

## Review Form 1.6

Journal Name:	<a href="#">Asian Journal of Agricultural Extension, Economics &amp; Sociology</a>
Manuscript Number:	Ms_AJAEES_93460
Title of the Manuscript:	Comparative Study of Online and Offline Shopping Behaviour Among Undergraduate Girl Students
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.journalajaees.com/index.php/AJAEES/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)
<b>Compulsory</b> REVISION comments	<p>The title explicitly mentions that the study aims to understand the shopping behaviour among undergraduate girl students. In the Abstract and Introduction sections, the author(s) shall explain and elaborate on why the study focuses only on girl students.</p> <p>The literature review in Introduction section is still lacking, please explore more on recent related studies, especially those published in the past 5 years, to strengthen the necessity of the study. The direction of the last paragraph is also not so clear, please end the literature review with a gap analysis and how the study could bridge the gap. Ideally, the purpose statement should be included in the end of the section.</p> <p>Please elaborate a little bit on the Method section, especially to emphasize on the reliability and replicability of the method.</p> <p>In the Results and Discussion section, please elaborate and put more analysis on the findings of the study, not just mentioning them. The author(s) are encouraged to explain, compare, and argue their findings with similar or opposing findings from the recent studies.</p> <p>Please add more references to at least 20 references, published in the past 5 years.</p>	
<b>Minor</b> REVISION comments	<p>Major language editing by professional Native editor is highly encouraged.</p> <p>Elaboration on the whole manuscript is required. A section or subsection usually consists of at least 3 paragraphs. Each paragraph shall have a least 3 meaningful sentences. Including more subsections is not recommended, if the subsections only have short explanation.</p> <p>Putting more figures is a good idea to add more elaboration and attract readers to keep reading until the end.</p>	
<b>Optional/General</b> comments	<p>Please amend the whole manuscript according to the journal's template and guidelines, including the structure, grammar use, paragraph, table style, as well as the referencing style.</p>	

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <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>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>  <b>Since the respondent in the study is human, please ensure the author(s) have received the written consent from all the respondents involved in the study. The consent is usually submitted to the journal as supplementary files.</b>	

**Reviewer Details:**

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