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REVIEWER'S REPORT

Manuscript No.: IJAR-50744

Date:21/03/2025

Title: Literature review on Online Shopping Attributes Influencing Consumer Behaviour in China

Recommendation:

- Accept as it is
- Accept after minor revision..... Yes
- Accept after major revision
- Do not accept (*Reasons below*)

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

Reviewer Name: Dr Sapna Dadwal

Date: 21/03/2025

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.

This manuscript offers valuable insights into China's dynamic e-commerce landscape, highlighting key platforms, consumer segments, and influential shopping attributes, making it a relevant contribution to understanding online consumer behaviour trends.

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Detailed Reviewer's Report

The literature review on "Online Shopping Attributes Influencing Consumer Behaviour in China" addresses a highly relevant and contemporary topic, offering a broad overview of the Chinese e-commerce market. It effectively identifies the dominant players, including Taobao/Tmall, JD.com, Pinduoduo, TikTok E-commerce, and Xiaohongshu. It also highlights the key product categories frequently purchased by consumers, such as electronics, clothing, beauty products,

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household goods, and fresh food, along with profiling important consumer segments like young women, college students, urban white-collar workers, and middle-aged to elderly shoppers. Moreover, the review successfully identifies a wide range of influential factors that shape online consumer decisions. These include crucial attributes such as security, privacy, product variety, website design, customer service quality, social media engagement, and user-generated content. This detailed listing provides a strong foundation for understanding consumer behaviour patterns in China's unique digital landscape.

While the review covers a wide range of factors, but there is crucial aspect missing from the paper is the research methodology section. A clear explanation of the research methods used, including how sources were selected and analysed, would greatly strengthen the paper's academic value. Overall, the paper requires refinement in language, structure, and content depth.