

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
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	Research paper

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 holds substantial value for the scientific community, especially in the fields of marketing, consumer behavior, and retail studies. By exploring the specific attributes that drive customer delight among mall shoppers in Davao City, it provides localized insights that may contribute to broader understandings of shopper satisfaction and engagement strategies. I appreciate this manuscript because it emphasizes the importance of cultural and geographic nuances in consumer behavior research, a factor often overlooked in global marketing studies. This work could inspire further research into customer delight in other regions, helping to create more tailored and effective customer experience strategies across diverse markets.	
Is the title of the article suitable? (If not please suggest an alternative title)	FACTOR ANALYSIS FOR CUSTOMER DELIGHT AMONG MALL SHOPPERS IN DAVAO CITY	
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.	This study examined the factors contributing to customer delight among mall shoppers in Davao City through explanatory factor analysis.(This line can be added)	
Are subsections and structure of the manuscript appropriate?	Yes	
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 demonstrates scientific correctness by employing a structured methodology, including explanatory factor analysis, to identify attributes of customer delight. The use of both qualitative interviews and quantitative surveys ensures a comprehensive approach to data collection and analysis. The identification of latent constructs is consistent with standard practices in factor analysis, and the study's findings are clearly linked to actionable insights for practitioners. However, the manuscript's scientific rigor would benefit from a detailed explanation of sampling methods, validation of the constructs, and the statistical tools used to enhance reproducibility and reliability.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Yes	
Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	Suggested spelling check and grammatical error corrections. The fluidity of the paper needs to be established as per requirements of the journal.	
Optional/General comments		

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

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