional/General</u> comments	A good trial. The study is straight forward and suitable for small organizations or departments in a firm.	

## **PART 2:**

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

## **Reviewer Details:**

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