

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_103984
Title of the Manuscript:	Consumer price search behaviors in online shopping
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>)

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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)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. The aim of current study is to provide insight into consumers' online price search behavior and consumers' responses to online price promotion. The research contributions can help online retailers to gain a deeper understanding of consumer behavior in relation to pricing and able them to better formulate pricing strategies effectively.</p> <p>2. The title of the article seems appropriate.</p> <p>3. In the abstract of the article, items such as the purpose, methodology, and conclusions are stated, which seems complete.</p> <p>4. Seems good.</p> <p>5. I think the authors could have discussed their propositions in more detail. Also, the conclusion section was better, which was strengthened and theoretical and practical achievements were presented.</p> <p>6. The references in the article are a bit old. While the authors could use newer references. Below I have tried to provide more up-to-date references so that the authors can replace them if they wish.</p> <p>Farzin M, Shababi H, Shirchi Sasi G, Sadeghi M, Makvandi R. The determinants of eco-fashion purchase intention and willingness to pay. Spanish Journal of Marketing-ESIC. 2023 Jan 19.</p> <p>Farzin M, Sadeghi M, Fattahi M, Eghbal MR. Effect of social media marketing and eWOM on willingness to pay in the etailing: Mediating role of brand equity and brand identity. Business Perspectives and Research. 2022 Sep;10(3):327-43.</p> <p>Farzin M, Bagheri Abbassalikosh A, Sadeghi M, Makvandi R. The effect of sensory brand experience and brand equity on WTP a price premium in Iranian fast food restaurants: Mediating role of eWOM. Journal of Foodservice Business Research. 2023 May 4;26(3):528-48.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	Yes	
<p>Optional/General comments</p>		

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

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