



## MARKETING PROBLEMS OF BANANA CULTIVATORS – AN EMPIRICAL ANALYSIS

Reviewer 1: --

1. In several sections sentences has spelling and grammar mistakes, which needs to be corrected.
2. In several sections sentences has space problem, which needs to be corrected.
3. Proper sentence construction in several sections to be modified.

Actual	Suggested
<i>Guntur district. More specifically, it analyses on low</i>	<i>the Guntur district. More specifically, it analyses on the low</i>
Banana crop is one of the major crops in Andhra Pradesh	The banana crop is one of the major crops in Andhra Pradesh
conditions are promising to cultivate banana crop	conditions are promising to cultivate the banana crop
profitable business under the recognized loans	profitable business under-recognized loans
of banana was facing various constrains	of banana was facing various constraints
the marketing the agencies are take care of efficiency	marketing, the agencies are taking care of the efficiency
The aim of the study is to understand and analyze	The study aims to understand and analyze
The study aims at an exploration in to the views	The study aims at exploration into the views
problems, with view to discover answer to questions	problems, to discover the answer to questions
For the purpose of data collection, sample	For data collection, a sample
cultivating banana crop are selected	cultivating banana crops is selected
who were cultivating the banana crop from last five years	who were cultivating the banana crop from the last five years
villages in Guntur district, through questionnaire	villages in Guntur district, through a questionnaire
respondent of the cultivators expressed high price fixed	respondents of the cultivators expressed high price fixed
can be concluded that maximum respondent of the	can be concluded that the maximum respondent of the
Availabilities of storage facilities to banana bunches	the Availabilities of storage facilities to banana bunches
It can be seen for the data in table-.2, that majority	It can be seen for the data in a table-.2, that majority

respondents of the cultivators are of the opinion	respondents of the cultivators think
(3%) respondent of the cultivators are of the opinion	(3%) respondent of the cultivators think
It can be concluded that, maximum number of respondent	It can be concluded that the maximum number of the responder
cultivators are of the opinion regarding, the availability	cultivators think regarding, the availability
null hypothesis has been accepted. Therefore	the null hypothesis has been accepted. Therefore
majority respondent of the cultivators are expressed	majority respondents of the cultivators are expressed
opinions are agree for lack of information about	opinions agree for lack of information about
but a single digit respondents are of the	but single-digit respondents are of the
null hypothesis has been accepted	the null hypothesis has been accepted
there is no difference between low price	there is no difference between the low price and the lack
respondent of the cultivators are of the opinion	respondents of the cultivators think
respondent of the cultivators are of the opinion	respondents of the cultivators think
that majority percentage (97%) respondent of the banana	that the majority percentage (97%) respondent of the banana
are of the opinion, there is a lack of awareness of	thinks, there is a lack of awareness of
maximum number of respondents are of the opinion regarding lack	maximum number of respondents think regarding the lack
null hypothesis has been accepted	the null hypothesis has been accepted
are of the opinion that they are fixing less prices	thinks that they are fixing fewer prices
The, maximum number of respondent	The maximum number of the respondent
cultivators are of the opinion regarding	cultivators think regarding
a single digit respondents are of the opinions	single-digit respondents are of the opinions
Majority respondent of the cultivators are of the opinion	The majority respondent of the cultivators thinks
certain period bunches are perishable, the middle men	certain period bunches are perishable, the middlemen
committed at one prices, but finally they paying	committed at one price, but finally, they paying
now a days there is no demand for banana bunches.	nowadays there is no demand for banana bunches.

establish storage facility to each mandel	establish a storage facility for each model
The government should establish banana market	The government should establish a banana market

**Comments to Editor :**

1. After modifying the content, paper can be accepted for possible publication.

**Reviewer 2: --**

1. Paper should be written in JMCMS Journal format.
2. References and in-text citations are not in JMCMS format. More references should be included and sequentially/adequately arranged, as cited in the text.
3. The authors are requested to rewrite the abstract, as this section does not properly depict the paper's actual aim and objective.
4. All the equations should be typed only in equation editor, and maintain the uniform size.
5. In this paper, the literature review is missing, so; current research is not sated in this paper. The authors need to discuss the literature study after the introduction. Authors are advised to add a comparative study with existing similar implementation; otherwise, the research's impact is not established.
6. Conflict of interest regarding article should be mention in the text.

**Comments to Editor :**

1. After modifying the content, paper can be accepted for possible publication.

**Reviewer 3: --**

1. Paper should be written in JMCMS Journal format.
2. References and in-text citations are not in JMCMS format. More references should be included and sequentially/adequately arranged, as cited in the text.
3. It is advised to the authors that they need to disclose their proposed system provides the amount of accuracy in abstract and conclusion.
4. The total number of references are used in this paper is seven. In this particular topic, plenty of research is available, so authors need to provide at least 20 references, and all references should be sequentially/adequately arranged, as cited in the text.
5. The conclusion should be brief and short, which needs to specify the paper's aim and objective.
6. Conflict of interest regarding article should be mention in the text.

**Comments to Editor :**

1. After modifying the content, paper can be accepted for possible publication.

Regards  
Editorial Manager

**[Note: This is a computer-generated Report hence, no need of any Signature.]**