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**FW: Cogent and Business Management Revisions**

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31 Oktober 2022 12.30

Sent from [Mail](#) for Windows 10

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**From:** Pantas Silaban  
**Sent:** 22 March 2022 8:03  
**To:** [andridksilalahi@gmail.com](mailto:andridksilalahi@gmail.com)  
**Subject:** Cogent and Business Management Revisions

Ref: COGENTBUSINESS-2021-0797R1  
217479217

Understanding Hedonic and Utilitarian Response Towards Product Reviews on YouTube and Purchase Intention  
Cogent Business & Management

Dear Pantas Silaban,

Thank you for your patience following your submission to Cogent Business & Management. Your manuscript entitled "Understanding Hedonic and Utilitarian Response Towards Product Reviews on YouTube and Purchase Intention", has now been reviewed.

It has been decided that your manuscript will require a major/minor revision before publication. Reviewer comments are available to be viewed at the bottom of this email.

The deadline for this revised submission is Apr 20, 2022. If you do not wish to carry out this revision and would prefer to submit it elsewhere, please let us know via emailing [OABM-peerreview@journals.tandf.co.uk](mailto:OABM-peerreview@journals.tandf.co.uk).

However, we encourage you to proceed with revising your manuscript. Please provide an editable word document. To submit your revised manuscript please go to <https://rp.tandfonline.com/submission/flow?submissionId=217479217&step=1> and log in. You will see an option to revise alongside your submission record.

Please ensure you include the following elements in your revised submission/Please check the attachment for information on what you will need to include in your revised submission. If you are unsure how to submit your revision, please contact us on [OABM-peerreview@journals.tandf.co.uk](mailto:OABM-peerreview@journals.tandf.co.uk) where a member of our Editorial Team will be more than happy to assist you.

I look forward to receiving your revised manuscript.

Best wishes,  
Carlos Gomez Corona  
Editor  
Cogent Business & Management

Comments from the Editors and Reviewers:

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Reviewer 2: No

Title, Abstract, and Introduction – overall evaluation

Reviewer 2: Sound

Methodology / Materials and Methods – overall evaluation

Reviewer 2: Sound

Objective / Hypothesis – overall evaluation

Reviewer 2: Sound

Figures and Tables – overall evaluation

Reviewer 2: Sound

Results / Data Analysis – overall evaluation

Reviewer 2: Sound

Interpretation / Discussion – overall evaluation

Reviewer 2: Sound

Conclusions – overall evaluation

Reviewer 2: Sound

References – overall evaluation

Reviewer 2: Outstanding

Compliance with Ethical Standards – overall evaluation

Reviewer 2: Sound

Writing – overall evaluation

Reviewer 2: Sound

Supplemental Information and Data – overall evaluation

Reviewer 2: Sound

Comments to the author

Reviewer 2: good improvement

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Reviewer 4: Yes

Title, Abstract and Introduction – overall evaluation

Reviewer 4: Sound

Methodology / Materials and Methods – overall evaluation

Reviewer 4: Sound

Objective / Hypothesis – overall evaluation

Reviewer 4: Outstanding

Figures and Tables – overall evaluation

Reviewer 4: Sound

Results / Data Analysis – overall evaluation

Reviewer 4: Sound

Interpretation / Discussion – overall evaluation

Reviewer 4: Sound

Conclusions – overall evaluation

Reviewer 4: Sound

References – overall evaluation

Reviewer 4: Sound

Compliance with Ethical Standards – overall evaluation

Reviewer 4: Outstanding

Writing – overall evaluation

Reviewer 4: Sound

Supplemental Information and Data – overall evaluation

Reviewer 4: Sound

Comments to the author

Reviewer 4: The abstract and Introduction section should be checked again to improve the manuscript's grammar, specifically the green letters.

In the data collection section, some lines were written in the past tense and others in the present tense. In addition, to avoid duplicating the information, you could mention the frequencies in the text and percentages in the table.

Finally, I recommend checking the information in Table 1 and in the text. Some of the values shown (percentages and frequencies) do not agree. Also, in Table 1, some of the percentages exceeded 100% (Education level, age..).

Please only make the small changes recommended by Reviewer 2 and it can be done directly in the proofreading of the article to avoid passing again through review.

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*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.*