



SDI Review Form 1.6

Journal Name:	British Journal of Applied Science & Technology
Manuscript Number:	2013_BJAST_6344
Title of the Manuscript:	Investigating the Effect of Subjective Factors on the Online Shopping Willingness
Type of the Article	Research Paper

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:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)



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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)
<u>Compulsory</u> REVISION comments	1. Online shopping for students. This is the focus and cannot be expanded without supporting data. 2. Hard to read: lots of long sentences; suggest shorten or proof read by English speaker. 3. Restrict conclusion (in title and conclusion) to college students, do not exaggerate.	The results were limited to the community of the students.
<u>Minor</u> REVISION comments	4. Separate conclusion with discussion. 5. Minimize guessing in discussion (city size, age, payment/electronic commerce, which should all relate to results.	Sections "conclusion" and "discussion" were separated from each other
<u>Optional/General</u> comments	Student Identity should be protected. This should be mentioned before they joined the study.	