



SDI EDITORIAL COMMENTS FORM

EDITORIAL COMMENT’S on revised paper (if any)	Authors’ response to editor’s comments
<p>AFFILIATION OF THE AUTHOR Correct the spelling of the Department and the name of the university (Sam Higginbottom University).</p> <p>Keywords: Two words are not sufficient, it is suggested to include a few new ones, e.g. Consumers, E-marketing, e-commerce, internet, etc.</p> <p>INTRODUCTION</p> <ul style="list-style-type: none"> <input type="checkbox"/> Leave space (Daroch, 2021) and correct it as (Daroch et al., 2021) <input type="checkbox"/> Correct (Davison, 1982) as (Davison et al., 1982) <input type="checkbox"/> Correct Kothari (2016) as (Kothari and Maindargi, 2016). <input type="checkbox"/> Reference (Bhatt, 2014), is not found in the list. <input type="checkbox"/> Correct (Kumari, 2016) as (Kumari et. al., 2016) <input type="checkbox"/> Correct (Morganosky, 2000). As (Morganosky and Cude, 2000). <input type="checkbox"/> Correct (Richa, 2019). As (Richa and Vadera, 2019). <input type="checkbox"/> Correct (Bhandari, 2021). As (Bhandari et al., 2021). <input type="checkbox"/> (Kanchan, 2015) is not found in the list. <p>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.</p> <p>Correct the following reference:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Kothari, Pritam P. and Maindargi, Shivganga S. (2016). As Kothari, P.P. and Maindargi, S.S. (2016). <input type="checkbox"/> Richa, Hemanti and Vadera, Shaili. (2019). As Richa, H. and Shaili, V. (2019). <input type="checkbox"/> Following references are in the list, but not cited in the text. <input type="checkbox"/> 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. <input type="checkbox"/> Thomas, D. (2003). ‘E-shopping continues to boom’. Computer weekly 27(February). <p>3.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Wu, S. (2003). ‘The relationship between consumer characteristics and attitude toward online shopping’. Marketing Intelligence and Planning. 21(1). 37-44. 	<p>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.</p>