

## Review Form 1.7

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_95802
Title of the Manuscript:	<b>Building WOM from Consumer Involvement for Virtual Idols Endorsement</b>
Type of the Article	<b>Original Research Article</b>

### **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.journalajebe.com/index.php/AJEBA/editorial-policy> )

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<b>PART 1: Review Comments</b>		
	<b>Reviewer's comment</b>	<b>Author's comment</b> (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><b>Compulsory REVISION comments</b></p> <p><b>1. Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p><b>2. Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p><b>3. Is the abstract of the article comprehensive?</b></p> <p><b>4. Are subsections and structure of the manuscript appropriate?</b></p> <p><b>5. Do you think the manuscript is scientifically correct?</b></p> <p><b>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></b></p>	<p><b>Yes</b> <b>Yes</b> <b>No</b> No Yes Yes</p> <p>1. In the introduction section, please re-write and merge questions, aims, and purposes of the research, so instead of mentioning the research question, please explain briefly the aim of the paper. For example, ' what is the relationship among consumer involvement.....' change to ' the aim of the study is .....</p> <p>2. In The 'Introduction' section, the author should give a greater context of the project. I recommend revising the introduction to more directly and appropriately motivate the study's objective.</p> <p>3. In the introduction section, Please explain what is the gap. What is the problem? This research would solve what significant obstacle?</p> <p>4. The Authors mentioned ' WOM', but this word is the abbreviation of which word? It is the prevalent abbreviation used, but the first time, it is necessary to mention the full word.</p> <p>5. It is too ambiguous for foreigners who is Axi? Please explain more about that.</p> <p>6. Please eliminate ' The following chapters describe the literature review and hypothesis, research methods, empirical analysis and results, and conclusions and suggestions respectively' from page 3.</p> <p>7. In hypothesis, please change ' may directly affect ' to 'have significant effect'. May mean it maybe has an effect or no? But the hypothesis must be stated with certainty.</p> <p>8. On page 4, the paper has repetition. For example, the sentence" consumers' involvement in virtual idol endorsement may directly affect their brand image and brand awareness" was used 2 times in one paragraph.</p> <p>9. On page 5, the Author mentioned " He may conduct ".He refers to who?</p> <p>10. On page 5, please add a reference for the " When the brand name of the product is higher, it is more likely to be mentioned and become one of the brands considered in the purchase decision " sentence.</p> <p>11. On page 7, the Author mentions " word-of-mouth " however in some paragraph use WOM. Please use one of them.</p> <p>12. In the Research methods section, the Author mentions the hypothesis again. Please remove any duplication from the whole of the paper.</p> <p>13. Please insert questions on a table with references on page 8.</p> <p>14. On page 8 in the Questionnaire Survey section, again the topic of research is mentioned. Please eliminate the whole of duplication.</p> <p>15. In the Questionnaire Survey section, on page 9, what was the author's method for assigning sample size?</p> <p>16. On page 9, the Author mention ' respondents can only participate in the answer '. It seems some errors exist in the paper and I do suggest thorough editing by a professional editor with expertise in American or British English.</p> <p>17. On page 9, the Author mentions that T-test was used to analyze data. One of the conditions for performing the t-test is the normality of the data. Please indicate whether the data had a normal distribution or not.</p> <p>18. On page 15, please correct the word" Rresults ".</p> <p>19. The purpose of the conclusion and discussion is to describe the research findings in light of what was already known in the literature and to explain new findings or fresh insights about the research issue after considering the research findings of the current article. The authors should connect the discussion section to the relative statement and inference about reviewed literature, proposed research questions, and developed hypotheses. However, the authors should not simply repeat or rearrange the introduction, literature review, or hypothesis development. In the discussion section, the authors are also suggested to explain how the current study extends academic</p>	

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	knowledge about the field. 20. Suggestion section is too long and out of the standard frame work. Please rewrite this section and suggest some general ideas for future research.	
<b>Minor</b> REVISION comments <b>1. Is language/English quality of the article suitable for scholarly communications?</b>	I do suggest thorough editing by a professional editor with expertise in American or British English.	
<b>Optional/General</b> comments		

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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)
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

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