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| Journal Name: | [**Asian Journal of Economics, Business and Accounting**](https://journalajeba.com/index.php/AJEBA) |
| Manuscript Number: | **Ms\_AJEBA\_141187** |
| Title of the Manuscript:  | **Impulse Buying in the Context of E-Commerce: An Empirical Study on Shopee Users in Indonesia** |
| Type of the Article | **Original Research Article** |

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| PART 1: Comments |
|  | Reviewer’s comment**Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** (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. A minimum of 3-4 sentences may be required for this part.** | The manuscript studies impulse buying behaviour in the context of e-commerce, specifically focusing on Shopee users in Indonesia. Given the rapid expansion of online retail and the psychological triggers involved in consumer behaviour, this study addresses a timely and relevant topic. It contributes to the academic literature by examining not only internal motivators like fashion involvement and lifestyle but also external factors like promotions. In addition, it provides empirical data that can help marketers and platform developers design more targeted strategies. Overall, this research is significant for scholars, digital marketers, behavioural economists, and e-commerce platforms operating in similar cultural contexts. |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | Yes, the title is suitable. It is clear, specific, informative, and captures the core theme (impulse buying), the context (e-commerce), population/sample (Shopee users), and geographical focus (Indonesia). It successfully sets the expectation for a research-based analysis. However, this slight revision will help to improve readability while preserving all essential information: “Impulse buying behaviour in e-commerce: An empirical analysis of Shopee users in Indonesia” |  |
| 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. | The Abstract is generally well written and includes essential components – aims, methodology, results, and conclusion. However, the following suggestions will help improve the work:* Integrate the “area of study as well as the duration” more smoothly into the abstract instead of listing it as a separate item.
* Mention the sample size and sampling method clearly within the flow of the paragraph.
* The adjusted R2 value of 81.8% is quite high; a sentence to acknowledge or explain this unusually strong model performance would improve scientific transparency.
* Consider using terms like “respondents” or “participants” consistently (currently, both “people” and “respondents” are used).
* Minor language adjustment: “The higher a person’s interest in fashion…” can be more formally phrased.
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| Is the manuscript scientifically, correct? Please write here. | The general methodology and statistical analysis (SPSS) are appropriate for the study’s goals. The hypotheses are tested logically, and the results are clearly presented. However, the manuscript is partially scientifically correct because:* it does not include reliability or validity measures, which are crucial for evaluating the internal consistency of the constructs.
* The operationalization of variables is not described in detail, that is, there is no mention of how “fashion involvement” or “hedonic motivation” was measured.
* The choice of purpose sampling, while practical, limits generalizability and should be more critically acknowledged.
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| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | The references are recent (2020-2024) and cover key studies. However, some references need formatting corrections (APA 7th style).A few key international studies on impulse buying, especially meta-analyses or theoretical reviews, could help to strengthen the theoretical foundation.  |  |
| Is the language/English quality of the article suitable for scholarly communications? | Generally, yes, but some sections require refinement for clarity and conciseness. * Avoid redundancy
* Minimize passive voice where active voice is clearer
* Consider minor proofreading or copyediting for fluency.
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| 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)* |  |

**Reviewer details:**

**Ogochukwu Okonkwo, Nnamdi Azikiwe University Teaching Hospital, Nigeria**