

**Review Form 1.7**

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| Journal Name:            | <a href="#">Asian Journal of Economics, Business and Accounting</a>  |
| Manuscript Number:       | <b>Ms_ AJEBA_117260</b>  |
| Title of the Manuscript: | <b>The Influence of Private Label Product Attributes and Store Image on the Perceived Value, Trust and Repurchase Intention in Generations Y and Z</b> |
| Type of the Article      | <b>Original Research Article</b>   |

**PART 1: Review Comments**

|   | <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> |
|---|---|---|
| <p><b>Compulsory</b> REVISION comments</p> <p><b>1. Is the manuscript important for scientific community?</b><br/>(Please write few sentences on this manuscript)</p> <p><b>2. Is the title of the article suitable?</b><br/>(If not please suggest an alternative title)</p> <p><b>3. Is the abstract of the article comprehensive?</b></p> <p><b>4. Are subsections and structure of the manuscript appropriate?</b></p> <p><b>5. Do you think the manuscript is scientifically correct?</b></p> <p><b>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></b></p> | <p>The manuscript seems to be significant for the scientific community as it presents a Structural Equation Model (SEM) analysis to test various hypotheses. The results show that out of the nine proposed hypotheses, six are supported with strong statistical significance, indicating a substantial contribution to the understanding of consumer behavior, particularly in the context of retail, trust, satisfaction, and purchase intention. The use of a rigorous statistical analysis method like SEM and the presence of significant findings make the manuscript important for researchers and practitioners in the field of consumer behavior and retail management.</p> <p>Based on the provided excerpts, the title of the article seems suitable as it indicates the focus on the Structural Equation Model (SEM) analysis conducted in the research. == Yes</p> <p>Yes</p> <p>The manuscript seems to have a clear structure and appropriate use of subsections. It includes sections such as "Instruments and Procedures," "Results and Discussion," and "Structural Equation Modelling Analysis (SEM)" that help organize the content effectively. The subsections like "Development of a model based on theory" and "Measurement model test" under the SEM analysis section demonstrate a logical flow of information, guiding the reader through the research methodology and findings. Overall, the manuscript appears to have a well-organized structure with relevant subsections that help systematically present the research.</p> <p>A comprehensive evaluation may require a deeper inspection of the complete document and its methodologies to ensure scientific rigor in the study.</p> <p>Yes</p> |   |
| <p><b>Minor</b> REVISION comments</p> <p><b>1. Is language/English quality of the article suitable for scholarly communications?</b></p>  | <p>Yes</p>  |   |
| <p><b>Optional/General</b> comments</p>   |   |   |

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**PART 2:**

|   | <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:**

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|----------------------------------|---|
| Name:                            | <b>Sheetal Bura</b>   |
| Department, University & Country | <b>School of Commerce and Management, DYP International University, India</b> |