

## Review Form 1.7

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_95667
Title of the Manuscript:	Modelling the Impacts of Brand Image on WOM for Virtual Idols
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.journalajess.com/index.php/AJESS/editorial-policy> )

### 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)
<b>Compulsory</b> REVISION comments 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)	An interesting way of looking at impacts of brand image on WOM. The idea is genuine and work is well presented. In present day as more reliability is on AI, this work has due importance.  Yes – Simple and crisp.  The abstract is clear and does highlight the significant features of the research.  Yes, The structure of the manuscript is definitely well put.  The manuscript has one weakness where it has only taken a virtual model to study. However it concludes that virtual idols can replace humans. This would have more significance if a comparative analysis is done between a virtual idol product and a human endorsed one. References are recent and sufficient. However the referencing style needs to be in suitable APA style or other acceptable form.	
<b>Minor</b> REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?	The language is acceptable. There are few grammatical errors and spelling errors that can be addressed by running a spell check/grammar check.	
<b>Optional/General</b> comments	Nice work and good outcomes. Only point to note is if results are very ideal there might be room for bias.	

### 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?	(If yes, Kindly please write down the ethical issues here in details)	

### Reviewer Details:

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