

Review Form 1.6

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_84239
Title of the Manuscript:	Modelling the Effects of Variety-Seeking on WOM in a Livestream Context
Type of the 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>)

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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)
Compulsory REVISION comments	<p>Overall, the manuscript has some values and information to the body of knowledge and policy makers. I reviewed it with high interest , yet , before proceeding to the next step/exposition/publishing , the paper needs rework/revisions as per my comments and improvement suggestions. I hope the editor would be able to verify these and that of other reviewers before considering the paper for next steps.</p> <p>Abstract needs to be very clear with objective, conclusion derived from the findings.</p> <p>The manuscript content, including introduction[who is the information sender...], review of relevant literature, results needs refinement (technically and presentation/edits).</p> <p>Revise the whole MS as it is suffering from language problems with unnecessary articles, punctuations....e.g. don't delve into confusing wordings [e.g. the results of the study finding.....]</p> <p>What is the source of the research framework/the figure you roughly included? Variable definition is attached to literature/previous studies than operationalized from the context of this study, convince me with the justification/rationale for delving into relying on the already validated/tested variables? What is the relevance to the context of this study?</p> <p>Addressing these comments also affects the study design, sampling, results, conclusion...so make the necessary adjustments I would recommend original language editor should be consulted for review as well as statistician. Unit of analysis and data source lacking... pls include these while reviewing</p>	All the necessary corrections were done as indicated
Minor REVISION comments	Refine the whole manuscript before recommending acceptance	Noted
Optional/General comments	Rewrite the abstract Language edition	Noted

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?	<u>(If yes, Kindly please write down the ethical issues here in details)</u>	

