

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_80495
Title of the Manuscript:	BLOCKS TO ONLINE PURCHASE BEHAVIOUR: RURAL PERSPECTIVE
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.journalajebea.com/index.php/AJEBA/editorial-policy>

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)
Compulsory REVISION comments	<ol style="list-style-type: none">1. This is an interesting study and the authors have collected the dependent and independent variables and portrayed the relationships also.2. This paper is well written and structured.3. To my perception the dependent and independent variable are compared with the objective. In figure 1. Conceptual frame work, instead of giving 'increase in Rural online shopping purchase' barriers of Rural online shopping purchase' may be given.	
Minor REVISION comments	The paper may be checked again for its grammatical errors using any one of the software.	
Optional/General comments	This Research paper may be considered after this minor Revision	

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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As per the guideline of editorial office we have followed VANCOUVER reference style for our paper.

Kindly see the following link:

<http://sciencedomain.org/archives/20>

Reviewer Details:

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