

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-130

Detailed Reviewer's Report

1. Overall Evaluation

The manuscript examines the influence of social media marketing activities on brand awareness and brand loyalty among social media users in the Kashmir region. The topic is relevant because social media plays an important role in influencing consumer buying behaviour and branding. The study uses primary data collected from 232 respondents and applies multiple regression analysis to examine the proposed relationships. The study has practical value for marketers and businesses. However, the manuscript requires substantial revision before publication. There are several issues related to the title, language, research design, statistical reporting, interpretation of results, and overall presentation. The manuscript also contains grammatical errors, repetitive statements, and inconsistencies that reduce its academic quality.

2. Strengths

1. The study addresses a relevant and current topic related to social media marketing and consumer behaviour.
2. The research focuses on a specific geographical region (Jammu & Kashmir), which provides useful regional insights.
3. The objectives and hypotheses are clearly mentioned.
4. Primary data have been collected from social media users.
5. Multiple regression analysis is an appropriate statistical technique for examining the relationship between social media marketing dimensions and brand awareness and loyalty.

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6. The study identifies entertainment, interaction, trendiness, advertisement, and customization as important dimensions of social media marketing.
7. The findings provide practical implications for businesses using social media platforms.

3. Areas for Improvement

A. Title

The title refers to Online Buying Behaviour, whereas the actual study focuses on Brand Awareness and Brand Loyalty through Social Media Marketing. The title should be revised to better match the research objectives and findings.

B. Abstract

The abstract repeats the same introductory sentence. Research gap is not clearly explained. The statistical findings should be presented more clearly. Practical implications should be briefly included.

C. Introduction

The introduction is excessively descriptive. More recent literature (2022–2025) should be included. The research gap should be clearly highlighted. The importance of conducting this study in Jammu & Kashmir should be better justified.

D. Literature Review

The review mainly summarizes previous studies without comparing their findings. More recent journal articles should be added. Theoretical support for the proposed relationships is weak.

E. Research Methodology

Judgmental sampling needs stronger justification. Sample characteristics are not adequately described. Reliability and validity statistics (Cronbach's Alpha, Composite Reliability, AVE, etc.) are not reported. Questionnaire development should be explained in greater detail.

F. Statistical Analysis

Several statistical inconsistencies need correction. The reported sample size is 232, but the ANOVA tables indicate much smaller degrees of freedom, which appears inconsistent and should be verified. Some reported t-values and p-values do not match. For example, low t-values are reported as statistically significant, which requires verification. The adjusted R^2 values (above 92%) are unusually high for behavioural research and require proper explanation.

Assumptions of regression such as:

Normality

Multicollinearity

Homoscedasticity

Independence of errors

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should be tested and reported.

G. Results and Discussion

The discussion mainly repeats statistical findings. Results should be compared with previous studies. Practical interpretation should be strengthened. Reasons for the insignificant effect of customization should be discussed in greater detail.

H. Conclusion

The conclusion is too general. Practical implications should be expanded. Managerial recommendations should be added. Future research directions should be discussed more clearly.

I. Language and Writing

The manuscript requires thorough English language editing. Examples include: grammatical mistakes; awkward sentence construction; repetition of ideas; inconsistent formatting; spacing and punctuation issues; Professional proofreading is strongly recommended.

J. References

Several references are outdated. More recent studies (2022–2025) should be included. Reference formatting should follow the journal style consistently. Some citations require verification for completeness and accuracy.