

Review Form

Paper Title: The country of origin or the brand image, which one comes first? The study of consumer purchase intention in East Malaysia

No	Review Point	Weak <-----> Fair <-----> Good	Weightage
1	The work presented in the manuscript is original	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4 <input type="radio"/> 5	4/5
2	The manuscript uses sufficient references	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4 <input type="radio"/> 5	4/5
3	The topic is important and relevant for publication	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4 <input type="radio"/> 5	4/5
4	The manuscript uses appropriate language and styles	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4 <input type="radio"/> 5	4/5
5	The title of the manuscript is appropriate	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4 <input type="radio"/> 5	4/5
6	The order of presentation is satisfactory	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input checked="" type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5	3/5
7	The abstract adequately summarizes the content of the manuscript	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4 <input type="radio"/> 5	4/5
8	The introduction is adequately developed	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4 <input type="radio"/> 5	4/5
9	The problem described in the manuscript is clearly stated	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4 <input type="radio"/> 5	4/5
10	The adopted methodology described in the manuscript is sound	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4 <input type="radio"/> 5	4/5
11	The findings of this manuscript are correctly interpreted	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4 <input type="radio"/> 5	4/5
12	The manuscript is free from obvious errors	<input type="radio"/> 0 <input type="radio"/> 1 <input checked="" type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5	2/5
13	The quality of figures and illustrations is acceptable for publications	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input checked="" type="radio"/> 4 <input type="radio"/> 5	4/5
14	The manuscript does not dwell on any sensitive issues	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input checked="" type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5	3/5
Total Mark			74.4 %

B: Suitable for Journal publication

- Yes
 No

C: Recommendations to the Editors. The manuscript should be:

- a. Published as it is.
 b. Published with changes as recommended.
 c. Returned to the writer to be completely reworked and rewritten.
 d. Rejected.

D. Comments

Comments to Editor (Confidential)	<div style="border: 1px solid black; height: 40px;"></div>
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Comment to Author	Proofread please <div style="border: 1px solid black; height: 40px;"></div>
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