



ISSN NO. 2320-5407

ISSN(O): 2320-5407 | ISSN(P): 3107-4928

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

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's Name – Dr. Bharti Bisht

Detailed Reviewer's Report

This paper provides a concise overview of the impact of Artificial Intelligence (AI) on consumer buying behaviour, emphasizing its role in personalizing customer experiences and improving decision-making processes. It highlights key applications such as chatbots, virtual assistants, and recommendation systems, which enhance convenience, responsiveness, and customer satisfaction. The study successfully establishes a connection between AI-driven interactions and increased consumer trust and brand loyalty, reflecting its relevance in modern digital marketing practices.

However, the paper, being a literature review, lacks depth in terms of critical analysis and structured synthesis of existing studies. It would benefit from incorporating more recent and diverse scholarly sources, clearer thematic categorization, and stronger theoretical underpinning. Additionally, important concerns such as data privacy, ethical implications, and potential biases in AI systems are not sufficiently addressed. Overall, the study offers a basic understanding of the topic but requires greater analytical rigor and comprehensive coverage to strengthen its academic contribution.