

### 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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**PART 1: Review Comments**

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p><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></p>	<p>The research is highly relevant and important due to its contribution to knowledge, practical implications for businesses, theoretical significance, policy implications, and identification of future research directions. It is a valuable resource for businesses, marketers, policymakers, and researchers seeking to understand the complex interplay between digital marketing and consumer behavior in the contemporary digital age.</p>	
<p><b>Is the title of the article suitable? (If not please suggest an alternative title)</b></p>	<p>The title is clear, it could be made even more specific by highlighting a particular aspect of digital marketing or consumer behavior. For example, "The Influence of Personalized Content and Social Media on Consumer Decision-Making in the Age of Technological Convergence."</p> <p>Consider using more evocative language to pique the reader's interest and highlight the importance of the research.</p>	
<p><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></p>	<p>The abstract presents a clear and focused overview of the research on digital marketing's influence on consumer behavior, especially in the context of technological convergence. The key elements of the study, including its objectives, methods, and potential contributions, are well articulated. The abstract mentions a comprehensive literature review as the foundation of the research, it would be helpful to include more detail on the specific methodology used for gathering and analyzing data. A brief mention of how the findings were derived (e.g., through case studies, empirical data, or qualitative analysis) would strengthen the methodological rigor. The identification of key factors such as personalized content and social media engagement as drivers of consumer behavior is a strong point. However, the abstract could benefit from a clearer explanation of how these findings were reached. The practical implications for businesses and policymakers are well outlined, but they could be made more specific to enhance their applicability. Certain sentences are slightly repetitive, such as mentioning "technological convergence" in both the problem statement and conclusion. Streamlining the language for brevity and avoiding redundancy would improve readability. The abstract also mentions the challenges posed by the rapidly evolving nature of technology, which is a valid concern. However, it would be helpful to outline how the research addresses these challenges or suggest future areas for exploration. It can be said that the abstract is well-conceived and addresses an important area of digital marketing research. With some additional clarification on methodology and findings, as well as tighter language, it can potentially make a valuable contribution to the field.</p>	
<p><b>Are subsections and structure of the manuscript appropriate?</b></p>	<p><b>Yes</b></p>	
<p><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></p>	<p>The manuscript presents a comprehensive and well-structured analysis of the intricate relationship between digital marketing and consumer behavior in the era of technological convergence. The author effectively synthesizes existing literature and provides valuable insights into the key factors influencing consumer decision-making in the digital age. While the paper provides a comprehensive review of existing literature, it would be strengthened by incorporating empirical data from original research or case studies to support the findings. The paper could benefit from a more in-depth analysis of how cultural factors influence consumer behavior in response to digital marketing strategies across different regions. The paper could explore emerging trends and technologies in digital marketing, such as the metaverse and Web3, and their potential impact on consumer behavior.</p> <p>It is Recommended that the research should Supplement the literature review with original research, such as surveys, experiments, or case studies, to provide empirical evidence for the findings. also it could also Explore cross-cultural variations: Analyze how cultural factors influence consumer responses to digital marketing strategies in different regions. The author may also incorporate a discussion on emerging technologies and their potential impact on consumer behavior and digital marketing strategies.</p>	

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<p><b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b></p>	<p>Most of the references seem recent, with the majority published within the last decade (2012-2020). However, striving for the most up-to-date information is always good practice.</p> <p>Here are some suggestions for potentially including more recent sources Consider searching for research published within the last 2-3 years, especially for areas like emerging technologies' impact on consumer behavior. Look for articles or studies specifically focusing on the convergence of digital marketing, consumer behavior, and new technologies like VR, AR, and AI.</p>	
<p><u>Minor REVISION</u> comments</p> <p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>	<p>The language used in the article is of high quality. The writing maintains a formal and objective tone, appropriate for an academic research paper. The language is clear, concise, and easy to understand. Complex jargon is avoided or explained when used. The author effectively uses evidence from credible sources to support their claims.</p> <p>There are a few instances where the same phrase or sentence is repeated. Some sections, like the introduction to the purchase funnel, could benefit from being more concise.</p> <p>It is suggested that the author may consider replacing "digital marketing influence on consumer behavior" with a synonym or rephrasing the phrase throughout the text to avoid repetition also in the purchase funnel section, you could potentially combine the explanations of the traditional and modern purchase funnels into a single paragraph highlighting the key differences.</p> <p>Overall, the language used in the article is professional, clear, and well-supported by evidence. With minor revisions to address the repetition and potential redundancy, the article will be even stronger</p>	
<p><u>Optional/General</u> comments</p>	<p>Overall, this is a well-written and informative paper that contributes valuable insights to the field of digital marketing. By addressing the suggested recommendations, the author can further enhance the paper's impact and relevance.</p>	

**PART 2:**

	<p><b>Reviewer's comment</b></p>	<p><b>Author's comment</b> (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)</p>
<p><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

**Reviewer Details:**

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