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| Book Name: | **Contemporary Issues in Business and Management** |
| Manuscript Number: | **Ms\_BPR\_3337.2** |
| Title of the Manuscript: | **ONLINE SHOPPING BEHAVIOURS IN AN EMERGING ECONOMY** |
| Type of the Article | **Book Chapter** |

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| PART 1: Review Comments | | | | |
| Compulsory REVISION comments | Reviewer’s comment | | | Author’s Feedback*(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimumof 3-4 sentences may be required for this part.** | This study contributes to the body of knowledge and the call for studies in online shopping behaviours within developing economies. The study examined the characteristics of university students in South Africa and their perceptions of online shopping behaviour. The perception variables measured for online shopping behaviour were functionality, risk, convenience, decision influence and security. | | |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | The Title of research article is appropriate | | |  |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | The Abstract of research article is comprehensive and easy to understand. No changes are recommended in the abstract. | | |  |
| **Are subsections and structure of the manuscript appropriate?** | The subsections and structure of manuscript of research article is scientifically correct and appropriate. | | |  |
| **Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimumof 3-4 sentences may be required for this part.** | The study followed a quantitative investigation employing a questionnaire as the selected research instrument. A total of 219 university students participated in the investigation. Furthermore, the analytical approach entailed a statistical analysis using SPSS. | | |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.**  **-** | The references in the manuscript are proper, recent and sufficient. Additional references are not required | | |  |
| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? | The quality of the English language used in the research article is good and suitable for scholarly communications. | | |  |
| Optional/Generalcomments | The book chapter titled “**Online Shopping Behaviours In An Emerging Economy”** is recommended for publication in **Contemporary Issues in Business and Management** as it is**.** | | |  |
| **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)* |  | | |

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| **Reviewer Details:** | |
| Name: | **Alok Mittal** |
| Department, University & Country | **Prestige Institute of Management and Research, India** |