

## Review Form 1.6

Journal Name:	<a href="#">Asian Journal of Agricultural Extension, Economics &amp; Sociology</a>
Manuscript Number:	Ms_AJAEES_89790
Title of the Manuscript:	A study on Consumer usage pattern of online grocery shopping app
Type of the Article	Original Research Article

### **General guideline for 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 guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajaees.com/index.php/AJAEES/editorial-policy> )

## Review Form 1.6

### 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)
<b>Compulsory</b> REVISION comments		
<b>Minor</b> REVISION comments	<p>The manuscript is well written and the research topic is interesting; after some minor revision could be suitable for publication.</p> <ol style="list-style-type: none"> <li>1. Abstract: Abstract part should be definite. It should include Purpose of the study, materials &amp; methods, results and significance definitely. <b>Practical implications</b> of this study need to specify here. Here author only mention the times of usage pattern of online grocery shopping app but others usage pattern does not mention here like- <b>Hours spending &amp; Shopping frequency.</b></li> <li>2. Introduction part should include the relevance of the study, this section needs to identify the literature gap and explain why there is a need in this study in relation to the previous research.</li> <li>3. Literature review part need to be added here. Literature review need to include <b>Consumer usage pattern</b> of online grocery shopping and <b>variables</b> faced by Consumer towards online grocery shopping.</li> <li>4. Sample: Here the Sample size is only 120 and sample collection area is only "Coimbatore" so sample size need to be enhance to get the reliable &amp; valid outcome.</li> <li>5. Data analysis tools and technique are not specified here. So it's best to specify the data analysis tools and technique. Data analysis methods need to be clarified i.e. <b>technique used</b> to measure the <b>Garrett score</b> for measuring the Issues faced by Consumer towards online grocery shopping.</li> <li>6. Data Analysis and Discussion: In Table-2, it need to add "<b>through using app</b>" after "Table 2 Monthly shopping frequency time towards online grocery shopping". In the same way in the Table-3, it need to add "<b>through using app</b>" after "Table 3 Hours spending for online grocery shopping per month".</li> <li>7. Data presentation part should be readable to the reader of the paper. Description of <b>Fig 3 need to be clear</b>. It need to add "Online shopping App" for the data explanation.</li> <li>8. <b>Limitations and future research direction</b> of the study are not mentioned here. So it need to be specify here.</li> </ol>	
<b>Optional/General</b> comments	<p>Here are some issue that are missing in this paper-</p> <ol style="list-style-type: none"> <li>i. Background of the study</li> <li>ii. Significant if the study</li> <li>iii. Research question/s</li> <li>iv. <b>Data collection method</b>, sample element, sample unit, sample frame.</li> <li>v. Ways of selecting the <b>variables</b> faced by Consumer towards online grocery shopping.</li> <li>vi. Lack of research contributions and future research directions.</li> <li>vii. Here need to be grammar and spelling checked properly as here some grammar and spelling mistake.</li> </ol>	

### 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?	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i>  <b>NO ethical issue found</b></p>	

### Reviewer Details:

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