

REVIEWER'S REPORT

Manuscript No.: JNBMS-050

Title: Consumer Traits Driving Social Commerce Purchase Intention in Cambodia.

Recommendation:

Accept after minor revision.

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality	✓			
Clarity	✓			
Significance	✓			

Reviewer's ID: JPR-Dr. Bishwajit Rout

Detailed Reviewer's Report

Overall Evaluation

examines how consumer behavioral traits influence social commerce purchase intention in Phnom Penh, Cambodia, with price sensitivity as a moderator. Drawing on Trait Theory and the Theory of Planned Behavior, traits are modeled as a higher-order construct (exploratory buying behavior, lifestyle, and perceived risk). Using PLS-SEM on data from 272 respondents, results show traits positively affect purchase intention ($\beta = 0.289$), while price sensitivity weakens this relationship ($\beta = -0.232$). The model explains 43% of variance. Findings offer practical insights for Cambodian sellers on engagement and pricing strategies.

Suggestions for Improvement:

1. Explain more explicitly how combining Trait Theory with the Theory of Planned Behavior advances understanding beyond traditional technology adoption models.
2. Introduce practical significance earlier by explaining how Cambodian social commerce differs from other emerging digital economies examined previously.
3. Critically evaluate conflicting empirical findings to demonstrate how the proposed framework addresses unresolved theoretical inconsistencies within existing literature.
4. Incorporate additional recent studies from emerging Southeast Asian markets to strengthen contextual relevance and improve literature comprehensiveness.

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5. Explain why price sensitivity theoretically modifies rather than directly predicts purchase intention within the proposed conceptual framework.
6. Strengthen hypothesis justification by discussing competing theoretical perspectives before presenting the expected directional relationships among study constructs.
7. Report common method bias assessment using established statistical procedures to strengthen methodological rigor and research credibility.
8. Discuss limitations associated with purposive sampling and explain their potential influence on external validity and generalizability.
9. Present pilot study findings including Cronbach's alpha values and questionnaire revisions resulting from expert and participant feedback.
10. Explain item purification procedures undertaken before final measurement model estimation to improve methodological transparency and replicability.
11. Compare previous findings instead of merely summarizing individual studies.
12. Reduce repetitive discussions throughout the literature review section.

Final Verdict:

The manuscript presents a timely and relevant investigation into consumer behavioral traits influencing social commerce purchase intention in Cambodia. The theoretical framework is well-developed, the methodology is appropriate, and the findings appear to offer valuable academic and managerial implications. However, the manuscript would benefit from stronger critical discussion, improved methodological transparency, and clearer articulation of theoretical contributions. Subject to minor revisions, this manuscript is suitable for publication due to its originality, practical relevance, and overall scholarly quality. Addressing the identified weaknesses will make it suitable for publication in **JNBMS**.

I recommend this paper for publication after minor revision.