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REVIEWER'S REPORT

Manuscript No.: IJAR-56291

Title: Does Consumer Rights Awareness Influence Satisfaction level? Evidence from Online Shoppers.

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

Detailed Reviewer's Report

Overall Evaluation

The manuscript examines the relationship between consumer rights awareness and satisfaction with grievance redressal in online shopping. The study attempts to empirically test whether awareness significantly influences satisfaction levels using primary data collected from 320 online shoppers and analyzed through Ordinary Least Squares (OLS) regression. The topic is timely, policy-relevant, and situated within the broader discourse of digital consumer protection in emerging economies.

The paper addresses an important research gap by linking awareness and grievance satisfaction — two themes that are often studied independently. The study makes a useful attempt to provide empirical evidence in the Indian context. However, while the research question is meaningful and relevant, several areas require strengthening before the manuscript can be considered for publication.

Strengths of the Manuscript

The study focuses on a contemporary issue given the rapid expansion of e-commerce and rising consumer complaints in digital marketplaces. The attempt to empirically link consumer rights awareness with grievance redressal satisfaction is commendable and offers practical implications for policymakers and regulators.

The sample size of 320 respondents is adequate for regression analysis. The use of OLS regression to examine determinants of grievance satisfaction demonstrates an analytical approach beyond descriptive statistics. The inclusion of control variables such as age, gender, education, and geographical location strengthens the model specification.

The policy implications are clearly articulated, particularly the emphasis on awareness campaigns and procedural simplification. The findings that procedural convenience is a strong predictor of satisfaction and that education plays a significant role provide useful insights.

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Major Concerns

Conceptual Framework and Theoretical Grounding

Although the study identifies a research gap, the theoretical framework is not sufficiently developed. The manuscript lacks integration of established theories such as:

- Consumer Empowerment Theory
- Expectation-Confirmation Theory
- Procedural Justice Theory
- Technology Acceptance Model (TAM)
- Trust and Risk Frameworks in E-commerce

The study would benefit significantly from grounding the research hypotheses in a clear conceptual model explaining why awareness should influence satisfaction. Currently, the theoretical reasoning is descriptive rather than analytical.

Literature Review

The literature review includes relevant citations, but it lacks synthesis and critical engagement. The studies are presented sequentially without clearly organizing them into thematic categories (e.g., awareness studies, grievance redressal studies, demographic influences).

Additionally:

- Some references appear very recent (2025) and may need verification.
- The review does not clearly articulate specific hypotheses derived from prior studies.
- There is limited discussion of empirical findings from comparable developing economies.

A more structured and critical review section is needed.

Research Design and Methodology

The study employs convenience sampling, which limits generalizability. While this limitation is acknowledged, the manuscript does not sufficiently justify the sampling choice or discuss potential sampling bias.

Other methodological concerns include:

- No discussion of reliability testing (e.g., Cronbach's alpha).
- No mention of validity checks (construct validity, content validity).
- No explanation of how awareness and satisfaction were measured (scale type, number of items).
- No multicollinearity diagnostics reported.
- No heteroskedasticity tests mentioned.
- R^2 value is relatively low (0.123), though acceptable for behavioral research; this should be discussed more critically.

The measurement structure requires more clarity.

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Data Analysis and Interpretation

The regression results are clearly presented, and interpretation is generally accurate. However:

- The negative coefficient of “ease of reporting” requires more technical explanation beyond coding clarification.
- Effect sizes are not discussed in practical terms.
- No robustness checks are reported.
- The discussion does not sufficiently compare findings with previous literature.

The interpretation could be more analytical and comparative rather than explanatory.

Writing and Language Issues

The manuscript requires careful language editing. There are:

- Grammatical inconsistencies.
- Repetitive phrases (e.g., “consumer awareness awareness rights”).
- Sentence structure errors.
- Minor formatting inconsistencies in tables.
- Occasional capitalization issues (e.g., “the results indicate...” beginning with lowercase).

Professional proofreading is strongly recommended.

Minor Concerns

- Hypotheses are not explicitly stated in hypothesis format (H1, H2, etc.).
- The conclusion partially repeats results instead of synthesizing theoretical contribution.
- Limitations could be elaborated further (cross-sectional design, self-report bias, omitted variable bias).
- References should be standardized according to journal style guidelines.

Contribution to Knowledge

The study contributes empirical evidence linking consumer rights awareness and grievance satisfaction in a developing economy context. The finding that institutional factors outweigh demographic variables is particularly noteworthy and can inform digital consumer protection policies.

However, the contribution would be stronger with:

- A clear theoretical model.
- Stronger methodological transparency.
- Deeper analytical discussion.

Recommendation

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The manuscript addresses an important issue and has potential for publication. However, substantial revisions are necessary to improve theoretical grounding, methodological rigor, analytical depth, and language clarity.

Final Recommendation:

Minor Revision Required