

## Review Form 1.7

Journal Name:	<b>Journal of Economics, Management and Trade</b>
Manuscript Number:	<b>Ms_JEMT_105364</b>
Title of the Manuscript:	<b>The Influence of Beauty Influencers in Recommending Halal Cosmetics: Examining Their Impact on Engagement, Expected Value, and Purchase Intention</b>
Type of the Article	<b>Original Research Article</b>

### **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:

(<https://www.journaljemt.com/index.php/JEMT/editorial-policy> )

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**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>
<p><b>Compulsory</b> REVISION comments</p> <ol style="list-style-type: none"> <li>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</li> <li>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</li> <li>3. <b>Is the abstract of the article comprehensive?</b></li> <li>4. <b>Are subsections and structure of the manuscript appropriate?</b></li> <li>5. <b>Do you think the manuscript is scientifically correct?</b></li> <li>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></li> </ol> <p><b><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></b></p>		
<p><b>Minor</b> REVISION comments</p> <ol style="list-style-type: none"> <li>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></li> </ol>	<p>The language/English quality of the article is suitable for scholarly communications.</p>	
<p><b>Optional/General</b> comments</p>	<p>The research examines the effect of perceived influence, brand engagement in self-concept, and brand expected value on the purchase intention of halal cosmetic products. It finds that perceived influence has a positive and significant effect on brand engagement in self-concept and brand expected value. Perceived influence has no positive and significant effect on purchase intention. Brand engagement in self-concept has a positive and significant effect on brand expected value and purchase intention. And brand expected value has a positive and significant effect on purchase intention.</p> <p>For the abstract, it is suggested that "The results of the analysis show that (i) perceived influence has a positive and significant effect on brand engagement in self-concept and brand expected value, (ii) perceived influence has no positive and significant effect on purchase intention, (iii) brand engagement in self-concept has a positive and significant effect on brand expected value and purchase intention, finally (iv) brand expected value has a positive and significant effect on purchase intention" should rewrite to be a paragraph.</p>	

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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