

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:

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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>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>The title does not reflect what the authors mentioned in the manuscript.</p> <p>Totally out of context and the whole manuscript is shuffled.</p> <p>No. the reason is that the manuscript need rearrangement. for example the literature part is shown in methodology.</p> <p>Many ref are recent but not sufficient.</p> <p>The overall draft need proofreading from an expert of English language.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>the manuscript should be proofread by an English language expert. Many grammatical mistakes and sentences need improvements.</p>	
<p>Optional/General comments</p> <p>Introduction.</p> <p>2.3The mediating relationship of variables</p>	<p>There are more references need to add particularly in the introduction section. The literature provided for (2.3The mediating relationship of variables) is not enough. I couldn't see any moderated effect in previous studies. Need to add previous studies' findings and discussion regarding the moderation. Same goes with (2.4 The concept and regulation of involvement). (3.1 Research framework and hypothesis) should be in the literature section not in methodology part. (H5a-5c) I didn't see any hypotheses in the literature. For moderation which type of analysis is used? I didn't see any justifications for the chosen method. Conclusion should be to the point as the authors have wrote too much. Better to reduce it to the main points. I didn't see any particular discussion on Fig 2, 3, and 4. What do actually these Figures referent? Briefly discuss. Where is "discriminant validity" analysis and discussion?</p>	

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)
<p>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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