

Editor's Comment

Please find attached the original research article entitled "A study on the online buying behaviour of the generation Y in India". The honorable referees suggested a few corrections in the submitted manuscript. The author nicely adopted the suggestion and revised the manuscript. **It is acceptable for publication in your esteemed journal (Journal of Scientific Research and Reports),** after incorporating the suggestions.

AFFILIATION OF THE AUTHOR

Correct the spelling of the Department and the name of the university (Sam Higginbottom University).

Keywords: Two words are not sufficient, it is suggested to include a few new ones, e.g. Consumers, E-marketing, e-commerce, internet, etc.

INTRODUCTION

- Leave space (Daroch, 2021) and correct it as (Daroch et al., 2021)
- Correct (Davison, 1982) as (Davison et al., 1982)
- Correct Kothari (2016) as (Kothari and Maindargi, 2016).
- Reference (Bhatt, 2014), is not found in the list.
- Correct (Kumari, 2016) as (Kumari et. al., 2016)
- Correct (Morganosky, 2000). As (Morganosky and Cude, 2000).
- Correct (Richa, 2019). As (Richa and Vadera, 2019).
- Correct (Bhandari, 2021). As (Bhandari et al., 2021).
- (Kanchan, 2015) is not found in the list.

RESULTS AND DISCUSSION

The entire section is devoid of any discussion, only 5 tables and 1 figure is attached. It is suggested to write a few lines, discuss the content of the table and also refer to them in the text. Use recent references in support of the statement.

Correct the following reference:

- Kothari, Pritam P. and Maindargi, Shivganga S. (2016). As Kothari, P.P. and Maindargi, S.S. (2016).
- Richa, Hemanti and Vadera, Shaili. (2019). As Richa, H. and Shaili, V. (2019).
- Following references are in the list, but not cited in the text.
- Boursakis M., Papagiannidis S., Fox Helen. (2008). 'E- Consumer Behaviour: Past, Present and Future Trajectories of an Evolving Retail Revolution'. *International Journal of E-Business Research*. 4(3). 64-76.
- Thomas, D. (2003). 'E-shopping continues to boom'. *Computer weekly* 27(February). 3.
- Wu, S. (2003). 'The relationship between consumer characteristics and attitude toward online shopping'. *Marketing Intelligence and Planning*. 21(1). 37-44.

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