

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_123960
Title of the Manuscript:	Decoding Digital Marketing Influence on Consumer Behavior in the Age of Technological Convergence
Type of the Article	Original Research Article

#### **General guidelines for the Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guidelines for the Peer Review process, reviewers are requested to visit this link:

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#### **Important Policies Regarding Peer Review**

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#### PART 1: Review Comments

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<b>Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.</b>	This manuscript is highly relevant to the scientific community as it provides a comprehensive analysis of digital marketing's influence on consumer behavior, addressing both technological advances and ethical concerns. It highlights how emerging technologies like AI, AR, and VR are reshaping marketing strategies, making it useful for researchers and professionals alike. I appreciate its balanced approach, combining practical applications with theoretical insights. Additionally, the exploration of neuromarketing offers a novel perspective, making the manuscript scientifically robust and timely.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The title reflects the manuscript's content well, but a more specific title could improve clarity. A suggestion: "Navigating Consumer Behavior in the Digital Age: The Role of Emerging Technologies and Ethical Considerations."	
<b>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</b>	The abstract is comprehensive, but could benefit from a more explicit mention of the ethical challenges and the neurological impacts of digital marketing. Including a brief mention of the role of neuromarketing and the ethical aspects would provide a more rounded preview.	
<b>Are subsections and structure of the manuscript appropriate?</b>	The manuscript's structure is logical and coherent, with well-defined sections on consumer pathways, technology, and ethical concerns. The clear subsections allow for a smooth flow of ideas and make the content easy to navigate.	
<b>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</b>	This manuscript is scientifically robust, offering sound insights backed by current research. The discussion on neuromarketing and the integration of emerging technologies like AR, AI, and blockchain is technically accurate and aligns with modern marketing strategies. It offers a balanced view between opportunities and challenges, making it valuable for both academics and professionals.	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b> -	The references are recent and relevant, drawing from both classic works and contemporary research. However, incorporating additional studies on ethical concerns, such as the impact of AI on privacy, would strengthen the manuscript. For example, research on GDPR and consumer data rights might enhance the discussion.	
<b>Minor</b> REVISION comments  <b>Is the language/English quality of the article suitable for scholarly communications?</b>	The language is generally suitable for scholarly communication, though minor grammatical refinements would improve clarity. Some sections could benefit from simplification for readability, particularly in the discussion of complex technologies.	
<b>Optional/General</b> comments	Overall, this manuscript is a valuable contribution to the field. While it successfully navigates the complexities of modern consumer behavior and digital marketing, a deeper dive into ethical considerations, with recent legal frameworks, could enhance its relevance.	

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#### **PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

#### **Reviewer Details:**

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