



SDI Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_50128
Title of the Manuscript:	INCLINATION TOWARDS ONLINE SHOPPING - A CHANGING TREND AMONG THE CONSUMERS
Type of the Article	Original Research 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:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)



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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>The topic is interesting. However, the discussion could be improved to strengthen the quality of manuscript. The author(s) are advice on the following:</p> <p>Introduction: This section could be strengthen if author(s) could discussed the evolution of consumer shopping over time to show the trend. There were several studies have been conducted in India pertaining online shopping, how this study would differ from the others? Author(s) need to cite several works pertaining online shopping phenomena in the context of study (i.e. India) to show the urgency of the study. It is also strongly suggest to author(s) to provide practical issues such as Internet penetration rate, growth rate of offline retailing vs online shopping, etc relevant to study to justify the topic and the urgency of the study.</p> <p>Author(s) is advised to add literature section.</p> <p>Methodology: To revise 2nd sentence, line 59 to 61. Author(s) is recommend to start the discussion with research design of the study. It is based on quantitative or qualitative? What is the nature of the study?</p> <p>Author(s) also need to introduce reader with country background as non-Indian could not relate it. How many district in India? Why author(s) decide to focus on Jorhat? Please justify.</p> <p>On what basis 120 sample was set? Any specific rule of thumb?</p> <p>How multistage stratified random sampling was conducted? Please elaborate. How proportionate allocation method was done? Please elaborate. How the 120 sample were approached? Is it all user of online shopping? If any how they were filtered?</p> <p>If this study based on the qualitative approach, how the data was transcribe?</p> <p>Research findings and discussion Elaboration on Table 1 (pg. 4) is misleading. Table 1 is more on Respondent's profile. Nothing to do on how much age range involved in the online shopping. Please refer to line 74 to 85 whereby authors tried to conclude that young generation is actively engage in online shopping whereby, majority of the respondent is actually from young generation. As methodology section do not indicate on how the respondents were selected, it is bias to conclude that majority of the online shoppers are young generation. Perhaps by default (accidently by random), more youngster were approached in this study as compared to the other age categories.</p> <p>On what basis frequency of online purchase were determined? Is it based on weekly, monthly or yearly? Please indicate clearly as the result could benefited practitioners very much in strategizing their marketing activities.</p> <p>What is the managerial implication? Please elaborate.</p> <p>What is limitation and future research? Please elaborate.</p> <p>Additional comments:</p>	



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	To add more recent citation works To standardize and follow the journal format for references and citation. Few incomplete reference (e.g. line 271, 275, 285).	
Minor REVISION comments		
Optional/General comments		

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

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