

REVIEWER'S REPORT

Manuscript No.: IJAR-58440

Title: Artificial Intelligence in Fashion Management: A Survey Study on Consumer Perceptions of AI-Generated Content in Emerging Clothing Brands.

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

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

Reviewer Id: JPR-285

Reviewer's Comment for Publication.

Strengths of the Study

- The manuscript addresses a timely and relevant topic on AI-generated fashion content and consumer behavior.
- The objectives and conceptual framework are clearly presented.
- Appropriate statistical methods are used, and the results support the proposed hypotheses.
- The discussion, conclusion, and practical implications are well organized and useful for emerging fashion brands.

Weaknesses of the Study

- The sample size is relatively small and mainly consists of young students, limiting generalizability.
- Consumer trust is measured using only a single-item scale.
- The study uses correlation analysis only; mediation or causal analysis is not performed.
- Some sections of the discussion and recommendations are repetitive and can be shortened.

Overall Comment

The manuscript is well written and contributes to the literature on AI in fashion marketing. The study is original, methodologically sound, and provides useful practical implications. However, minor revisions are recommended to improve the discussion, reduce repetition, strengthen the measurement justification, and polish the language.

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