

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>In addition to thanking you for your efforts, the following suggestions are provided</p> <ol style="list-style-type: none"> 1. It is an original research article 2. There is research method. 3. The referencing method should be modified. 4. The literature and background ha are not been well reviewed. 5. Practical suggestions are not well presented. 6. The findings of the research should be better explained. 7. In this research, the previous researches in this field are not presented. They should be presented in the literature and background section, and in the experiment section, the findings and results should be analyzed. 8. References should be written according to the guidelines of the journal. 9. Write suggestions for future research 	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	yes	
<p>Optional/General comments</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>	

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