

Paper: “Consumer Perception of Private Label Products in Hungary”

Submitted: 26 August 2024

Accepted: 20 September 2024

Published: 30 September 2024

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Doi: [10.19044/esj.2024.v20n25p1](https://doi.org/10.19044/esj.2024.v20n25p1)

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Reviewer 1: Elisa Rancati
University of Milano-Bicocca, Italy

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Accepted, no revision needed	
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Comments and Suggestions to the Author(s): “Abstract” is too lengthy while “Introduction” is too short. Authors are advised to reduce abstract to the extent of one third of its current size and introduction may be revised with some more background of the topic may be added accordingly.

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Reviewer Name: Elisa Rancati	
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1. The title is clear and it is adequate to the content of the article.	1
<i>(Please insert yourI comments)</i> The title isn't clear enough and it isn't adequate to the content of the paper. I suggest to choose a title that could help the reader to understand better the field of research and the reason why of the research. For example authors can out some words related to objectives.	
2. The abstract presents objects, methods, and results.	2
<i>(Please insert your comments)</i> Yes, abstract presents objects, methods and results but it's too long compared with title.	

It could be summed up in a few words and not too long-winded	
3. There are a few grammatical errors and spelling mistakes in this article.	2
<p><i>(Please insert your comments)</i></p> <p>“As EY (2024) results from rising costs, nearly a third of consumers now prefer private label products, and according to the majority of them, these meet their needs just as well.”</p> <p>What do authors mean with “the majority of them”? please clarify . (Benedict-Steenkamp, 2024)]</p> <p>I suppose that the line “I” after 2024) could be a mistake.</p> <p>“The popularity of private labels in Europe is constantly increasing”. I suggest to change the word “populatiry” with “diffusion”</p> <p>“Moreover, as we will see, the respondent's gender, similar to other demographic variables, does not play a decisive role in the perception of private label products”.</p> <p>I suggest to cancel “as we will see”. Who are we?</p> <p>“Favourable” probably there is a mistake</p> <p>“Figure 1: Do you look for the manufacturer of a privat-label product on its packaging?” probably there is a mistake in privat-label. Change with private-label</p> <p>“However, as long as the product meets consumer expectations, the private label will help success.” Please, be more clear about results.</p> <p>“Table 1: Characteristics of our sample”. I suggest “Table 1: Sample description”</p> <p>“although this is only sometimes the case”. What do the authors mean?</p>	
4. The study methods are explained clearly.	3
<p><i>(Please insert your comments)</i></p> <p>The method and data analysis are clearly explained</p>	
5. The results are clear and do not contain errors.	5
<p><i>(Please insert your comments)</i></p> <p>Results and key findings are clear, do not contains errors. They are showed in figures and percentages.</p> <p>Key findings are very useful to sum up the main results</p>	
6. The conclusions or summary are accurate and supported by the content.	
<p><i>(Please insert your comments)</i></p> <p>Key findings and conclusion supported by the content. They are well written</p>	
7. The references are comprehensive and appropriate. Recommendations for Retailers and Manufacturers are very interesting and they are one of the many strengths of the paper.	
<i>(Please insert your comments)</i>	

Overall Recommendation (mark an X with your recommendation) :

Accepted, no revision needed	<input type="checkbox"/>
Accepted, minor revision needed	<input type="checkbox"/>
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