

REVIEWER'S REPORT

Manuscript No.: **IJAR-52366**

Date: 19-06-2025

Title: The Impact of Trust on E-Marketing

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 Name: Dr.P.Manochithra

Date: 19-06-2025

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 the role of trust in shaping e-marketing effectiveness among Arab consumers. Its robust empirical approach and focus on dimensions such as perceived security, privacy, and internet experience provide practical guidance for digital marketers. The study is timely and contributes meaningfully to the literature on consumer behavior in online environments.

REVIEWER'S REPORT

Detailed Reviewer's Report *The Impact of Trust on E-Marketing*

1. General Overview

This study addresses a highly relevant and timely topic—consumer trust in e-marketing—particularly in the context of Arab consumers. The research is well-structured and grounded in established theoretical models such as the Technology Acceptance Model and Trust-Based Consumer Behavior Theory. The manuscript is of publishable quality, offering both academic and practical contributions.

2. Significance of the Study

The paper significantly enhances our understanding of how trust dimensions influence online purchase intentions. By focusing on perceived security, privacy, risk, internet experience, and website quality, it captures the multifaceted nature of trust in digital environments. The findings, particularly the strong role of internet experience and security, offer actionable insights for marketers seeking to optimize their digital strategies in emerging markets.

3. Strengths

- **Relevance:** The study is highly relevant given the increasing reliance on e-commerce post-COVID-19.
- **Clarity and Organization:** The paper is logically organized, with clear sections that guide the reader from introduction to conclusion.
- **Methodological Rigor:** The use of SPSS and appropriate statistical tests (e.g., Pearson correlation, multiple regression) strengthens the validity of the findings.
- **Sample Size and Composition:** A sample of 184 Arab consumers is adequate and provides a reasonable basis for generalizing the findings within the defined context.

REVIEWER'S REPORT

- **Practical Implications:** The paper provides specific, actionable recommendations for e-marketers, such as enhancing security and tailoring strategies based on consumer demographics.

4. Areas for Improvement

- **Literature Review:** While comprehensive, the review would benefit from incorporating more recent global studies (post-2022) to contextualize the Arab experience within broader international trends.
- **Clarity in Results:** In the regression analysis, the discussion around the exclusion of perceived risk and website quality could be expanded to explain why these factors, although initially correlated, did not contribute significantly in the final model.
- **Language and Grammar:** A few minor grammatical and typographical errors were observed. A thorough proofreading or light language editing is recommended.
- **Theoretical Implications:** The conclusion could be strengthened by more explicitly linking the findings back to the theoretical models (TAM and trust theory) to reinforce academic value.

5. Specific Suggestions

- Line 122: Consider elaborating slightly more on how website quality interacts with consumer trust beyond just design and functionality.
- Table 7: The explanation of the regression coefficients would benefit from a clearer interpretation of the beta values and their practical implications.
- Conclusion: Add 1–2 sentences highlighting potential future research directions, such as longitudinal studies or comparative studies across different cultural contexts.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

Final Recommendation

This is a well-researched, well-presented manuscript that will make a valuable contribution to both academia and practice. With minor enhancements, particularly in the literature discussion and clarity of analysis, it will be ready for publication.