

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:

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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>The Internet as well as e-business has reduced trade barriers. E-business and e-shopping enable enterprises to reach out to customers internationally and immediately. The Internet has altered how firms customised as well as distributed their products, as well as how customers purchased and consumed them. Its cheap cost provides a new and strong conduit of interaction and knowledge for both firms as well as customers. Despite the strong growth rates of e-commerce, solid research suggests that many customers who browse different online retail sites quit their purchasing. This development, as well as the expansion of business-to-customer e-commerce operations, necessitates that online retailers comprehend which aspects drive customers to finish their orders. Similarly, acquiring new clients might cost up to five times as much as maintaining already existing ones.</p> <p>The rising usage of the Internet by the younger population presents a new opportunity for online shops. If online merchants understand the characteristics influencing young consumers' purchasing behaviour, as well as the relationships between these aspects and the types of items, they may improve their marketing efforts to turn prospective consumers into engaged users. Regardless of the fact that internet shopping has numerous advantages, a large number of people are resistant to this change. The present business climate is becoming more competitive. Businesses have always worked to develop themselves in order to suit the demands of their consumers in order to remain competitive in the local as well as worldwide markets.</p> <p>I would like underline that the objective of the study is firstly to know the factors that affects the adoption of E-commerce among youngsters in India and secondly to know the effect of different factors on E-commerce adoption among youngsters in India.</p> <p>In the research methodology of this paper Authors indicate sample of 207 respondents were surveyed with the help of a structured questionnaire to know the factors that affects the adoption of E-commerce among youngsters in J&K. The primary data of this empirical study was collected through random sampling method and the statistical tools like mean and t-test were applied to analyse and evaluate the data and get the end results</p> <p>Interesting and valuable are the conclusions of this paper. Based on results of this paper I would like to underline that E-commerce is become an essential aspect of daily life. Accessibility to an E-commerce platform is not a luxury, but rather a need for individuals, especially those who reside in cities. As a result of the increasing adoption of internet-enabled devices such as Smartphone's as well as Tablets, researchers have witnessed tremendous development in E-commerce. Telecommunication technology has significantly altered the way of living, communication techniques, purchasing. It has a significant influence on how people communicate with pals as well as family, how people travel, how they gain access to data, as well as how they purchase as well as sell goods and services. The expansion of E-commerce volumes in India is garnering the attention of gamers from all across the world. E-commerce not only expands economic chances, but it also expands educational as well as philosophical possibilities. There looks to be enormous opportunity for offering E-business training.</p> <p>The study concludes that there are different factors that affects the adaptation of E-commerce among youngsters in J&K such as availability of technology required for e-commerce business, cost of implementation, Privacy and confidentiality, security, Income of the population, product's authenticity, good internet service, better after sale services, Fast delivery services and Trust of consumers. It is also found that there is a significant effect of different factors on E-commerce adoption among youngsters in India.</p> <p>I accept the manuscript for publication</p>	
Minor REVISION comments	No minor REVISION comments	
Optional/General comments	No Optional/General comments	

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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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

Name:	Zdzisław W. Puślecki
Department, University & Country	Adam Mickiewicz University, Poland