

REVIEWER'S REPORT

Manuscript No.: IJAR- 59074

Title: Pre-Purchase Behaviour of Consumers in Digital Ecosystem-A Study among Youth.

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 research addresses an increasingly significant issue by examining how digital ecosystem factors shape young consumers' pre-purchase behaviour. Integrating online reviews, social media influence, website quality, price comparison, and consumer trust provides useful evidence concerning contemporary digital decision-making. The study is particularly relevant for e-commerce businesses, digital marketers, platform managers, and researchers seeking to understand information-search and evaluation behaviour among consumers.
- Strength:** A major strength is the simultaneous examination of five important digital ecosystem determinants using empirical data from 200 respondents. The application of descriptive statistics, group comparisons, correlation, and multiple regression enables examination from complementary analytical perspectives. The strong explanatory power reported by the regression model provides an important foundation for investigating how interconnected digital factors relate to young consumers' pre-purchase behaviour.
- Key Insight:** The most important insight is the dominant role of consumer trust. Although every digital ecosystem factor shows a significant positive bivariate relationship with pre-purchase behaviour, consumer trust remains the strongest significant predictor within the regression model, followed by online reviews. Social media influence, website quality, and price comparison become individually nonsignificant, highlighting the importance of distinguishing correlations from unique multivariable predictive effects.

Reviewer's Comment / Report

REVIEWER'S REPORT

The paper titled "*Pre-Purchase Behaviour of Consumers in Digital Ecosystem-A Study among Youth.*" investigates the key factors driving Indian youth's pre-purchase behaviors within digital environments. Utilizing survey responses from 200 young consumers, the authors evaluate how online reviews, social media influence, website quality, price comparison tools, and consumer trust affect decision-making processes. While correlation metrics indicate all five variables positively align with pre-purchase actions, regression analysis highlights consumer trust and online reviews as the primary statistically significant individual drivers. The study offers practical recommendations for e-commerce vendors to prioritize secure payment infrastructure, transparent communication, and authentic user feedback to boost buyer confidence.

Suggestions for Improvement:

1. Support major introductory claims using recent scholarly research citations.
2. Explain why young Indian consumers constitute a theoretically important population rather than merely presenting them as convenient research respondents.
3. Conclude the introduction with research motivation, identified gap, theoretical positioning, expected contribution, and clear organisation of the remaining manuscript.
4. Include substantially more recent studies, particularly from Indian contexts.
5. Critically compare contradictory and consistent findings instead of sequentially summarising previous studies without explaining their relationships or unresolved theoretical issues.
6. Develop separate hypotheses for each digital ecosystem predictor.
7. Ensure hypotheses correspond precisely with stated research objectives consistently.
8. Replace overly broad omnibus hypotheses with predictor-specific hypotheses covering reviews, social media, website quality, price comparison, and consumer trust separately.
9. Acknowledge explicitly that convenience sampling restricts population inference and explain measures undertaken to reduce potential sampling-selection bias appropriately.
10. Provide a statistical sample-size justification using power analysis or established sampling principles rather than relying upon an unexplained sample total.
11. Explain questionnaire development, expert validation, pilot testing, item modification, response anchors, scoring procedures, and treatment of reverse-coded statements comprehensively.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

The manuscript addresses a timely topic and presents promising empirical findings, particularly concerning consumer trust and online reviews. However, publication should follow substantial methodological and conceptual improvements. Measurement reliability and validity, multicollinearity diagnostics, regression assumptions, effect sizes, theoretical integration, hypothesis alignment, sampling justification, and updated literature require attention. Strengthening these areas and moderating causal interpretations would considerably improve scientific rigor, transparency, contribution, and suitability for publication in a credible peer-reviewed journal. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.