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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 minimum of 3-4 sentences may be required for this part.** | **The study examined the characteristics of university students in South Africa and their perceptions of online shopping behaviour.** It **contributes to the body of the existing knowledge.** |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **Title need to be change as its reflects very general, need to be specific with the region .** |  |
| 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. | **Need to refine as many sentences are uncorilated** |  |
| **Are subsections and structure of the manuscript appropriate?** | **Yes** |  |
| **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 minimum of 3-4 sentences may be required for this part.** | **Manucripit is scientifically good and well structured** |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.**  **-** | **Need to add more as there is so many literature available. Also need to add DOI number in the references.** |  |
| Minor REVISION commentsIs the language/English quality of the article suitable for scholarly communications? | yes |  |
| 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?** | *(If yes, Kindly please write down the ethical issues here in details)* |  |

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| **Reviewer Details:** | |
| Name: | **Sharif Mohd** |
| Department, University & Country | **New Delhi Institute of Management, India** |