

Review Form 1.6

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|--------------------------|-------------------------------------------------------------------------|
| 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>)

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) |
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| Compulsory REVISION comments | <p>This article is about Modeling the Effects of Variety Seeking on WOM in a Live Broadcast Context. It is particularly important and very significant because its results have a direct impact on businesses. The research methodology and hypotheses are clear and understandable.</p> <p>However, it should be noted that the study is too heavy compared to an article because the content of the article is invisible</p> <p>The author must review</p> <ul style="list-style-type: none">- the structure of the text taking into account the modes of communication of new media-the variety seeking phenomena of fans on perceived value, the word-of-mouth phenomenon and that of live broadcasts, | All the necessary corrections were done as indicated |
| Minor REVISION comments | no | |
| Optional/General comments | no | |

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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> | |