

Editor's Comment:

On studying the research article thoroughly, I found the following:

1. The important parameters of research like objectives, gap analysis, need of the study, proper presentation and analysis of secondary data, recommendation & suggestions are missing.
2. The Title has ambiguity. If "Financial Behaviour" is replaced by "E-Shopping Behaviour", then it would be better and whole writings of the study will match and fit suitably.
3. Abstract is related.
4. Key-words are sufficient.
5. Introduction is explanatory as review.
6. Methodology, Results, and discussion are appropriate.
7. Conclusion is comprehensive.
8. References are enough.

The said article can be recommended for publication under following changes:

- (i) Title is to be corrected as - "Financial Behaviour" is replaced by "E-Shopping Behaviour"
- (ii) Objective, Need of the Study, Suggestions, Recommendations are added in the study.
- (iii) If point (i) & (ii) cannot be followed, then my Recommendation is not there for the publication.

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