

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_ AJEBA_117260
Title of the Manuscript:	The Influence of Private Label Product Attributes and Store Image on the Perceived Value, Trust and Repurchase Intention in Generations Y and Z
Type of the Article	Original Research Article

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-The manuscript is good for retail suppliers, in order to build relevant strategies in marketing products to Generations Y and Z. The sample size of 298 people, is too low. Online questionnaires are sent to far more respondents than this small number. The results could vary, with a big sample size. The millennials (population born between 1880 – 1996), author is advised to revisit this and ascertain, if millennials could be born in this time zone?</p> <p>2-Veery long and inappropriate title. The Influence of Private Label Product Attributes and Store Image on the Perceived Value, Trust and Repurchase Intention in Generations Y and Z. it can be " A COMPARATIVE STUDY OF THE BUYING PATTERNS OF GENERATION Y AND Z"</p> <p>3-The abstract is not in a proper format.</p> <p>4- The sections and sub-sections are appropriate</p> <p>5-Analysis using statistical tools has been done. Therefore, it appears to be correct.</p> <p>6-44 references have been used. Fairley good.</p> <p>Abstract can be rewritten in a more comprehensive manner, stating at the end, why the author selected this area. Or add "justification for choice of topic" in the manuscript. Limitations and scope for further research can be added.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Spelling mistakes and some grammatical errors were noticed at some places. Those have been highlighted in RED. Rest is fine.</p>	
<p>Optional/General comments</p>	<p>After a little reworking, this can be approved for publishing. However, the author can add more respondents, at the time of carrying out post-doctoral research, further on this subject. This area can be further expanded by adding more dimensions in the next research paper.</p>	

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

[Review Form 1.7](#)

Reviewer Details:

Name:	Abha Mathur
Department, University & Country	University of Delhi, India