

REVIEWER'S REPORT

Manuscript No.: IJAR-57023

Title: Online Review Credibility and Consumer Trust in E-Commerce: Insights from Tier-2 Cities of Madhya Pradesh.

Recommendation:

Accept as it is

Accept after minor revision Yes

Accept after major revision

Do not accept (*Reasons below*).....

Rating	Excel.	Good	Fair	Poor
Originality		Yes		
Techn. Quality		Yes		
Clarity		Yes		
Significance		Yes		

Reviewer'sID: JPR- Dr. Himanshu Gaur

Detailed Reviewer's Report

This review examines the relationship between online review credibility and consumer trust in e-commerce platforms, with a specific focus on consumers residing in Tier-2 cities of Madhya Pradesh. As e-commerce adoption expands beyond metropolitan regions, understanding the factors that influence trust in digital marketplaces has become increasingly important for both researchers and practitioners. Grounded in Source Credibility Theory and the Elaboration Likelihood Model, the study investigates how key review attributes, including informativeness, reviewer expertise, visual cues, and social validation, contribute to the perceived credibility of online reviews and subsequently affect consumer trust. Using a quantitative research design, data were collected from 412 respondents across the cities of Gwalior, Jabalpur, Bhopal, and Indore. The findings reveal that review informativeness and reviewer expertise are the most influential determinants of perceived review credibility, demonstrating strong positive effects on consumer evaluations. Furthermore, perceived credibility significantly enhances consumer trust in e-commerce platforms, highlighting the critical role of reliable and informative reviews in shaping online purchasing decisions. The study also identifies important contextual factors unique to Tier-2 city consumers, particularly the moderating influence of digital literacy and the increased importance of visual verification in establishing trust. These findings suggest that consumers in emerging urban markets rely heavily on credible information sources to reduce uncertainty associated with online shopping. The review contributes to the growing body of literature on digital consumer behavior in developing economies by providing insights into trust formation in rapidly expanding e-commerce markets. It further offers practical implications for e-commerce companies and platform designers to enhance review systems, strengthen review authenticity mechanisms, improve visual content verification, and develop consumer education initiatives aimed at increasing trust and engagement among users in emerging market environments.