

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_123849
Title of the Manuscript:	Exploring the Impact of Consumer Information Search Behavior on the Choice of Communication Products in a Multi-Channel Shopping Environment Using the Technology Acceptance Model
Type of the Article	

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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.		
Is the title of the article suitable? (If not please suggest an alternative title)		
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.		
Are subsections and structure of the manuscript appropriate?		
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.		
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.		

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<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>		
<p>Optional/General comments</p>	<ul style="list-style-type: none"> • The introduction does not adequately justify the research title. It should be more comprehensive and supported by relevant citations. • The title of the research needs to be more concise. • The selected keywords are not appropriately aligned with the scope of the study. • The literature review requires greater depth and should be structured variable-wise, incorporating recent studies. • A research model illustrating the relationships between variables is missing and should be included. • The Research Methodology section must detail the sampling technique and sample size used in the study. • Several sections of the study lack proper citations. • The Data Analysis and Interpretation section is underdeveloped. It should include Reliability, Multiple and Linear Regression, and ANOVA analyses to substantiate the findings. • The study is missing key sections, such as Discussion, Implications, and Limitations. • The formatting of the paper needs improvement for better clarity and presentation. 	

PART 2:

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

Reviewer Details:

<p>Name:</p>	<p>Gaurav Soin</p>
<p>Department, University & Country</p>	<p>Jiwaji University, India</p>