



SDI Review Form 1.6

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	Ms_BJEMT_27336
Title of the Manuscript:	FACTORS INFLUENCING CONSUMER PREFERENCE FOR SWEAT POTATO IN NAMIBIA, CASE STUDY FROM WINDHOEK
Type of the Article	Review paper

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:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)



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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)
<u>Compulsory</u> REVISION comments	This paper reports analyzing factors affecting consumers' preferences sweet potato in Windhoek. Author/Authors used the data collected by multi stage sampling method. Data was analyzed using Logistic regression, key finding of the study finding age of the household (AGHH) and employment status (EMPLS) being negatively linked and bigger weight implying that increase in these two parameters will lead to small consumption. There is no ethical issue in this manuscript.	
<u>Minor</u> REVISION comments	Revising below changing may enhance the scientific quality of the manuscript. 1. The paper is well motivated but not organized. Introduction section should be strengthened. 2. There is no the literature review section and the section should be added. 3. Methodology of the study is sufficient to analyze the research topic. 4. The results of this study should be discussed with previous studies. The results of regression analysis should be compared other studies' results.. 5. The discussion and conclusions section should be more tightened. Additional suggestions may enhance the scientific quality of the paper. 6. References section could be strengthened. A few references could be added to improve the quality of the study.	



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	7. This study will contribute to literature with results about consumer preferences studies.	
<u>Optional/General</u> comments		

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