

Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_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.journalsrr.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)
<u>Compulsory</u> REVISION comments	<ol style="list-style-type: none">1. Article title – Please review and include this is about online buying behaviour.2. Please refer to more recent references to support the research issue and problem. Most or all of the references used are outdated. The latest being 2015 and now is already 2022. This is important as the study is about technology-related i.e. online buying behaviour.	
<u>Minor</u> REVISION comments	<ol style="list-style-type: none">1. Research methodology – Please take out secondary data as the study only analyse primary data. Secondary data is used for reference, literature review etc., and not the study data.2. Research development – No mention of how the survey instrument was developed. Newly developed, or adopt or adapt existing questions?3. What is the theoretical basis for the dimensions? How do you make the decision to use Price, Variety of items, Accessibility etc. for factors influencing? The same for products bough online, problems faced. What/which studies were the basis?	
<u>Optional/General</u> comments	Add more analysis, cross tabulations etc. to better understand the relationship between the information.	

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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)	

Reviewer Details:

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