

REVIEWER'S REPORT

Manuscript No.: IJAR-52366

Date: 20-06-2025

Title: The Impact of Trust on E-Marketing

Recommendation:

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

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

Reviewer's Name: Mr Bilal Mir

Reviewer's Decision about Paper: **Recommended for Publication.**

Comments (*Use additional pages, if required*)

Reviewer's Comment / Report

General Comments:

This paper presents a well-structured and relevant exploration of the role of consumer trust in the effectiveness of e-marketing, with specific reference to Arab consumers. The study combines theoretical insights with empirical data to examine trust dimensions such as perceived security, privacy, risk, and website quality. The focus on trust as a critical determinant of online purchase intention aligns with current academic and industry interests in digital consumer behavior. The paper makes a meaningful contribution to understanding how businesses can leverage trust to enhance customer engagement and drive online sales.

Abstract:

The abstract is informative and effectively outlines the scope, methodology, findings, and implications of the study. It clearly identifies the research problem and summarizes the key outcomes, particularly the

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REVIEWER'S REPORT

significant impact of perceived security and privacy on purchase intention. The inclusion of statistical methods and the geographic/cultural context of the sample adds clarity and relevance.

Keywords:

Internet, Purchase, Trust, Security, E-Marketing

The selected keywords are concise and capture the core themes of the paper, facilitating indexing and retrieval in academic databases.

Introduction:

The introduction provides a strong rationale for the study by highlighting the unique challenges of online consumer engagement compared to traditional commerce. It clearly identifies trust as a cornerstone of effective e-marketing and ties the concept to broader consumer behavior theories. The literature references are pertinent and help establish the academic foundation for the research. The section also does well to position the study within a digital marketing context, making it accessible to both researchers and practitioners.

Research Focus:

The paper articulates its research objectives clearly, with an emphasis on identifying trust-related factors that influence consumer intentions in online settings. The emphasis on Arab consumers adds a useful cultural dimension, acknowledging how trust perceptions can vary across demographic and regional contexts.

Methodology:

The study uses a quantitative approach, employing an online survey distributed via Google Forms and analyzed using SPSS. The sample size (184 respondents) is appropriate for exploratory analysis. The methodology section is described concisely and aligns with standard practices in behavioral and marketing research. The clarity in the description of data collection and analytical techniques strengthens the credibility of the findings.

Findings and Discussion (Implied):

The results indicate a positive correlation between trust-related factors and purchase intentions, especially the roles of perceived security and privacy. The finding that internet experience among respondents is high adds depth to the analysis and supports the notion that experienced users are more responsive to trust-enhancing features. The study offers a practical implication: e-marketers must design platforms that emphasize transparency and consumer protection.

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Theoretical and Practical Relevance:

This research bridges the gap between theory and practice by drawing attention to how digital trust influences actual consumer behavior. It contributes to the literature on digital marketing strategy, particularly in emerging economies, and provides actionable insights for marketers seeking to optimize their digital platforms.

Conclusion (Implied):

Although not explicitly labeled, the paper effectively concludes that building consumer trust is not optional in digital environments—it is essential. This conclusion is supported by empirical evidence and a logical progression from the research question through to the results.

Overall Evaluation:

This is a clear, relevant, and empirically grounded study that successfully addresses a key issue in contemporary e-marketing. It combines theoretical rigor with practical insights, making it a valuable resource for scholars, marketers, and digital strategists alike. The regional focus on Arab consumers adds cultural specificity, which enhances the study's applicability across diverse markets.