

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>)

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>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,	
Minor REVISION comments	no	
Optional/General comments	no	

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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)	

Reviewer Details:

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