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Submission received for Cogent Business & Management (Submission ID: 233568314)

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23 Januari 2023 pukul 12.07



Dear Fachrurazi Fachrurazi,

Thank you for your submission.

Submission ID	233568314
Manuscript Title	Can nationalism and religious approaches be harmonized? Three-way interaction effects on small business consumer brand identification
Journal	Cogent Business & Management
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Ref: COGENTBUSINESS-2023-0190

233568314

Can nationalism and religious approaches be harmonized? Three-way interaction effects on small business consumer brand identification

Cogent Business & Management

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I am pleased to tell you that your work was accepted for publication in Cogent Business & Management on Feb 16, 2024.

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Reviewer 1: Yes

Title, Abstract and Introduction – overall evaluation
Reviewer 1: Sound with minor or moderate revisions

Methodology / Materials and Methods – overall evaluation
Reviewer 1: Sound

Objective / Hypothesis – overall evaluation
Reviewer 1: Sound

Figures and Tables – overall evaluation
Reviewer 1: Sound with minor or moderate revisions

Results / Data Analysis – overall evaluation

Reviewer 1: Sound with minor or moderate revisions

Interpretation / Discussion – overall evaluation

Reviewer 1: Sound with minor or moderate revisions

Conclusions – overall evaluation

Reviewer 1: Sound with minor or moderate revisions

References – overall evaluation

Reviewer 1: Sound with minor or moderate revisions

Compliance with Ethical Standards – overall evaluation

Reviewer 1: Sound with minor or moderate revisions

Writing – overall evaluation

Reviewer 1: Sound with minor or moderate revisions

Supplemental Information and Data – overall evaluation

Reviewer 1: Sound with minor or moderate revisions

Comments to the author

Reviewer 1: In order to investigate whether nationalist and religious approaches can be reconciled, this paper analyzes the three-way interaction effect of small business consumer brand identity. Religion and nationalism are two prominent personal identities that can indicate a consumer's emotional attachment to a brand. This study examines the three-way interaction between consumers' brand identity (CBI), ethnic identity (NI), religious brand positioning (RBP) and their impact on purchase intention (PI). The study concluded that nationalist and religious identities do not exclude each other. In addition, these two identities simultaneously strengthen consumers' emotional attachment to the brand. As a result, small business owners can develop communication strategies that affirm consumers' nationalist and religious identities. The research of this paper has certain theoretical and practical significance, the research structure and data analysis are clear, but there are still some problems need to be further improved. Thus, I have proposed major revisions to the current version and hope that the author can revise every detail in this article.

Review Questions:

- 1、 First, the title of this paper is a little too lengthy. This study examines the three-way interaction between consumers' brand identity (CBI), national identity (NI), religious brand positioning (RBP), and their impact on purchase intention (PI). So in the title should grasp the key points, emphasize the keywords, can not do the main content of the stack, can be appropriate to shorten some topics.
- 2、 Secondly, in the introduction part, we can first combine the connection between national identity and consumer brand identity with reality, and give some examples to facilitate readers' understanding. At the same time, we can also analyze how much benefit or disadvantage religious brand positioning brings to consumers' brand cognition in this study, so as to promote the innovation and reality of the article.
- 3、 In addition, in the second half of the introduction, the paper inserts research on patriotism and religiosity. When writing here, the author should pay attention to defining the scope of key content, emphasizing patriotism under national identity, and clarifying the main research content.
- 4、 This study lacks the necessary literature review module. The author should divide the relevant literature on religious and ethnic identity and CBI in the introduction and add a literature review module at the end. Compare the research of this paper with the previous relevant literature, find their similarities and differences for analysis and understanding. Please cite some articles, For instance, The impact of recommender systems and pricing strategies on brand competition and consumer search; The impact of online referral on brand market strategies with consumer search and spillover effect.
- 5、 In addition, the module title of the article should be modified, the corresponding serial number should be added to the title, and the structure should be clarified at the end of the introduction, in order to introduce the next research content of the article to be analyzed, so as to facilitate readers' understanding.
- 6、 In the section on the development of theories and hypotheses, the author can make a fusion explanation of these theoretical concepts, analyze the differences between these concepts and the mutual influence of several meanings in combination with the general research and development direction of CBI, and cannot simply list their meanings.
- 7、 The author focuses on the ternary interaction effect of CBI, NI and RBP in Figure 1, where the positive correlation between CBI and PI is strongest when NI is high and when brands have RBP. For H3a, H3b, H3c and RBP to adjust the two-way interaction effect of NI and CBI should be made into a table, so as to make its division more standardized.
- 8、 Figure 2 shows moderating interactions, showing simple slope differences in CBI effects at high or low (+1SD) NI levels. However, the image is not clear and beautiful, the shaded part should be modified, and the result of the interaction should be briefly marked on the curve in the figure.

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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 with minor or moderate revisions

Conclusions – overall evaluation

Reviewer 2: Sound with minor or moderate revisions

References – overall evaluation

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Compliance with Ethical Standards – overall evaluation

Reviewer 2: Not applicable

Writing – overall evaluation

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Supplemental Information and Data – overall evaluation

Reviewer 2: Not applicable

Comments to the author

Reviewer 2: This is a sound paper and can be published as it is.

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Author(s):	Fachrurazi Fachrurazi, Sahat Silalahi, Fauziah Fauziah
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