



SDI Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_42098
Title of the Manuscript:	FACTORS AFFECTING LOCAL TOMATO CONSUMPTION IN BENIN REPUBLIC
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		
Minor REVISION comments	1. Last paragraph under the socioeconomic description- The findings was significant that 79% indicated..... (a) was this result subjected to test analysis? For the fact that higher percentage was obtained does not mean that it is highly significant unless the t-test analysis was performed 2. The discussion of research findings by the author showed that the study was in isolation. The author should endeavour to compare the results of his research with different findings on willingness to pay in literatures. We are in global research, research findings should show strength and weakness over other findings conducted in the field of study.	1. "The finding was significant that 79 % (176 people) indicated that they would prefer local tomato. Yet, the reasoning behind this choice was also significant. The findings are demonstrated in the below Table 1." Here the significance does not refer to any association. Here it was intended to note that 176/223 people do prefer to consume locally produced tomato. The reasoning of the choice and accepted premium was analysed with an econometric perspective in the next section. 2. Some comparative outputs were provided. "In addition, similar studies revealed similar price acceptance schedules. As an instance, strawberry purchasers in Ohio, the USA indicated that they are willing to pay more to locally grown strawberries and the premium rises if the outlet is consumer markets rather than grocery stores [7]. Yet in a multi-country study, it was understood that food consumers prefer locally grown or produced products and have willingness to pay more and they do not value labelling with a high conscious [4]. Even though most of the contemporary studies focus on consumer valuation for food labelling, these research also indicated a preference towards local food and willingness to pay more to local food [8, 9, 10]. Besides, willingness to pay for locally grown FFVs was 11.68 % more in South Carolina and households with high level of income indicated that they would pay higher [30].
Optional/General comments		