

Review Form 1.6

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_93529
Title of the Manuscript:	Modelling the Impacts of Spokespersons Attachment in Cosmetics Context
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:

(<https://www.journalajess.com/index.php/AJESS/editorial-policy>)

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)
Compulsory REVISION comments	<ol style="list-style-type: none"> 1. The research gap in brand marketing has not been fully disclosed at the technology level. 2. The contribution of research has not yet appeared to be able to explain literacy in science, technology, and policy. 3. Testing instruments to show validity and reliability should use tables so that they are more informative. 4. Data processing and analysis will be better and more prominent by using Structural Equation Modeling (SEM) with the AMOS program or the Lisrel program. 5. In the process of data analysis, the author uses path analysis. The author's weakness is that it has not shown any testing of mediating variables with the Sobel test. That is, whether the Spokesperson attachment variable shows mediation or not. 6. Theoretical and managerial implications should be demonstrated for the researcher's contribution to this research topic. 	
Minor REVISION comments	Adjust table format with guidelines	
Optional/General comments		

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)	

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