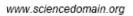
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## **SDI EDITORIAL COMMENTS FORM**

EDITORIAL COMMENT'S on revised paper (if any)	Authors' response to editor's comments
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 (Richa, 2019). As (Richa and Vadera, 2019). Correct (Bhandari, 2021). As (Bhandari et al., 2021). (Kanchan, 2015) is not found in the list.	Thank for the comments. The changes have been made as per the requirements mentioned. I would also like to add that the formats and alignments might have been altered as the file was accessed on a different system. Kindly make necessary changes in the alignments as per your requirements.
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.  Bourlakis 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).  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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