



**SDI Review Form 1.6**

Journal Name:	<a href="#">Current Journal of Applied Science and Technology</a>
Manuscript Number:	Ms_CJAST_52364
Title of the Manuscript:	BRAND TRUST AND BRAND LOYALTY: A MODERATION AND MEDIATION PERSPECTIVE
Type of the Article	Original Research Article

**General guideline for Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)

**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)
<b>Compulsory</b> REVISION comments	<p><b>1. Introduction and Literature review part</b> Much of the literature are from 1990s, authors need to update and include recent research to highlight the urgent need for this topic. Eg: Authors wrote "very few studies have modeled brand trust as the main predictor of brand loyalty". Please indicate evidences.</p> <p><b>2. Conclusion and discussion:</b> Authors need to use extant and more papers to discuss the findings</p>	
<b>Minor</b> REVISION comments	If possible, authors should draw some implications for South Korea because the research was conducted in there.	
<b>Optional/General</b> comments	The methodology is appropriate with research topic. Data analysis tool and findings are well presented	

**PART 2:**

	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)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	

**Reviewer Details:**

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