

Review Form 1.6

Journal Name:	Journal of Scientific Research and Reports
Manuscript Number:	Ms_ JSRR _84634
Title of the Manuscript:	A study on the buying behaviour of the Indian Youth
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.journaljsrr.com/index.php/JSRR/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	As this study is discussing about online buying frequency of customers that is why the "Title" of the research paper need to be modified in relevance with online purchase behaviour. Furthermore, industry should be mentioned. For example, online purchase behaviour of clothing, cosmetics, restaurants, would be different and require different influencing factors. Mention generation Y instead "youth". Need of the research and research objectives are discussing the same thing. Highlight further about the significance of your research.	Thank you for the review. Changes in the manuscript has been made as per your comments. I would also like to add that a specific industry could not be selected as the study was a generalised one. A particular genre of items could not be focussed on. I appreciate your kindness in reviewing my work.
Minor REVISION comments	Justification of the convenience sampling need to be provided.	Justification for the method of sampling has been provided.
Optional/General comments	Just frequency tables and percentage method is insufficient to provide concrete result. you should add some more test to confirm the impact of independent variables on dependent variables. Like multiple linear regression could impart.	

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>	