

## Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_113900
Title of the Manuscript:	Examination of Online Purchase Intention Towards Air-Conditioner
Type of the Article	Original Research 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><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>1. Yes, the paper is very important while it explores a market about there is no much research. The importance is due to both on the product (air conditioners) and on the place where the research took place (Vietnam), since there is no much research on e-commerce in Vietnam.</p> <p>2. Yes.</p> <p>3. Yes.</p> <p>4. Yes.</p> <p>5. Yes.</p> <p>6. There are few references and the theoretic framework has to be improved. I suggest to take a view at the following paper: <a href="https://doi.org/10.30564/jmser.v3i2.2613">https://doi.org/10.30564/jmser.v3i2.2613</a>. This paper presents a wide literature review that will help the authors the improve the theoretic framework.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	<p>Yes, the text is perfectly understandable, but I recommend a review of the writing to eliminate typing errors.</p> <p>At table 2, there is no need to repeat the total 5 times. Just present it once at the end.</p>	
<p><b>Optional/General</b> comments</p>	<p>Instead of using "Online purchase intention" as a keyword, I suggest to use "Air conditioner", because the first one is already in the title.</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>	

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