

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_127102
Title of the Manuscript:	Confession of A Shopaholic: The Purchase Decision Behavior of Generation Z
Type of the Article	Original Research Article

PART 1: Review Comments

<u>Compulsory</u> REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.	The manuscript is not clearly indicating the purpose of conducting this research. There is no problematic statement or clear explanation of the identified gap. There are no previous researchers' statements. The author should write a literature review before writing about the result of purchasing decisions. The introduction is too short and not clear.	
Is the title of the article suitable? (If not please suggest an alternative title)	The completion of the paper will finalize a research title. If the author prefers the title, the current title of the article is appropriate. The manuscript should develop the contents to integrate with the title.	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract must be a summary of the full manuscript. In the result session, the author should write whether the IV and DV are significant or correlate instead of writing the data value, which is not appropriate. Keywords were missing.	
Are subsections and structure of the manuscript appropriate?	Not clearly defined. The author should read published journals to understand the structure of research and need to improve the contents. It will help the readers to understand the process of research, from the identification of problems to the outcome and conclusion.	
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.	The author applied statistical tests and analysis to support the result and finding. The use of a partial hypothesis test contributes to examining the IV and DV relationship. The finding result was discussed in the discussion section. The hypothesis should state clearly.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. =	The author should make sure understand the reference is in APA style and arrange according to alphabetical order by author name rather than numerically.	
<u>Minor</u> REVISION comments Is the language/English quality of the article suitable for scholarly communications?	The language is simple and easy to understand. Encourage the author to practice expanding explanations to strengthen the contents of the manuscript.	
<u>Optional/General</u> comments	Overall, the author should proofread before submitting the manuscript. Suggest to refer to published journals to understand the flow of the manuscript. The author has research understanding and should write the manuscript with more details.	

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PART 2:

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

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