

Review Form 1.7

Journal Name:	Asian Journal of Advanced Research and Reports
Manuscript Number:	Ms_AJARR_113119
Title of the Manuscript:	Dynamics of Online Shopping Trends for Fashion Products in Himachal Pradesh
Type of the Article	

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><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1-The article deals with an important and new topic, and considering the importance of customer behaviours in online shopping, the article has a high value.</p> <p>2- in Himachal Pradesh is not necessary and can be omitted or be cited by for example Case of Study: Himachal Pradesh</p> <p>3- Not at all. Abstract needs a brief introduction about topic and importance of it. Do not use e.g., in abstract.</p> <p>4- No- I suggest to see international papers in high cited journal using SEM methodology. You should write strong introduction and then in literature review investigate and justify all hypothesis with numerous new and valid references. Show descriptive analysis results in a table not bullets. Show structural model in a figure and also use outputs of software used for analysis.</p> <p>5- Yes but needs fundamental and serious improvements.</p> <p>6- No- lack of references in obvious. Especially in literature review and introduction sections.</p> <p>7- I have serious questions? ---- I don't Know what is the concept of influencing factors? Is this an independent variable? If you suppose this a variable so what are the other variable used for? ---- Objectives of study are not related to results. Rewrite them. ---- Results and Findings sections need to be rewrite again. Do not use several bullets. ---- compare final results with other papers.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	No- strongly needs improvements.	
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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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Reviewer Details:

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