

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_127265
Title of the Manuscript:	EXPLORING THE ATTRIBUTES OF CUSTOMER DELIGHT AMONG MALL SHOPPERS IN DAVAO CITY
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 <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.	I like the context of this research as getting constructs for customer delight in a country context is need of the hours, which will lead the service providers to customize their offerings to meet the local needs.	
Is the title of the article suitable? (If not please suggest an alternative title)	One should not write a city name in the article's title, restricting users from limiting their perception and generalising their perception of one city. Instead, the authors can use this information in the method section to highlight the sampling frame selection process.	
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 is written differently from the accepted journal format. The authors are to adhere to the format. Consider re-writing keywords relevant to the research, like "customer delight" ....	
Are subsections and structure of the manuscript appropriate?	No, It need to be revised.	
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.	<p>The introduction should follow the research gaps, literature reviews, hypothesis development backed up with a theoretical framework and then the proposed framework, which the author needs to follow. In a theoretical framework, previous studies should always back up constructs, and we do not encourage writing factor 1 or factor 2....instead, we encourage writing the names of the constructs.</p> <p>The constructs identified by the authors are not defined well in the manuscript.</p> <p>In the method section, the author should mention why Davao City in the Philippines was selected, which shopping mall was selected, and the possible reason. The sampling method should be mentioned as it is evident that non-probability sampling was used, but the details need to be cited better. Items for each construct at the beginning of the study should be mentioned; maybe the author can add them in the appendix section, but a demographic table is not available in the manuscript. A managerial application should be added where the author can recommend how to improve customer satisfaction and enhance loyalty to mall owners or retailers who own their space in the mall.</p>	

**Review Form 3**

<p><b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b></p> <p>-</p>	<p><b>No</b>  <b>Additional documents to read and add in the study</b></p> <p>Arnold, M. J., Reynolds, K. E., Ponder, N., &amp; Lueg, J. E. (2005). Customer delight in a retail context: investigating delightful and terrible shopping experiences. <i>Journal of business research</i>, 58(8), 1132-1145.</p> <p>Tandon, A., Gupta, A., &amp; Tripathi, V. (2016). Managing shopping experience through mall attractiveness dimensions: An experience of Indian metro cities. <i>Asia Pacific Journal of Marketing and Logistics</i>, 28(4), 634-649.</p> <p>Calvo-Porral, C., &amp; Lévy-Mangín, J. P. (2018). Pull factors of the shopping malls: an empirical study. <i>International Journal of Retail &amp; Distribution Management</i>, 46(2), 110-124.</p>	
<p><u>Minor</u> REVISION comments</p> <p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>Yes</p>	
<p><u>Optional/General</u> comments</p>	<p>The manuscript's structure is to be revised per the comments in the scientific structure section.</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><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

**Reviewer Details:**

<p>Name:</p>	<p><b>Madhusmita Choudhury</b></p>
<p>Department, University &amp; Country</p>	<p><b>GITAM Deemed to be University, India</b></p>