



SDI Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_42375
Title of the Manuscript:	Revealed Preference of Consumers towards Value-added Products from Coconut
Type of the Article	Short 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	<p>1. The language performance needs improvement.</p> <p>2. I suggest revised title: "A Conjoint Analysis on Consumers' Revealed Preferences for Products from Coconuts in Madurai City India"</p> <p>3. The article is informative and interesting. The coconut is a wonderful product, highly developed in India. I found the author's outline satisfactory, as follows:</p> <p>(a) Abstract</p> <p>(b) Introduction</p> <p>i. Global perspective</p> <p>ii. Indian Scenario</p> <p>(c) Literature for foresight</p> <p>(d) Methodology</p> <p>i. Choice of the study area</p> <p>ii. Sampling</p> <p>iii. Data collection</p> <p>iv. Analytical tools</p> <p>(e) Conjoint Analysis</p> <p>i. Table 1: Products and attributes ii. Multi-log linear regression function iii. Dummy variable model</p> <p>iv. ANOVA with two qualitative variable model</p> <p>(f) Results and discussion</p> <p>i. Table 2: Consumer Preference toward Coconut Products: Conjoint Analysis of Ranks</p> <p>ii. Table 3. Factors influencing the consumption of selected coconut product</p> <p>iii. Table 4. The statistical significant deference among the income groups iv. Effected consumptive habits</p> <p>(g) Summary and conclusion</p> <p>(h) Reference</p> <p>4. The authors did a conjoint analysis of consumer preferences for coconut products in Madurai City of Tamil Nadu State in India. The authors selected 105 consumers, using random sampling techniques, from low, middle, and high income sections of Madurai City. Table 1 shows six coconut products and six coconut attributes. Table 2 shows</p>	



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	<p>that consumer preference ranks price 25%, flavor 22%, and taste 17%. Table 3 shows that a 1% increase in monthly income leads to a 3.35% increase coconut consumption and a 2.13% increase in expenditures on coconut products. Table 4 shows that income differences among consumers is statistically significant. The authors did an ANOVA model concerning vegetarian/non-vegetarian and consumption/non-consumption with income of the respondent. Consumers in general are price sensitive, meaning reduce consumption when price goes up. High income are less price sensitive especially with more working women.</p> <p>5. The authors' conclusion states: "The result of the study indicated though there is awareness, consumer of the low and middle income group are reluctant to make purchase. However, the product is well recognized among high and working women group considering its edge over advantage in the creation of productive working hours. . . Hence, it is suggested large scale processing of coconut products. Through large scale of economies, cost can be cut down to bring down the price and eventually the market for the coconut product amid consumer expands"</p>	
<p>Minor REVISION comments</p>		
<p>Optional/General comments</p>		

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