

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_88856
Title of the Manuscript:	Factors affecting adoption of E-commerce among youngsters in J&K UT: An Empirical Study
Type of the Article	Case study

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.journalajebea.com/index.php/AJEBA/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	<p>Article cannot be considered as the case study. It can be made as a descriptive research study by understanding the objectives of study and using statistical too.</p> <p>Please do the following revision to enhance the quality of the same.</p> <p>Following points need to be addressed by the author</p> <ul style="list-style-type: none">• The objectives of the study inside the article are (1)To know the factors that affects the adoption of E-commerce among youngsters in India.(2)To know the effect of different factors on E-commerce adoption among youngsters in India. But the title says Factors affecting adoption of E-commerce among youngsters in J&K UT which is not matching.• For any research article unless it is a descriptive study we need to have some hypothesis and some statics It is absent here• When sampling is done it is imperative that we need to know the population, the sample size , how the sample size was arrived at.< the sampling techniques used etc. All these are absent here.. The review of literature needs to be relevant to the objectives of the study.• This article can be converted to an exploratory research article by taking out articles that deal with the four important characteristics that impact young customers' impressions of online buying are perceived risk, perceived advantages, perceived trust, as well as perceived ease of use that is mentioned in the abstract and suitable statistical analysis done that can measure them.	
Minor REVISION comments	Already given above	
Optional/General comments	Would suggest incorporating the above-mentioned points. All the best.	

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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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