

## Review Form 1.7

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_102668
Title of the Manuscript:	To Buy or Not to Buy: A Study of Halal Labelling and Celebrity Endorser on Purchase Decision
Type of the Article	Original 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:

(<https://www.journalajess.com/index.php/AJESS/editorial-policy> )

### 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)
<p><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>1. The findings and the tools used are appropriate and associated with other studies.</p> <p>2. From the consideration base on other studies, the title is appropriate.</p> <p>3. The abstract structure is well presented, however, the result was poorly stated and the language should be checked again.</p> <p>4. The study objective(s) is not clearly stated, making it difficult to appreciate the literature and the conclusions given.</p> <p>5. When the necessary changes are effected, I will serve its purpose.</p> <p>6. The references relate to the most recent articles in the study area</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>The article's language should be cross-checked again since there're alot of errors in it.</p>	
<p><b>Optional/General</b> comments</p>		

### PART 2:

**Review Form 1.7**

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

**Reviewer Details:**

Name:	<b>Afful Ekow Kelly</b>
Department, University & Country	<b>Catholic University of Ghana, Ghana</b>