



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	- the key words should be shorter or stronger words. - The fact that the study was done in 2010 does not imply that references are still more or less in that period: the bibliography is not recent (the newer is in 2009) and in any case there are not included all the authors cited [for example: Grewal et al. (1994); Groth (1995), Bauer (1960), Dodds et al. (1991); Korgaonkar and Moschis (1987) etc..] - Why are there two consecutive identical subtitles ("Perceived risk of online shopping")? One of the two must be eliminated or changed. - The author should study in greater detail the evolution of how it changed the way of shopping and related methods of analysis, focusing on the one used.	- Keywords were rewritten according to the variables so that the new words are not long any more. - The following references were added at the end of the paper : Murray, 1991 Grewal et al. 1994 Dodds et al. 1991 Korgaonkar and Moschis, 1987 - The following references were eliminated because the corresponding sources were not found : Groth, 1995 Bauer, 1960; Kogen and Wallach - There were two sections with the same title 'recieved risk of online shopping' that were integrated.
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments	The work is well written, and provides an interesting case study, however, in the abstract is written "<i>Using structural equation modeling, data analysis and testing hypotheses were done through LISREL and SPSS</i>". Reference is made to models of data analysis through SPSS and LISREL, but there is no mention in the text to SPSS. I would recommend reading the following articles that I have	- Usages of SPSS were mentioned in the paper. - The following two proposal references were also used to complete the 'literature review' : 2. J.I. Shin et al., The effect of site quality on repurchase intention in Internet shopping through mediating variables: The case of university students in South Korea, International Journal of Information Management 33 (2013) 453–463 - Wahyuningsih, Effects of Consumer Search Behavior Typology on the Relationship Between Customer Satisfaction and Behavioral Intentions, The South East Asian



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	included as an attachment: 1. J.I. Shin et al., <i>The effect of site quality on repurchase intention in Internet shopping through mediating variables: The case of university students in South Korea</i>, International Journal of Information Management 33 (2013) 453–463 2. Wahyuningsih, <i>Effects of Consumer Search Behavior Typology on the Relationship Between Customer Satisfaction and Behavioral Intentions</i>, The South East Asian Journal of Anagement © APRIL 2007 • VOL. I • NO.1, pp. 64-81 3. Branco, Sun, and Villas-Boas: Optimal Search for Product Information Management Science 58(11), pp. 2037–2056, ©2012 INFORMS 4. Kimiloğlu, <i>The “E-Literature”: A Framework for Understanding the Accumulated Knowledge about Internet Marketing</i>, Academy of Marketing Science Review volume 2004 no. 06 Available at: http://www.amsreview.org/articles/kimiloglu06-2004.pdf 2004 – Academy of Marketing Science.	Journal of Anagement © APRIL 2007 • VOL. I • NO.1, pp. 64-81
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