

REVIEWER'S REPORT

Manuscript No.: IJAR- 58375

Title: e-Shopping Behaviour and Persuading Aspects.

Recommendation:

Accept after minor revision.

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

Reviewer Name: Dr. Bishwajit Rout

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** This study contributes to digital marketing and consumer behaviour literature by examining multiple determinants of online shopping behaviour among university students in Jammu and Kashmir. The findings provide valuable insights into the influence of product information, website quality, trust, privacy, and security on purchasing decisions. The research also offers practical guidance for improving customer engagement and strengthening online retail strategies.
- Strength:** The manuscript's primary strength lies in its comprehensive examination of several online shopping determinants within a single empirical framework. The study employs reliable measurement scales and a reasonably large sample of university students. Its practical orientation, focus on emerging digital consumer behaviour, and relevance to e-commerce businesses make the research useful for both academics and practitioners.
- Key Insight:** The study demonstrates that product information is the strongest determinant of online shopping behaviour, indicating that consumers prioritize accurate, detailed, and accessible product information before making purchase decisions. Website quality, brand, experience, and trust also positively influence online purchasing, whereas concerns regarding privacy and security continue to shape consumer hesitation, emphasizing the importance of transparent and trustworthy digital shopping environments.

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Reviewer's Comment / Report

The paper titled “*e-Shopping Behaviour and Persuading Aspects.*” examines factors influencing online shopping behavior among 312 Kashmir University students using multiple regression. Product information, website design, experience, brand, trust, privacy, security, and merchandise significantly affect purchasing habits (adjusted $R^2=0.961$). Product information emerges as the strongest driver, while security/privacy concerns deter sharing personal data. Technology knowledge mediates relationships. Valuable for e-commerce strategies in India, though limited by convenience sampling of students.

Suggestions for Improvement:

1. Clearly establish research gap using recent online shopping studies.
2. Introduce theoretical framework supporting proposed research relationships.
3. Strengthen the introduction by incorporating recent Indian e-commerce statistics emphasizing online consumer behaviour after widespread digital transformation.
4. Organize literature using thematic categories instead of chronological sequence.
5. Integrate Technology Acceptance Model and Theory of Planned Behavior to provide stronger theoretical support for online shopping behaviour.
6. Develop a comprehensive literature synthesis identifying unresolved research gaps instead of presenting sequential summaries of previous individual studies.
7. Develop directional hypotheses explaining expected positive relationships between security, trust, privacy, and online shopping behaviour based on theory.
8. Justify convenience sampling using stronger methodological arguments.
9. Report construct validity through exploratory or confirmatory factor analysis alongside reliability statistics for all measurement dimensions.
10. Explain procedures adopted to minimize common method bias and respondent bias during questionnaire administration and data collection.
11. Report multicollinearity diagnostics including variance inflation factors and tolerance values before interpreting regression coefficients and predictor importance.
12. Discuss why product information emerged as the strongest predictor by integrating information quality and consumer decision-making theories.

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The manuscript investigates an important topic concerning online shopping behaviour and identifies several determinants influencing consumer purchasing decisions. The research offers useful practical implications for digital marketers and e-commerce businesses. However, substantial revisions are necessary regarding theoretical development, methodological rigor, statistical reporting, construct validity, regression interpretation, and language quality. Therefore, I recommend Minor Revision before publication to improve scientific rigor, analytical consistency, and the manuscript's overall academic contribution. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.