



SDI Review Form 1.6

Journal Name:	Asian Research Journal of Agriculture
Manuscript Number:	Ms_ARJA_53388
Title of the Manuscript:	ANALYSIS OF CONSUMERS' PREFERENCE FOR LOCAL RICE AMONG HOUSEHOLDS IN EKITI STATE, NIGERIA
Type of the Article	Review 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:

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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	<ol style="list-style-type: none"> 1. The primary purpose of this paper focus on the critical factors impact on consumer's preference choice of rice. But the hypothesis at Line 68, it was stated as testing the relationship, not the causal influence study. 2. Critical factors with negative coefficient like as Colour and Presence of particles should be explained in detailed what the meanings are. 3. Based on Table 5, author had better describe the contribution and how its impacts on the household's preference choice of rice. 	
Minor REVISION comments		
Optional/General comments		

PART 2:

	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)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	

Reviewer Details:

Name:	<i>Liaw, Shu-Yi</i>
Department, University & Country	<i>National Pingtung University of Science and Technology, Taiwan</i>