

## Review Form 1.7

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_104360
Title of the Manuscript:	The Effect of Perceived Risk on Consumer's Online Purchase Intention at Zalora for Muslim Clothing Product
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:

(<https://www.journalajebe.com/index.php/AJEBA/editorial-policy> )

## Review Form 1.7

### 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)
<p><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>1. Yes, very interesting and applicable, but some improvements must be made;</p> <p>2. Yes;</p> <p>3. Yes;</p> <p>4. No, the conceptual framework must be written with the hypothesis, the tables and figures must be in the correct item.</p> <p>5. No, there are several lacks of information;</p> <p>6. Yes;</p> <p>I suggest that:</p> <p>1. To write a search problem. If there is no search problem, there is no correct objective.</p> <p>2. Introduction should be revised. There are many elements that should be in the theoretical framework alone. In the introduction, an overview of what will be studied should be written.</p> <p>3. Last paragraph of Introduction should be in the methodology</p> <p>4. Conceptual Framework - Model must be explained along with the predicted hypotheses.</p> <p>5. Methodology - What kind of research is being addressed here? Descriptive? What is the research universe? What about the Search tool? What was the type of analysis? Descriptive statistics?</p> <p>6. It makes no sense on a 4-point scale. There should be a middle ground (neither agree nor disagree).</p> <p>7. Results and Discussion - You should explain about the research instrument. How many statements, constructs, etc. Was any instrument validation test performed?</p> <p>8. 4.2/4.3 - There was a lack of explanation of the tables and relationships with the theoretical bases.</p> <p>9. Table 1 – should be in 4.1. The same for the next tables and graphs.</p> <p>10. Table 1 – AGE: &lt;20 and &gt;35 inclusive or not? Must be explained.</p> <p>11. There is no clear conclusion, suggestion of other researches and limitations of the study.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	Yes.	
<p><b>Optional/General</b> comments</p>	I hope that my comments contribute to the improvement of the work. Article with publication potential.	

### 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)
<p><b>Are there ethical issues in this manuscript?</b></p>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

### Reviewer Details:

Name:	Marcelo Silva Ângelo Ferreira
Department, University & Country	UNIFUNCESI – Fundação Comunitária de Ensino Superior de Itabira, Brazil