

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_122837
Title of the Manuscript:	THE INFLUENCE OF WEB PLATFORM AND CUSTOMER BASED FACTORS ON PERCEIVED POSITIVE E-WOM CREDIBILITY AND PURCHASE INTENTIONS
Type of the Article	

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.</p>	<p>Businesses should strategically manage and encourage positive electronic word-of-mouth (eWOM) as it significantly boosts website reputation and source credibility. Implementing practices that stimulate favorable online reviews and testimonials can enhance consumer trust and attract new customers. Investing in accurate product information and engaging with influencers to provide detailed insights can further leverage the positive impact of eWOM.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The title "The Impact of Electronic Word-of-Mouth on Website Reputation and Source Credibility" is quite suitable as it clearly reflects the focus of the study.</p>	
<p>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</p>	<p>Suggestions for improving the abstract:</p> <p>Purpose: Specify how the study fills existing gaps in literature on eWOM credibility. Methodology: Include details on respondent demographics or sampling technique. Findings: Highlight a key insight or result to clarify the study's impact. Managerial Implications: Elaborate on practical applications of enhancing eWOM credibility. Originality: Mention any unique insights or innovative methods used in the study.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The subsections and structure of the manuscript are generally appropriate, but there are a few areas where improvements could be made:</p> <p>Strengths:</p> <p>Clear organization: The manuscript is well-organized with clear headings and subheadings that guide the reader through the different sections. Logical flow: The sections follow a logical progression, starting with a literature review, then moving on to the research design, data analysis, and discussion. Comprehensive coverage: The manuscript covers a wide range of topics related to the influence of perceived positive eWOM credibility on consumer decision-making.</p> <p>Weaknesses:</p> <p>Overly long introduction: The introduction is quite lengthy and could be condensed to focus on the key research questions and objectives. Lack of clear research questions: While the manuscript discusses the research objectives, it could benefit from explicitly stating clear research questions to guide the reader and provide a clearer focus for the study. Overlapping subsections: Some subsections within the literature review and discussion sections overlap in content, which could be streamlined to improve clarity and avoid redundancy.</p> <p>Suggestions for improvement:</p> <p>Condense the introduction: Focus on the main research questions and objectives, and provide a brief overview of the study's significance. Explicitly state research questions: Clearly articulate the research questions that the study aims to answer. Streamline overlapping subsections: Combine or eliminate subsections that cover similar content to improve clarity and avoid redundancy. Consider adding a theoretical framework: A theoretical framework could provide a stronger foundation for the study and help to connect the literature review to the research questions and hypotheses.</p>	

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<p>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</p>	<p>The manuscript demonstrates strong scientific rigor through its use of CFA and SEM, addressing common method bias, and drawing upon a substantial literature review. These elements contribute to its technical soundness and make it a valuable addition to the field of eWOM research.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>The references provided are comprehensive and cover a broad range of topics related to electronic word-of-mouth (eWOM) and consumer behavior. They include seminal works and recent studies, indicating a well-rounded understanding of the subject.</p>	
<p><u>Minor</u> REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Overall, the language and quality of the article are suitable for scholarly communications. However, there are some areas where improvements could enhance clarity and academic rigor:</p> <p>Consistency and Clarity: Ensure that terminology is used consistently throughout the paper. For example, terms like "eWOM," "electronic word-of-mouth," and "positive eWOM" should be clearly defined when first introduced and used consistently thereafter.</p> <p>Cohesion: Some sections could benefit from smoother transitions between ideas. For example, linking the discussion of traditional WOM to eWOM could be more seamless, explaining how the transition from face-to-face to digital communication affects consumer behavior.</p> <p>Grammar and Syntax: While the grammar is generally correct, some sentences could be refined for better readability. For instance, the sentence "Understanding the mechanisms through which eWOM influences decision-making is crucial for businesses seeking to leverage this powerful tool in their marketing strategies" could be rephrased for greater impact: "Understanding how eWOM influences decision-making is essential for businesses to effectively leverage this tool in their marketing strategies."</p> <p>Repetition and Redundancy: Some points are repeated, such as the impact of eWOM on consumer trust and purchase intentions. Consolidating these points and ensuring they are discussed in detail only once could improve the flow of the paper.</p> <p>Technical Terminology: Ensure that all technical terms and methodologies are defined clearly for readers who may not be familiar with them. For example, terms like "Confirmatory Factor Analysis (CFA)" and "Structural Equation Modelling (SEM)" should be briefly explained when first introduced.</p> <p>Structure and Formatting: Ensure that the formatting of headings, subheadings, and sections is consistent. For example, headings like "LITERATURE REVIEW" and "III RESEARCH DESIGN" should follow a uniform style throughout the paper.</p> <p>Citation and Referencing: Ensure all citations are correctly formatted according to the required style guide (e.g., APA, MLA). This includes in-text citations and the reference list.</p> <p>Abstract and Conclusion: The abstract is clear and concise, but ensure that the conclusion section summarizes key findings effectively and provides actionable insights. The discussion of implications should be directly linked to the study's findings.</p>	
<p><u>Optional/General</u> comments</p>		

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PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
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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