



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:



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PART 1: Review Comments

	Reviewer's comment	Author's comment
Compulsory REVISION comments	The author makes a thoroughly interpretation of the results. However, these are not compared with previous researches. Thus, a proper discussion section is required. Conclusion section includes several references that should be added to the discussion part (comparisons of the results with, for instance, Ulupono Initiative's report on Hawaiian consumers' preferences reference) According to the results, the variation explained by the dependent variables was found out as 27 %, which is very low. It would be interesting to add new variables such as the price of substitute products. It would be interesting to add the full questionnaire as an appendix to check whether the structure of it could have had any impact on the results	1. This finding also coincides with the Ulupono Initiative's report on Hawaiian consumers' preferences towards accepting a positive price premium for local tomato purchases as 2.50 Dollars per kg" - the reference was enumerated with [3] and refers to: [3] Anonymous. Ulupono Initiative. Report on "Local food market demand study confirms that Hawaii residents want more locally grown products and are willing to pay more for it." December 6, 2011. 2. "According to the results, the variation explained by the dependent variables was found out as 27 %, which is very low. It would be interesting to add new variables such as the price of substitute products." The outputs provided were the final outputs retrieved during the analysis. At the onset, prices of substitutes and complementary products were also considered. The analyses indicated that alternative prices were not effective completely. Yet, it is also important to note that hedonic pricing methodology refers to analysis of non-price factors' effects on the price acceptance by consumers. The binary choice variables towards substitutes were not appeared as significant factors in the estimation as well. Besides, the relevant literature can be checked on hedonic pricing methodology: 26. Xu X, Loke MK and Leung P. Is there a price premium for local food? The case for the fresh lettuce market in Hawaii". Agriculture and resource economics review 2015:44:110-123 . 27. Diewert E. Hedonic regressions: A review of some unresolved issues. Paper presented at the 7th Meeting of Ottawa Group, Paris, May 27-29, 2003. And: - Lancaster KJ. A new approach to consumer theory, The Journal of Political Economy, Vol. 74, No. 2 (Apr., 1966), pp. 132-157. - Rosen S. Hedonic prices and implicit markets: product differentiation in pure competition, The Journal of Political Economy, Vol. 82, No. 1. (Jan. - Feb., 1974), pp. 34-55. - Waugh FV. Quality as a Determinant of Vegetable Prices. New York Columbia University Press. 1929. The missing references were added and reference list was revised and changes are highlighted accordingly. 3. As the MSc thesis defended by Ms. Mouinatou Alidou is not fully published, we prefer not to add the survey as an annex.
Minor REVISION comments	There are several mistakes in the use of English. It is recommended to check the grammar to improve the English quality.	English revision is made under track changes mode.
Optional/General comments		