

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)
<u>Compulsory</u> REVISION comments	<p>This original research article presents an interesting topic that explores the effects of fans' variety-seeking phenomena on perceived value, attachment, and words of mouth relationships in the context of live broadcasts. The paper is generally well written and structured. The author has provided an outline of the hypothesis underpinning the study and appropriate background information to place the research problem in the proper context. However, the paper has some shortcomings regarding the discussion. The author needs to interpret and describe the significance of the findings concerning the problem statements. Explanations of new understanding that emerged as a result of the study are required to be written. To provide the added value of the work, it is also suggested that the author should connect the discussion to the background of the study, hypotheses, and related literature that has been reviewed. Finally, limitations of the study need to be addressed for future research recommendations.</p>	Modified as suggestion
<u>Minor</u> REVISION comments	<p>The author needs to consider the notes given in the manuscript to revise both the mechanical issues and contents of the paper.</p>	Noted
<u>Optional/General</u> comments	<p>Adding more related references may be necessary to support the study.</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)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	