

REVIEWER'S REPORT

Manuscript No.: IJAR-58373

Title: Persuading aspects of Online Buying Behaviour: A study of Jammu & Kashmir

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

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

Reviewer's ID: JPR-002

Detailed Reviewer's Report

The manuscript investigates the influence of social media marketing (SMM) activities on brand awareness and brand loyalty among social media users in Jammu and Kashmir. The study addresses an important and contemporary marketing issue, considering the increasing role of digital platforms in shaping consumer perceptions and purchasing behaviour. The research focuses on key dimensions of social media marketing, namely entertainment, interaction, trendiness, advertisement, and customization, and examines their impact on brand awareness and loyalty. The topic is relevant to both academics and practitioners, particularly in the fields of digital marketing, consumer behaviour, and branding.

The introduction provides adequate background on branding, consumer engagement, and the emergence of social media as a marketing communication tool. The authors successfully explain the importance of social media in developing customer relationships and enhancing brand equity. The discussion is supported by appropriate classical references. However, the introduction is lengthy and contains repetitive statements, particularly in the abstract where identical sentences are repeated. The manuscript would benefit from a more concise presentation and stronger emphasis on the specific research gap in the context of Jammu and Kashmir.

The statement of the problem, research objectives, and hypotheses are clearly presented. The objectives are aligned with the proposed analysis, and the hypotheses are logically framed. However, the problem statement contains grammatical inconsistencies and unclear expressions that reduce readability.

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Greater clarity regarding the practical significance of selecting Jammu and Kashmir as the study area would strengthen the manuscript.

The research methodology is generally appropriate for the objectives of the study. The use of a structured questionnaire and multiple regression analysis is suitable for examining the relationships among the variables. The sample consists of 232 social media users selected through judgmental sampling. While the sample size is acceptable, the use of non-probability sampling limits the generalizability of the findings. The manuscript should provide additional information regarding the questionnaire development, scale validation, reliability coefficients, construct validity, and ethical considerations. Details regarding respondent demographics should also be included to improve the transparency of the research design.

The statistical analysis is systematically presented through regression models for both brand awareness and brand loyalty. The findings indicate that entertainment, interaction, trendiness, and advertisement significantly influence brand awareness and loyalty, whereas customization does not have a significant effect. The interpretation of the regression coefficients is generally appropriate and logically connected with the objectives. However, certain statistical values appear inconsistent. For example, the reported Adjusted R^2 values exceed the corresponding R^2 values in the regression tables, which is statistically impossible and suggests possible reporting errors. Similarly, the degrees of freedom reported in the ANOVA tables appear inconsistent with the stated sample size of 232 respondents. These discrepancies require careful verification before publication.

The discussion of findings is relatively brief and primarily restates the statistical results without critically comparing them with previous empirical studies. A more comprehensive discussion explaining why entertainment and advertisement have stronger effects than customization would considerably enhance the academic contribution. The manuscript should also discuss theoretical implications, managerial implications for marketers, and practical recommendations for businesses using social media platforms in greater depth.

The conclusion adequately summarizes the major findings and acknowledges certain research limitations. However, the limitations remain general and should specifically address issues such as sampling bias, geographical restrictions, self-reported responses, and the cross-sectional nature of the study. Suggestions for future research involving larger samples, different regions, longitudinal studies, and advanced analytical techniques would improve the conclusion.

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The reference list contains several well-recognized studies in branding and social media marketing. Nevertheless, many citations are relatively old, with limited inclusion of recent literature published during the last five years. Considering the rapidly evolving nature of digital marketing, the manuscript should incorporate more recent Scopus-indexed research related to social media marketing, online consumer behaviour, influencer marketing, digital engagement, and electronic word-of-mouth. Additionally, several formatting inconsistencies in references should be corrected according to the journal's citation style.

From a presentation perspective, the manuscript requires substantial language editing. Numerous grammatical errors, typographical mistakes, inconsistent spacing, repeated words, and awkward sentence structures are evident throughout the manuscript. Several sections appear to have been directly translated or insufficiently proofread, affecting readability. Professional English editing is strongly recommended before publication.

Overall, the manuscript investigates a relevant and practically significant topic with an appropriate analytical framework. The study contributes to understanding how different dimensions of social media marketing influence brand awareness and brand loyalty among consumers. However, improvements are required in statistical reporting, language quality, literature integration, methodological explanation, and interpretation of findings. Addressing these issues will significantly improve the overall quality and publication readiness of the manuscript.