

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_111024
Title of the Manuscript:	Enhancing Customer Satisfaction and Stimulating E-WOM through Improved Online Shopping Convenience
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)
Compulsory REVISION comments 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)	Fair. However the research problem is not clear and needs to clearly define the research objectives and the research problem. The topic should be revised in order to tally with the analysis maintained. Suggestion:The Effect of Online Shopping convenience on purchasing intention and Electronic word of mouth:Mediating role of customer satisfaction Should be further developed. Acceptable Analysis doesn't match with the topic. SEM indicates there is a mediation effect. References are not neatly prepared. checked again should be in alphabetic order. The effort taken is satisfactory. but before final submission the improvements should be incorporated in order to maintain the quality of the paper.	Thank you for your suggestions. In this study there was indeed a mediation effect. However, we did construct this study without proposing a hypothesis relating to such mediation effects. Regarding the title you suggested, we have considered it. Thank you in advance. Regarding references, we write the order of references in accordance with the journal provisions: "References must be listed at the end of the manuscript and numbered in the order that they appear in the text."
Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications?	Moderate and fair	Thank you for your review.
Optional/General comments	Before final submission the improvements should be incorporated in order to maintain the quality of the paper. Accepted with minor corrections.	Yes, we will revise the paper to develop the quality of it. Thank you.

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?	(If yes, Kindly please write down the ethical issues here in details)	