



SDI Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_35776
Title of the Manuscript:	Consumers' Preference and Acceptance of Branded Spice Powder in Sadar Upazilla of Mymensingh 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.

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PART 1: Review Comments

	Reviewer's comment	Author's comment <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>
<u>Compulsory</u> REVISION comments	<u>Methodology:</u> Need to describe the target population and sample profile of 120 sample of the study. (i.e. housewives or consumers) Briefly describe on data collection venue (i.e. at super markets, home, working place ...etc) Need to explain the content of structured interview (i.e. what are the questions asked from respondents?) Likert scale is not a method of measuring variables. The study is suggested to explain the measurement dimensions of consumer attitudes and where they referred (i.e. did they adopt from prior studies or construct by the author/s?) Instead of using correspondence analysis, the study is suggested to test independent sample t-test and One-way ANOVA to identify the significant difference in consumer preference in terms of marital status, income etc. Need to explain how the influencing factors of consumer preference identified. Are they adopted from prior studies or explored by the authors through preliminary study? Explanation of construct/variable should not be included into 'Result section'. (e.g: 3.3 Consumer attitude). These explanations need to be include into either Introduction section or Literature review. 3.2.8 Cost of branded spice powder: Is the study intended to explain price of product and consumer preference? Since cost of production is not directly revealed to the consumers, cost of production may not be influencing factor.	Target population and sample profile are described in the text and marked by yellow colour. Data collection venue is mentioned in the text and marked by yellow colour. The content of structure questionnaire are described in the text and marked by yellow colour. Measurement dimensions of consumer attitudes are used by the authors own views. They are constructed by the authors. The reviewer rightly mentioned the analytical techniques like t-test and One way ANOVA. But in this stage it is not possible for such analysis. Influencing factors of consumer preferences are identified by the authors' previous experience and preliminary study.



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	3.3 Consumer attitudes Need to insert relevant citation/s for definition of attitude. 3.3.1: Discriminating the discriminative power Instead of discriminative power, factor analysis can be performed to select the items for final scale. How the study concluded that ‘other brands drew more attention of <i>modern housewives</i> those who had a latent demand for convenience and time saving cooking’. Did the study refer modern housewives? If so, how the study define ‘modern housewives’?	In our study, consumer attitude is not a variable. It is one of the sub-headings of our findings. So, we strongly belief that it is in the right place. We thank the review for rightly mentioned the cost and consumer preference. But in developing county like Bangladesh context it is one of the major influencing factor of consumer preference. Citation already putted in the right place. We are agreed with reviewer comment of discriminating the discriminative power. It would bring good result if we can incorporate factor analysis. But in this stage, it is not possible to do such analysis. In this study modern housewives means both men and women are busy right at their work place. But we replace the work modern housewives.
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<u>Minor</u> REVISION comments	Country name needs to be appeared in title of the study as well as in abstract. Page 2: 'The days of mashing spices at home are set to be the soon past, now people are shifting to powdered spices. They are showing interest in brands due to their health consciousness and the busy life, complex socio-economic condition leads to the popularity of readymade spices'. Not relevant A good number of studies have been conducted on economic analysis of production, marketing, consumption of spices in Bangladesh. Include the relevant studies. Page 4: Figure 2 is not compiled with the study objectives.	Country name is included in the title and also in the abstract. This part is deleted. If we include the relevant studies the size of the paper will be large. But we already review few studies in the introductory section. We think this more relevant to our object.
<u>Optional/General</u> comments	The study has attempted to examine the important area of spice powder consumption such as using patterns, consumer attitude and determinants of brand preference. However, the study has several limitations regarding scientific methods in the following areas; 1. Factor identification 2. Measurement scale preparation 3. Sample selection and sample content 4. Data analysis methods Hence, the study is strongly suggested to follow the theoretical background of determining brand preference and consumer attitude. Further, it is suggested to follow recommended data analysis methods.	We are trying to incorporate possible inclusion of suggestion that given by the reviewers. Now the paper is updated followed by the reviewer comments and suggestions. We strongly belief that the paper is now in good shape for publication. We thanks to reviewer for the comments and suggestions.