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REVIEWER'S REPORT

Manuscript No.: IJAR-57067

Title: ARTIFICIAL INTELLIGENCE ON CONSUMER BUYING BEHAVIOUR - A LITERATURE REVIEW,

Recommendation:

- Accept as it is
- Accept after minor revision.....
- Accept after major revision**
- Do not accept (*Reasons below*).....

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

Reviewer Name – Dr. Gulnawaz

Detailed Reviewer's Report

The manuscript presents a brief yet clear summary of how Artificial Intelligence (AI) influences consumer purchasing behaviour, particularly focusing on its ability to tailor customer experiences and support better decision-making. It discusses major applications such as chatbots, virtual assistants, and recommendation engines, which contribute to improved convenience, quicker responses, and higher levels of customer satisfaction. The paper effectively links AI-based interactions with enhanced consumer trust and stronger brand loyalty, demonstrating its significance in contemporary digital marketing.

Nevertheless, as a literature-based study, the paper falls short in providing in-depth critical evaluation and a well-organized synthesis of prior research. It would be improved by including more up-to-date and varied academic references, clearer thematic structuring, and a stronger theoretical framework. Moreover, key issues like data privacy, ethical considerations, and possible biases within AI technologies are not explored in sufficient detail. In summary, while the paper offers a general overview of the subject, it needs more rigorous analysis and broader coverage to enhance its scholarly value.