

### **Editor's Comment:**

The submitted paper shows interesting results with regard to social media of gastronomy.

However, I cannot understand the paper in its analysis and discussion. The authors have to explain or revise the paper before its publication.

1) I cannot understand hypothesis 6 and 7. How the authors could test the hypothesis with models 3-8 ? I think Hypotheses 1-5 are enough to show the main results. Otherwise, the authors should do path analysis to test hypothesis 6 and 7.

2) In Table 2 - 5 the authors in advance have to explain the abbreviations PA, NA, PAT, WOM.

3) The paper shows non-significant relation for the hypothesis 3 (and 7). They are interesting. The authors should discuss why positive attachments affect WOM, while negative attachments do not, based on the results.

4) 5.1. Conclusion, the third paragraph, the paper says "positive emotion is significantly correlated with negative emotion". It is wrong. Check Table 2. R correlation is  $-.058$ , non-significant.

### **Editor's Details:**

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