



SDI Review Form 1.6

Journal Name:	<a href="#">Journal of Economics, Management and Trade</a>
Manuscript Number:	<b>Ms_JEMT_49739</b>
Title of the Manuscript:	<b>DETERMINANTS OF ONLINE SHOPPING AMONG STUDENTS OF TERTIARY INSTITUTION IN SOUTH-SOUTH, NIGERIA</b>
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)
<p><b>Compulsory</b> REVISION comments</p>	<p><b>Abstract</b></p> <ul style="list-style-type: none"> <li>- <i>In this pursuit, the study examined the relationship between demographic attributes and students' online shopping practice, the relationship between purchase intention and students' online shopping practice and the relationship between purchase experience and students' online shopping practice.....</i>So many 'and', please simplify the objectives here.</li> <li>- <i>Using stratified random sampling, undergraduate students from six (6) selected tertiary institutions in South-South, Nigeria provided data through structured questionnaires....</i> Should be: This study adopted stratified random sampling methods to select undergraduate students six (6) selected tertiary institutions in South-South, Nigeria. Data was collected through Interview/survey...from a total of XXX respondents during Months and year)</li> <li>- <i>. Data was analysed using descriptive statistics.....</i> you used correlation, should know this difference between descriptive and inferential statistics. Amend accordingly.</li> <li>- <i>The result shows that student age, gender, income, online shopping benefits, convenience, perceived risk, information search, frequency to buy and time spent are the key determinants of online shopping among students of tertiary institutions in south-south, Nigeria....</i>Not true. Correlation analysis don't allow you to conclude like that. For that you need to report the findings of multiple regression analysis.</li> <li>- <i>The study recommended that firms and other marketing organisations should understand....</i>understand? Focus on practical implication based on your findings, not they should understand...and how do you know they don't understand, they are doing the business, making money and you think you understand and they don't!</li> </ul> <p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>- (Nielsen (2005).....Learn how to cite.</li> <li>- Remove the sub-sections in introduction part. Introduction section should focus on study background (in this case online shopping industry and its consumers in Nigeria) and why exploring the determinants is so crucial (AKA problem statement) and finally what this study intended to do (Objective). Please arrange accordingly.</li> </ul> <p><b>Literature Review</b></p> <ul style="list-style-type: none"> <li>- Focus on each association (for ex. Relationship between A and B), explain the variables, follow by logical, theoretical and empirical connections and then write the hypothesis you testing.</li> </ul> <p><b>Methodology</b></p> <ul style="list-style-type: none"> <li>- These six (6) universities were selected for ease of access....not a valid justification.</li> <li>- Sampling and sample size...how you measured the sample size for this study?</li> <li>- No justification why authors use correlation, it does not fit with the title or objective.</li> </ul>	



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	<p>To find the key determinants, you need to use Multiple Regression Analysis. Based on the data, I don't think it can be done easily.</p> <p><b><u>Analysis</u></b></p> <ul style="list-style-type: none"> <li>- Again no justification why authors use correlation, it does not fit with the title or objective. To find the key determinants, you need to use Multiple Regression Analysis. Based on the data, I don't think it can be done easily.</li> <li>-</li> </ul> <p><b><u>Discussion &amp; Conclusion</u></b></p> <ul style="list-style-type: none"> <li>- Most of the discussion and recommendation are out of line. You just cannot conclude that this are the key determinants with correlation analysis. Implication is not based on the findings of this study. Practical implication missing.</li> <li>- Limitations missing</li> </ul> <p><b><u>References</u></b></p> <ul style="list-style-type: none"> <li>- ok</li> </ul>	
<b><u>Minor</u></b> REVISION comments		
<b><u>Optional/General</u></b> comments		

**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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)
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

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