

Review Form 1.7

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ARJASS_96028
Title of the Manuscript:	Building WOM from Hedonic Experience of Social Media
Type of the Article	Original Research 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.journalarjass.com/index.php/ARJASS/editorial-policy>)

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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> <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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1. The most important features of this article are that it brings to attention a food platform and the emotions the fans have when visiting it, all being connected to the concepts of WOM, word-of-mouth and hedonic experience. The study found that "I find it positive," "I find it interesting," and "I find it helpful" carried more weight and contributed more to word-of-mouth on measures of hedonic experience. In terms of the mediating model, the analysis results showed that the mediating variables of the positive emotion of platform attachment and word-of-mouth relationship, and the analysis results were the same as in previous studies.</p> <p>2. The title of the article should be changed to: Building WOM from hedonic experience of social media in the field of gastronomy, because the whole article refers to a gourmet platform and food.</p> <p>3. The abstract should be written in the form: Introduction, Aim, Materials and methods, Results, Discussion, Conclusion, as it would be clearer this way. Also, the whole article should follow this form.</p> <p>4. The Subsections in the beginning of the article should contain examples related to the food platform mentioned in the abstract and the introduction.</p> <p>5. Yes, I believe that the manuscript is scientifically correct and well written (it has hypotheses that have been both mentioned and tested, the manuscript includes a statistical review, etc.).</p> <p>6. The references are sufficient and recent. The following references could also be taken into consideration and included in the article:</p> <ul style="list-style-type: none"> - Iuliana Raluca Gheorghe & Victor Lorin Purcarea & Consuela Madalina Gheorghe, 2018. "Consumer eWOM Communication: The Missing Link between Relational Capital and Sustainable Bioeconomy li Health Care Services," The AMFITEATRU ECONOMIC journal, Academy of Economic Studies - Bucharest, Romania, vol. 20(49), pages 684-684, August. - V L Purcarea , I R Gheorghe, C M Petrescu. Credibility elements of eWOM messages in the context of health care services. A Romanian perspective. J Med Life. 2013 Sep 15;6(3):254-9. Epub 2013 Sep 25. PMID: 24146683 PMCID: PMC3786483. - Gheorghe Iuliana Raluca. Modelling the Online Consumer Decision-Making Process based on eWOM Communication in Health Care Services. A Romanian Perspective. Conference: The Annual Academy of Marketing Conference Proceedings: Marketing Dimensions, People, Places and SpacesAt: Bournemouth, UK - Purcărea VL, Gheorghe IR, GHEORGHE CM- Exploring the influential variables of eWOM messages with a focus on health care services. A Romanian case study. IBIMA 2015, Amsterdam, Netherlands - Purcărea VL, Gheorghe IR, PETRESCU CM- Negative Emotion Design: Exploring Romanian Consumer Electronic Word-of-mouth Behavior in Health Care Services. Academy of Marketing Conference. Marketing Relevance, Cardiff, Wales. - Purcărea VL, Gheorghe IR, GHEORGHE CM- Investigating the Theory of Planned Behaviour in the context of health care electronic word of mouth consumer behaviour. A sender's perspective. The Academy of Marketing Conference, The Magic in Marketing, Limerick, Ireland 	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The author should revise the use of English as the following language issues were found:</p> <ul style="list-style-type: none"> - Lack of words when needed: "Watching food programs has become one of the most important leisure activities" - Agreement between the subject and the verb: "XiaoHongshu has a serious impact...", because it is a platform, so it is singular, not plural. - Repetitions of the same word in one single phrase: interview: "Finally, 12 interviewees were successfully invited and each interviewee was interviewed for about 10 minutes" - Inappropriate use of words: "Research's indicated that..." instead of "Researches indicated" 	

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	<p>that..."; "online words of mouth" instead of "online word-of-mouth";</p> <ul style="list-style-type: none">- Words written incorrectly: "satisfication" instead of "satisfaction";- Lack of punctuation when required: "So, when we engage..."- Improper use of prepositions: "living in the moment" instead of "living the moment";- Improper switch between tenses in phrases (Past Tense should be used): "this paper found several ways to obtain the word-of-mouth of food platform..."; "the purpose of this study was to validate the current situation...";- Improper use of tenses: "It does not only reflect regional differences, but also classifies according to brands and specific uses"	
Optional/General comments	The article is well structured, and it basically complies with all the editorial requirements and policies of the journal. However, the use of English should be revised by a native speaker before the article is published.	

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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