

Review Form 3

Journal Name:	Asian Journal of Research in Computer Science
Manuscript Number:	Ms_AJRCOS_127072
Title of the Manuscript:	Understanding Consumer Behavior Using Big Data Analytics
Type of the 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

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
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.	The study should integrate technical aspects of big data with consumer behavior insights and focus on the psychology of trust and decision-making in consumer behavior. Specifically, it addresses how big data impacts consumer perceptions and decision-making	
Is the title of the article suitable? (If not please suggest an alternative title)	yes	
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.	The abstract provides a clear overview of the study's aim to explore the impact of big data on consumer behavior, focusing on how big data influences external factors affecting consumer perception and decision-making. The emphasis on the technical challenges posed by big data is useful, particularly regarding the limitations of standard database management techniques.	
Are subsections and structure of the manuscript appropriate?	The manuscript is generally well-structured, with clear subsections that guide the reader through the study's objectives, methodology, and findings. The sections on big data characteristics and consumer behavior are appropriately placed and logically organized, allowing a smooth flow of information from theoretical background to empirical analysis.	
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. =	The manuscript provides a solid foundation in the existing literature on big data and consumer behavior. However, it would benefit from referencing more recent studies, such as the 2024 <i>Agility PR Solutions</i> report, which highlights how social media platforms and 'de-influencing' trends impact consumer decisions. Additionally, integrating findings from recent analytics and behavioral studies (e.g., digital marketing effectiveness and trust-building tactics) would provide a richer, more comprehensive view of the current consumer data landscape. Expanding the reference list in this way would enhance the paper's relevance and contextual depth."	
Minor REVISION comments Is the language/English quality of the article suitable for scholarly communications?	The manuscript demonstrates a reasonable level of scientific rigor in its approach to analyzing the relationship between big data and consumer behavior. The study's theoretical framework is appropriate, and its methods for data collection and analysis appear sound	
Optional/General comments		

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>	

Reviewer Details:

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