

REVIEWER'S REPORT

Manuscript No.: IJAR-58375

Title: e-Shopping Behaviour and Persuading Aspects.

Recommendation:

Accept as it is

Accept after minor revision 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- 215

Detailed Reviewer's Report

The manuscript examines factors influencing online shopping behaviour among university students in Kashmir using a questionnaire survey and multiple regression analysis. The topic is relevant and timely due to the rapid growth of e-commerce. However, the manuscript has some conceptual, methodological, statistical shortcomings. Suggest some revision to include.

1. Objectives and Hypothesis

- Only one objective and one hypothesis are presented, whereas eight independent variables are analyzed.
- Separate hypotheses should be formulated for each construct.

2. Methodology Needs Improvement

- Convenience sampling limits generalizability.
- The justification for selecting only Kashmir University students is missing.
- Inclusion and exclusion criteria are not discussed.
- Ethical approval and informed consent are not mentioned.

3. Statistical Analysis Issues

Several statistical inconsistencies are observed in Table 2:

- Significance values (p-values) are missing.

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Suggestions for Improvement

1. Clearly define the research gap and contribution.
2. Expand objectives and formulate hypotheses for all variables.
3. Include questionnaire items and cite validated measurement scales.
4. Re analyse the regression model and provide:
 - p-values
 - Assumption testing
 - Effect sizes
5. Strengthen the discussion by comparing findings with prior studies.
6. Expand theoretical and managerial implications.

Final Recommendation

Although the study addresses an important topic and uses an adequate sample size, substantial improvements are required in the research design, statistical reporting, interpretation of findings, and academic writing. It may be reconsidered after minor revision addressing the methodological, statistical issues.