

Review Form 1.7

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ARJASS_110124
Title of the Manuscript:	A Study on Filipinos' Movie Watching Behavior
Type of the Article	

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PART 1: Review Comments

	Reviewer's comment	Author's comment <i>(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)</i>
<p><u>Compulsory</u> REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p>	<p>Depending on the particular topic and the interests of the community, this research study may or may not be important to the scientific community. Nonetheless, it appears to offer insightful information about the behavioural and cultural elements of Filipinos' movie-watching habits. Here are some things to think about:</p> <p>1. Anthropology and Cultural Studies: Because it explores changes over time and explores the cultural intricacies of Filipinos' movie-watching behaviour, the research may be important for researchers studying anthropology and cultural studies.</p> <p>2. Studies on Media and Communication: It may be useful for media and communication researchers to comprehend how digital technology affects conventional movie-going differences and preferences.</p> <p>3. Cinematography and Film Studies: Researchers studying the development of Philippine cinema, the significance of regional productions, and the measurement of the elements of the movie formula—narrative structures, preferred genres, and emotional resonance—may find these topics interesting.</p> <p>4. Marketing and Business Studies: Researchers in these fields may find the paper's emphasis on strategic recommendations—like customised marketing and well-informed casting choices—for stakeholders in the Filipino film industry to be helpful.</p> <p>5. Social Sciences: Researchers in the social sciences may be interested in the study's focus on gender-specific preferences and the identification of key influencers through discrete choice modelling.</p> <p>To sum up, the research paper appears to provide a cross-disciplinary viewpoint that connects media studies, cultural studies, and business considerations.</p> <p>The title is suitable, still I am suggesting another title- Cinematic Patterns: Deciphering the Cultural Dynamics and Movie Preferences of the Filipino People</p> <p>Indeed, the given abstract is thorough. It briefly summarises the main points of the study paper, which include the investigation of Filipinos' movie-watching habits, the cultural subtleties and changes in these habits throughout time, and the variables affecting their taste in movies. The abstract explicitly discusses the effect of digital technology on conventional movie-going habits and emphasises the importance of local films, or "Pinoy" films, in the context of Filipino viewers. By quantifying the movie formula and highlighting several characteristics such narrative structures, genre preferences, emotional involvement, and cultural resonances, the abstract goes on to summarise the contribution of the research. The study gains a quantitative component with the application of discrete choice modelling to determine important influencers, such as directors and preferences related to gender.</p> <p>Subsections and structure of the manuscript are appropriate.</p> <p>As per me the manuscript is scientifically correct.</p>	

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<u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u>	Addition of references can be considered. (around 5-10 more references)	
<u>Minor</u> REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?	Yes the language/ English quality is suitable for scholarly communication.	
<u>Optional/General</u> 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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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