

### 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> (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 study seeks to provide valuable insights into the mechanisms through which digital marketing influences consumer decision-making, ultimately aiding businesses in refining their strategies to better align with the evolving preferences of the technologically empowered consumer.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	<b>Yes</b>	
<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>	<b>Yes</b>	
<b>Are subsections and structure of the manuscript appropriate?</b>	<b>Yes</b>	
<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>	<b>1- Author had implemented the Research Process properly 2- Justify the Research Gap with proper data analysis 3- Literature Review and Research Objectives are relevant 4- Research Outcome match with Research Objectives</b>	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>	<b>Yes - References are sufficient</b>	
<b>Minor</b> REVISION comments		
<b>Is the language/English quality of the article suitable for scholarly communications?</b>	Yes the language quality is suitable	
<b>Optional/General</b> comments	This Research Paper is good as per current trends of Digital marketing and it's impact on consumer behaviour	

**PART 2:**

	<b>Reviewer's comment</b>	<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)
<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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