



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	2013_BJEMT_7309
Title of the Manuscript:	Consumer Perception and Acceptability of Tomato-based Fruit Pulp Mixes
Type of the 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>)



SDI Review Form 1.6

PART 1: Review Comments

	Reviewer's comment	Author's comment <i>(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)</i>
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments	1. The discussion section is the weakest of the manuscript in that it doesn't focus in any depth on the consumer perception and acceptability of study results. The study limitations and the directions for future studies must be discussed. 2. This study collected data using different questionnaires. However, it did not provide the information about the reliability and validity of the data. 3. In Table 4, last column-“Mean Rating”, it helps to add the meaning of the notations for the letters t, b, d, c, ab, ... 4. In Table 9, a check for the line mistakes in the first row. 5. In page 18, the item (i), “government”, a capital letter is essential.	1. This has been addressed and highlighted. 2. Reliability and validity of data have been attended to in the methodology. 3. The notations a, b, c, d, e, are statistical terms in ANOVA and Duncan Multiple Range Tests indicating significant differences among the mean ratings (see legend below Table 4). 4. The line has been corrected. 5. This has been corrected.



SDI Review Form 1.6

<u>Optional/General</u> comments		
---	--	--