



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_18704
Title of the Manuscript:	FACTORS AFFECTING PURCHASE INTENTION OF ONLINE SHOPPING IN ZALORA INDONESIA
Type of the Article	

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	NIL	
<u>Minor</u> REVISION comments	The introduction and background of study was somewhat thorough and downsize extensive. The author does provide an adequate understanding of the relevant literature. All the references cited relevant but insufficient to support your discussion. It is also advisable to use those references that are within 5 years which is reflected to latest trend of studies and mentioned theory application.	
<u>Optional/General</u> comments	It is suggested to use more references to support your discussion. Make sure citations are in correct format.	

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