

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>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. This study aims to determine the effect of Halal Labelling and Celebrity Endorser on Wardah Cosmetics Purchasing Decisions at students of the Faculty of Economics, Makassar State University.</p> <p>2. The title of article is suitable</p> <p>3. The Abstract of present Article is comprehensive and easy to understand.</p> <p>4. All the subsections and structure of research article are normal.</p> <p>5. Yes the manuscript of Research paper is scientifically correct.</p> <p>6. The references are sufficient and latest.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The Language of research article / English quality of article is good and suitable for scholarly communications.</p>	
<p>Optional/General comments</p>	<p>The results of this study obtained a value of the Correlation Coefficient Test of 0.716 which indicates that there is a strong relationship between the two variables. And R square of 0.503 means that the halal labelling variable and celebrity endorser have an influence of 50.3% on purchasing decisions, and the rest is influenced by other variables. This study shows that: 1) Halal labelling has a positive and significant effect on purchasing decisions; 2) Celebrity Endorser has a positive and significant effect on purchasing decisions.</p>	

Review Form 1.7

PART 2:

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

Reviewer Details:

Name:	Alok Mittal
Department, University & Country	Oriental University, India