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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.
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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)*
Compulsory REVISION comments	**1. I grade the paper 9 out of 10 on novelty, originality, and technical strength. The language performance needs improvement.** **2. I suggest revised title:** **"Estimating Consumer and Market Factors between Local and Imported Tomatoes in Cotonou, Benin Republic"** **3. The article is well written, informative and interesting. I found the author's outline excellent, as follows:** **Abstract: Aims, Study Design and Place, Methodology, Results and Conclusion:** **1. Introduction** **2. Material and Methods** **2.1. Material** **2.2. Methodology** **3. Results and Discussion** **3.1. Socio-Demographic Outlay and Consumption Preferences** **Table 1: Local Tomato Preference Criteria** **Figure 1. Willingness to Pay a Premium for Locally Grown Tomato** **3.2. Hedonic Price Model Findings for Local Tomato** **Table 2: Normality Test for Local Tomato Price** **Table 3: Estimation Output for Local Tomato Price** **Table 4: Estimation Output for Local Tomato Price with Selected Variables** **4. Conclusion** **References** **4. This is a fascinating study of the tomato industry in Cotonou of Benin Republic. The tomato is the major agriculture crop in the country. Cotonou is the economic/business center of the country. The authors questioned 223, randomly selected people in 13 towns of Cotonou. Consumers can recognize the difference between local and imported tomatoes. Consumers have a preference for local tomatoes for a variety of reasons. The authors used hedonic pricing methodology to develop a numerical linear equation estimate. The dependant variable is the price of local tomatoes with a price premium over imported tomatoes. Market related factors were purchasing place, preferred package, preferred size, and purchasing frequency. Product quality factors were hardness, shape, color, and freshness. Seasonal fluctuations are also a factor, with more consumption in local supply season. Socio-demographic features of the household were age, job, gender,**	The title is revised as: FACTORS AFFECTING LOCAL TOMATO PREFERENCE IN COMPRISON WITH IMPORTED TOMATO IN BENIN REPUBLIC following suggestions.

	education , and income. **5. The review of the literature is excellent, e.g.:** **“There have been studies focused on determination of willingness to pay for food** **and agricultural products. Local products are being preferred by the consumers** **due to their health and taste assessment and awareness of the product origin.** **Besides, consumers value local products more in order to support local producers** **as well. Accordingly, it was considered as important to evaluate the choice between local and imported crops and acceptance of the price on the essence of** **tomato consumption in Benin Republic. Available literature refers to willingness** **to consume local crops and products and acceptance of a positive price premium** **comparatively [4, 5, 6, 7, 8, 9, 10]. As an instance Thilmany and his friends indicated that consumers prefer and pay more for local products due to their assessment on food security and rising environmental conscious [12].”** **6. The conclusion is excellent, e.g.:** **“To summarise, consumers do mostly prefer making daily purchases of packed** **tomato of 250 grams from bazaars or district bazaars. Most of the consumers with 66 % indicated that they pay attention on the origin of the tomato and can** **differentiate local and imported tomato by checking its shape, size and colour.** **65 % of consumers indicated that they were ready to pay more for local tomato** **due to its quality perception and with an orientation to support local producers.** **Given a standard price for 250 grams as 0.36 Dollars (200 FCFA), consumers may accept 0.30 Dollars (164 FCFA) more payment which sums to 0.66 Dollars.”**	
Minor REVISION comments		
Optional/General comments		