

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	

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 his/her feedback here)
Compulsory REVISION comments		
Minor REVISION comments	<p>The title is okey. In the Abstract, generally speaking, its structure is made up of "background, purpose, method, result, conclusion, and value section". It is good. In the Introduction, the authors should add more citation, specially 2019-2022. In the Literature review, the authors should add more citation, specially 2019-2022, not only chinese literature. The literature should be updated, I suggest that, including the following Xu, P., Cui, B.J., & Lyu, B. Influence of Streamer's Social Capital on Purchase Intention in Live Streaming E-Commerce. Frontiers in Psychology, 2022, 12:748172. DOI:10.3389/fpsyg.2021.748172 In the Methodology section, the authors should describe more details about how to investigate. In the References section, we should strictly conduct as APA style. And their DOIs should be added. Besides, it is lack of the recent and important ones, specially the year of 2020-2022. Based on the contribution and value of the Manuscript, I must choose Minor Revision.</p>	
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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