

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 (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)
<p>Compulsory REVISION comments</p> <ol style="list-style-type: none"> Is the manuscript important for scientific community? (Please write few sentences on this manuscript) Is the title of the article suitable? (If not please suggest an alternative title) Is the abstract of the article comprehensive? Are subsections and structure of the manuscript appropriate? Do you think the manuscript is scientifically correct? Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none"> I find this research paper intriguing and well-structured, addressing a relevant and underexplored area of study—the movie-watching behavior of Filipinos. The incorporation of discrete choice modeling to identify critical influencers, particularly the emphasis on directors and gender-specific preferences, adds a valuable quantitative dimension to the study. This methodological approach appears promising in unraveling the intricacies of Filipino film preferences. The title of the article is suitable. The abstract of the article is fairly comprehensive. The subsections and structure of the manuscript are appropriate. This research paper holds promise in contributing significantly to the understanding of Filipino movie-watching behavior. The incorporation of quantitative methods, coupled with a comprehensive exploration of cultural nuances, positions it as a valuable resource for both academia and industry stakeholders. The references are adequate. 	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> Is language/English quality of the article suitable for scholarly communications? 	<p>Overall, the English quality is commendable, but a thorough review for minor refinements would contribute to the article's professional presentation in scholarly communications.</p>	
<p>Optional/General comments</p>	<p>The attempt to quantify the movie formula through discrete choice modeling is a methodologically forceful approach, and the inclusion of factors such as narrative structures, genre preferences, emotional engagement, and cultural resonances is comprehensive. This multi-faceted analysis promises a nuanced understanding of the factors influencing film preferences.</p> <p>The identification of critical influencers, particularly the emphasis on directors and gender-specific preferences, adds depth to the study. The paper lacks a discussion of potential limitations or challenges encountered during the research process. Acknowledging and addressing these limitations would add transparency and credibility to the study. Also, providing specifics on the sample size, data collection methods would enhance the transparency and replicability of the research.</p> <p>The strategic recommendations offered for stakeholders in the Filipino film industry, including tailored marketing, informed casting decisions, and flexible runtime considerations, are practical and relevant. However, to strengthen the link between findings and recommendations, a clearer connection between specific research outcomes and proposed strategies would enhance the applicability of the study's insights. The conclusion could be more concise and focused on summarizing the key findings and implications. A clearer connection between the recommendations and the broader impact on the industry would enhance the conclusion's effectiveness.</p> <p>In summary, this research paper holds promise in contributing to the understanding of Filipinos' movie-watching behavior. Addressing the minor suggestions mentioned would further refine the abstract, ensuring its coherence and impact in the scholarly discourse.</p>	

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PART 2:

	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>
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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