



SDI Review Form 1.6

Journal Name:	Current Journal of Applied Science and Technology
Manuscript Number:	Ms_CJAST_44432
Title of the Manuscript:	Ex-ante Producer and Consumer Preference and WTP for New Variety of Ragi in Karnataka: Application of Conjoint analysis and Logit Model
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:

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

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	This paper mainly studied on Ex-ante Producer and Consumer Preference and Willingness to pay (WTP) for New Variety of Ragi in Karnataka using the Application of Conjoint analysis and Logit Model. The purpose or purported significance of the article was stated and the structure of scientific writing was respected. The authors introduce the study background clearly and some related works are cited. And the results are also given a detailed explanation with few tables. Furthermore, the abstract accords the paper and reflects the research. However, there are still some little problems in the paper. Overall manuscript qualifies for publication with changes, as suggested.	
Minor REVISION comments	1. Based on the analysis on the factors that predict willingness to pay (WTP) using the logit model, it would have been useful to state the model and then determine the probability of both producer and customers WTP based on the significant variables in these model. 2. Quotations have been made without proper citation and referencing. Author is therefore urged to indicate these accordingly. E.g. (a) Willingness to pay is the maximum amount a person would be willing to pay or sacrifice in order to receive a product or to avoid something undesired. (b) Ragi is especially valuable as it contains the amino acid, methionine, which is lacking in the diets of hundreds of millions of the poor who live on starchy staples such as cassava, plantain, polished rice, or maize meal. 3. How sample sizes were determined/ calculated needs more clarification. 4. Check for grammatical errors and reconstruct accordingly.	1. I have stated the model in detail. First I used conjoint analysis to know the significant contributing factors then based on the conjoint results I have selected major variables under this model and performed the logit regression to know the WTP status of the farmers towards high yielding variety of ragi. 2. References and citations are added wherever necessary. 3. Explanation was given in detail regarding the sampling procedure. 4. Gramatical/typographical errors are checked and corrected.
Optional/General comments	The study is appropriate and contribute to Ex-ante Producer and Consumer Preference and Willingness to pay (WTP) for New Variety of Ragi	The author very much thankful to the reviewer for his critical comments and valuable suggestions for the betterment of the study.