

## Review Form 1.7

Journal Name:	<b>Asian Journal of Economics, Business and Accounting</b>
Manuscript Number:	<b>Ms_AJEBA_103984</b>
Title of the Manuscript:	<b>Consumer price search behaviors in online shopping</b>
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.journalajebo.com/index.php/AJEBA/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)
<p><u>Compulsory REVISION</u> comments</p> <p>Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>Is the abstract of the article comprehensive?</p> <p>Are subsections and structure of the manuscript appropriate?</p> <p>Do you think the manuscript is scientifically correct?</p> <p>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<ol style="list-style-type: none"> <li>1. "<b>Consumer price search behaviors in online shopping</b>" –this topic is very innovative and important for scientific community. Please use a good title for this paper.</li> <li>2. The title of the article is also suitable in secondary research prospective.</li> <li>3. The abstract of the article is comprehensive and but not perfectly organized. But need some grammatical correction.</li> <li>4. The subsections and structure of the manuscript are appropriate and perfectly organized.</li> <li>5. I think the manuscript is scientifically correct. Please Justify. Need an extra paragraph for total findings of the research paper. Please justify.</li> <li>6. The number of references is only 37 which is sufficient for any journal paper. Please add some more references if required. If not explain and justify. Please write reference in appropriate form. Please follow any specific process. Like MLA, APA, Chicago, Harvard, Vancouver etc.</li> </ol>	
<p><u>Minor REVISION</u> comments</p> <p>Is language/English quality of the article suitable for scholarly communications?</p>	<ul style="list-style-type: none"> <li>-Need to check grammatical and sentence structure before the final submission</li> <li>- Need to write <b>research methodology appropriate format</b>. Explain and Justify.</li> <li>- <b>Methodology:</b> An in-depth discussion of the literature review on online consumer price search behavior was applied. Please use "an" here. If not; justify.</li> </ul>	
<p><u>Optional/General</u> comments</p>	<ul style="list-style-type: none"> <li>-Summary of all findings, results and conclusion part are not clear enough for submitting this paper. Please rewrite before final submission.</li> <li>-Add a section named summary of all findings if possible. If not explain and justify</li> <li>-What is the findings from all literature review? Explain and Justify.</li> <li>- Please rewrite the keywords. If not, justify. Keywords should be five to seven words.</li> </ul> <p><i>Keywords: Online pricing, price promotion, price search behavior, online price perception, price comparison search engine, price comparison refund policy, semantic cues</i></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>	

**Reviewer Details:**

Name:	<b>Albina Amin</b>
Department, University & Country	<b>Bangladesh University of Professionals, Bangladesh</b>