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Journal Name:	Asian Journal of Economics, Business and Accounting
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

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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

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
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.		
Is the title of the article suitable? (If not please suggest an alternative title)		
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.		
Are subsections and structure of the manuscript appropriate?		
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.		
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.		

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<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>		
<p><u>Optional/General</u> comments</p>	<p>Well-Structured and Comprehensive: The paper provides a thorough exploration of how digital marketing is shaping consumer behavior in the era of technological convergence. The introduction and literature review are well-organized, and the coverage of the topic is broad, encompassing essential elements such as AI, big data, and emerging technologies like AR/VR. The paper does a good job of connecting theory with real-world examples, which enhances its practical relevance.</p> <p>Clear Research Gap Identified: The paper successfully identifies a significant research gap, particularly in the limited studies on the effects of emerging technologies on consumer behavior. This focus on the under-researched areas of AI, VR, and cross-cultural variations is a strength of the paper, and it highlights the importance of continuing research in this evolving field.</p> <p>Specificity in Objectives: While the objectives of the study are clear, they could be more specific. For example, when exploring the impacts of emerging technologies, it would be beneficial to pinpoint specific consumer behaviors, such as purchase decision-making, brand loyalty, or engagement patterns. Providing more precise objectives could make the study's direction clearer for the reader.</p> <p>Expanding on Ethical Concerns: The discussion around ethical issues in digital marketing, such as data privacy and invasive marketing, is important but needs further elaboration. Given the increasing concerns over consumer data usage and transparency, expanding this section to offer a deeper analysis of ethical considerations, including how businesses can address and mitigate these issues, would add substantial value to the paper.</p> <p>Future Implications Could Be Stronger: The paper mentions potential future implications of technological convergence but could benefit from a more detailed analysis. Speculating on specific trends—such as the role of AI-driven personalization or blockchain in enhancing transparency—would provide actionable insights for businesses looking to future-proof their digital marketing strategies.</p> <p>Consider Addressing Limitations: The paper would benefit from acknowledging its limitations. For example, since the research relies on secondary data, potential biases in the sources or the rapidly changing nature of technology could affect the findings. Addressing these limitations would provide a more balanced and transparent approach.</p>	

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Concluding Recommendations: The conclusion summarizes the findings well, but it could offer more direct recommendations for marketers. Based on the insights gained, practical steps businesses can take to improve **consumer engagement**, **digital marketing strategy**, and **ethical practices** would enhance the real-world applicability of the research.

Well-Cited and Relevant Sources: The paper draws on a wide range of **academic** and **industry sources**, making it a well-researched piece. The references to both seminal works and contemporary studies provide a solid foundation, ensuring the research is both credible and relevant to current marketing trends.

Overall Feedback: This paper is an insightful contribution to the discourse on **digital marketing** and **consumer behavior**. It successfully highlights the influence of **technological convergence** and the role of emerging technologies. A more in-depth discussion of ethical concerns, future trends, and specific recommendations would strengthen the paper's impact and make it more practical for businesses and marketers. Expanding on these areas will also enhance the paper's relevance in addressing current and future challenges in the digital marketing landscape.

Needed Improvements for the Paper: "Decoding Digital Marketing Influence on Consumer Behavior in the Age of Technological Convergence"

Clarify and Refine Research Objectives:

The **objectives** of the study are important but lack specificity. The paper should refine its goals to clearly highlight the specific **consumer behaviors** being explored, such as **brand loyalty**, **purchase decision-making**, or **post-purchase engagement**. By narrowing down the objectives, the study can provide more targeted insights and clearer conclusions.

Expand Discussion on Ethical Concerns:

The paper touches on **ethical issues** like **data privacy** and **invasive marketing**, but these topics need further development. The study should delve deeper into how organizations can address these concerns and offer more concrete solutions for ensuring **ethical digital marketing practices**. This would add depth and address a growing concern in the industry, making the study more comprehensive.

Strengthen Future Implications Section:

While the paper mentions future trends in **digital marketing** and **technological convergence**, it lacks a robust discussion of potential future implications. Expanding on how **AI**, **VR**, **AR**, and **blockchain technologies** might shape **consumer behavior** in the coming years would provide readers with

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forward-looking insights. Offering predictions and speculating on future marketing landscapes can make the paper more valuable for both academia and industry.

Address Research Limitations:

The paper does not explicitly mention its **limitations**, which is important for offering a balanced view of the research. Since the study relies on **secondary data**, it is critical to address potential limitations such as the availability of up-to-date data, the biases of existing research, and the dynamic nature of the digital marketing field. Discussing these limitations would increase transparency and allow readers to critically assess the findings.

Provide Practical Recommendations:

The paper should conclude with **practical recommendations** for businesses and marketers based on the research findings. While the study does a good job of identifying influences of digital marketing, offering clear, actionable steps—such as how to adapt **AI-driven personalization** or how to incorporate **ethical considerations** into **digital strategies**—would make the research more applicable to real-world practices.

Elaborate on the Role of Cross-Cultural Variations:

Although the paper mentions **cross-cultural variations** in consumer behavior, it does not explore this area in depth. Given the global nature of digital marketing, analyzing how different cultures respond to **digital marketing strategies** would enrich the study. Incorporating more research or case studies that highlight cross-cultural differences in consumer responses to digital marketing could broaden the study's relevance.

Enhance the Literature Review:

The **literature review** is solid, but it could benefit from more recent studies or perspectives that reflect the latest trends in **digital marketing** and **consumer behavior**. Including more contemporary findings from 2020 onwards would ensure the paper stays relevant in the fast-evolving field of digital marketing and technological convergence.

Incorporate a More Thorough Analysis of Emerging Technologies:

While the paper mentions **emerging technologies** like **AI**, **VR**, and **AR**, it could provide a more detailed analysis of how these technologies specifically impact consumer behavior. The inclusion of case studies or examples of brands that are successfully utilizing these technologies would strengthen the analysis and make it more tangible.

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	<p>Discuss the Evolution of the Consumer Purchase Funnel:</p> <p>The paper mentions the changing nature of the consumer purchase funnel but does not fully explore this concept. Expanding on how digital marketing has altered the traditional purchase funnel (e.g., multi-touch and nonlinear consumer journeys) and what that means for businesses today would provide valuable insights. Analyzing how brands can adapt to these changes would enrich the study's practical applications.</p> <p>Enhance Visual Representation:</p> <p>To improve readability and engagement, the paper could include charts, graphs, or visual models that represent the findings or trends discussed in the research. This would help illustrate key concepts, such as the evolution of consumer behavior or the influence of emerging technologies on decision-making, making the study more accessible to a broader audience.</p>	
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PART 2:

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

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