



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: Mr. Bilal Mir

Reviewer's Comment for Publication.

The manuscript addresses an important and timely issue concerning the relationship between consumer rights awareness and satisfaction with grievance redressal in online shopping, particularly within a developing economy context. The topic is relevant and aligns well with ongoing discussions surrounding digital consumer protection, regulatory effectiveness, and trust in e-commerce markets.

The study contributes by empirically linking consumer rights awareness with grievance satisfaction using primary data from 320 respondents and applying OLS regression analysis. The findings that awareness and procedural convenience significantly influence satisfaction provide useful insights for policymakers and online platforms. The practical implications are well articulated and add policy relevance to the study.

However, several issues need substantial revision before the manuscript can be considered for publication:

1. Language and Grammatical Issues:

The manuscript contains numerous grammatical errors, awkward sentence constructions, repetition, and typographical mistakes. Extensive language editing is required to enhance readability and academic rigor.

2. Literature Review Structure:

The literature review is descriptive rather than analytical. The study cites many references but does not sufficiently synthesize prior research or clearly position the research gap. A more structured discussion highlighting theoretical foundations and how this study advances existing knowledge is required.

3. Methodological Concerns:

- The use of convenience sampling limits generalizability, yet this limitation is not critically discussed.

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- The operationalization of key variables (awareness, satisfaction, ease of reporting) lacks detailed explanation. It is unclear how these were measured (e.g., single-item vs. multi-item scales).
 - Reliability and validity testing (e.g., Cronbach's alpha) are not reported.
 - The justification for using OLS regression with categorical variables requires clarification.
4. **Statistical Reporting:**
- The R² value (0.123) indicates modest explanatory power; this should be critically interpreted.
 - Some interpretations (e.g., negative coefficient for ease of reporting) need clearer explanation.
 - The presentation of Table 2 formatting should be improved for clarity and consistency.
5. **Conceptual Clarity:**
The distinction between "awareness," "knowledge," and "education" needs clearer conceptual differentiation. Additionally, theoretical grounding (e.g., consumer behavior or satisfaction theories) could strengthen the argument.
6. **Conclusion Section:**
While policy implications are well stated, the conclusion contains repetition and minor language inconsistencies. It should be streamlined and made more concise.

In summary, the manuscript addresses a meaningful research question and offers policy-relevant findings. However, significant revisions in language, methodology clarification, statistical interpretation, and theoretical framing are necessary to enhance the academic quality and rigor of the paper.