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FW: 217479217 (Cogent Business & Management) A revise decision has been made on your submission

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Sent from [Mail](#) for Windows 10

From: [Cogent Business and Management](#)

Sent: 06 October 2021 10:23

To: [Pantas Silaban](#)

Subject: 217479217 (Cogent Business & Management) A revise decision has been made on your submission

Ref: COGENTBUSINESS-2021-0797

217479217

Understanding Hedonic and Utilitarian Consumers' Response Towards YouTubers Product Review on YouTube and Purchase Intention

Cogent Business & Management

Dear Pantas Silaban,

Your manuscript entitled "Understanding Hedonic and Utilitarian Consumers' Response Towards YouTubers Product Review on YouTube and Purchase Intention", which you submitted to Cogent Business & Management, has now been reviewed.

The reviews, included at the bottom of the letter, indicate that your manuscript could be suitable for publication following revision. We hope that you will consider these suggestions, and revise your manuscript.

Please submit your revision by Nov 04, 2021, if you need additional time then please contact the Editorial Office.

To submit your revised manuscript please go to <https://rp.cogentoa.com/dashboard/> and log in. You will see an option to Revise alongside your submission record.

If you are unsure how to submit your revision, please contact us on OABM-peerreview@journals.tandf.co.uk

Please ensure that you include the following elements in your revised submission:

* public interest statement - a description of your paper of NO MORE THAN 150 words suitable for a non-specialist reader, highlighting/explaining anything which will be of interest to the general public (to find about more about how to write a good Public Interest Statement, and how it can benefit your research, you can take a look at this short article: <http://explore.cogentoa.com/author-tool-kit/public-interest-statement>)

* about the author - a short summary of NO MORE THAN 150 WORDS, detailing either your own or your group's key research activities, including a note on how the research reported in this paper relates to wider projects or issues.

You also have the option of including the following:

* photo of the author(s), including details of who is in the photograph - please note that we can only publish one photo

* cover image - you are able to create a cover page for your article by supplying an image for this purpose, or nominating a figure from your article. If you supply a new image, please obtain relevant permissions to reproduce the image if you do not own the copyright

If you require advice on language editing for your manuscript or assistance with arranging translation, please do consider using the Taylor & Francis Editing Services.

Please ensure that you clearly highlight changes made to your manuscript, as well as submitting a thorough response to reviewers.

We look forward to receiving your revised article.

Best wishes,

Carlos Gomez Corona

Editor

Cogent Business & Management

Comments from the Editors and Reviewers:

Title, Abstract and Introduction – overall evaluation
Reviewer 2: Sound with minor or moderate revisions

Methodology / Materials and Methods – overall evaluation
Reviewer 2: Sound with minor or moderate revisions

Objective / Hypothesis – overall evaluation
Reviewer 2: Sound with minor or moderate revisions

Figures and Tables – overall evaluation
Reviewer 2: Sound

Results / Data Analysis – overall evaluation
Reviewer 2: Sound with minor or moderate revisions

Interpretation / Discussion – overall evaluation
Reviewer 2: Sound with minor or moderate revisions

Conclusions – overall evaluation
Reviewer 2: Sound with minor or moderate revisions

References – overall evaluation
Reviewer 2: Sound

Compliance with Ethical Standards – overall evaluation
Reviewer 2: Sound

Writing – overall evaluation
Reviewer 2: Sound with minor or moderate revisions

Supplemental Information and Data – overall evaluation
Reviewer 2: Sound

Comments to the author

Reviewer 2: Good topic.

However, some weaknesses must be overcome to improve the quality of this article, i.e., in abstract, introduction (problem statement), LR, methodology etc. Please refer to detail comments notified in the article.

English proof read must also be performed.

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Reviewer 3: Yes

Title, Abstract and Introduction – overall evaluation

Reviewer 3: Outstanding

Methodology / Materials and Methods – overall evaluation

Reviewer 3: Sound

Objective / Hypothesis – overall evaluation

Reviewer 3: Outstanding

Figures and Tables – overall evaluation

Reviewer 3: Outstanding

Results / Data Analysis – overall evaluation

Reviewer 3: Outstanding

Interpretation / Discussion – overall evaluation

Reviewer 3: Sound

Conclusions – overall evaluation

Reviewer 3: Sound

References – overall evaluation

Reviewer 3: Sound

Compliance with Ethical Standards – overall evaluation

Reviewer 3: Outstanding

Writing – overall evaluation

Reviewer 3: Sound

Supplemental Information and Data – overall evaluation

Reviewer 3: Not applicable

Comments to the author

Reviewer 3: I found the research relevant, well designed, well supported and well written.

My only doubt is about how the sample was selected. I understand that it is a convenience sample, but it would be important to know how the participants were collected. This is because if, for example, acquaintances of a person with a certain profile were surveyed, perhaps this could influence the type of results found. That is, the acquaintances of a person with a high level of education might be very different from the acquaintances of another type of profile. I think it would be important to reflect this clarification in the method and perhaps discuss its implications in the discussion and limitations of the study.

In compliance with data protection regulations, you may request that we remove your personal registration details at any time. ([Remove my information/details](#)). Please contact the publication office if you have any questions.