

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_116993
Title of the Manuscript:	Product Quality Towards Brand Loyalty in the Cosmetic Industry
Type of the Article	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>Yes The manuscript focuses on product quality and brand loyalty. The factors of quality have been discussed.</p> <p>Yes</p> <p>The abstract may be improvised. The authors have started from the aim or objective of the research whereas the background and research gap should be included at first. It will set a context for research work. Authors may refer the article below for abstract writing-</p> <p>Kumar, P., (2023). Improving IMRaD for writing research articles in social, and health sciences, <i>International Research Journal of Economics and Management Studies</i>, 2(1), 50-53. Doi: 10.56472/25835238/IRJEMS-V2I1P107</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>Yes</p>	
<p>Optional/General comments</p>		

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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>	

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