

Review Form 3

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|--------------------------|---|
| Journal Name: | Journal of Economics, Management and Trade |
| Manuscript Number: | Ms_JEMT_127300 |
| Title of the Manuscript: | Analysis of the Influence of Perceived Enjoyment and Perceived Usefulness on Impulse Buying in Live Streaming on Online Marketplaces |
| Type of the Article | |

General guidelines for the 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 guidelines for the Peer Review process, reviewers are requested to visit this link:

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PART 1: Review Comments

| Compulsory REVISION comments | Reviewer's comment | Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here) |
|---|--|---|
| 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. | This manuscript discusses the changing nature of consumer behaviour in digital economy .As such it is important. The methodology is also robust. | |
| Is the title of the article suitable? (If not please suggest an alternative title) | No,My suggestion -Impulse Buying in Live Streaming on Online Market Places: An Analysis of the Influence of Perceived Enjoyment and Perceived Usefulness. | |
| 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 should not include the software's identity SPSS 27 and AMOS 29. Included as Note only later . | |
| Are subsections and structure of the manuscript appropriate? | Literature reviews should not be made in subsections. They should be in paragraphs under a general section. Further, reviews should be for finding research gaps, not for constructing hypotheses. Implications and limitations may be avoided in the publication of the manuscript. | |
| 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 manuscript is scientifically robust as it discusses the behaviours of consumers on a digital platform. The methodology of factor analyses and SEM used in the manuscript is technically sound. | |
| Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. | The references may be sufficient. | |
| Minor REVISION comments | No issue | |
| Is the language/English quality of the article suitable for scholarly communications? | | |
| Optional/General comments | Make a compulsory revision as stated earlier. The concept and methodology are sound | |

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

Reviewer Details:

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|----------------------------------|---|
| Name: | Shiby M Thomas |
| Department, University & Country | St. Joseph's College(Autonomous), India |