







# Unraveling the Dynamics of Consumer Buying Behavior and the Role of Artificial Intelligence

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## 1. Round 1

### 1.1 Reviewer 1

Reviewer:

While the manuscript identifies a gap in comprehensive surveys, it would benefit from a more explicit articulation of how this study uniquely addresses the gap. Consider elaborating on the specific domains and areas that previous studies have overlooked and how your review comprehensively integrates these aspects to advance the field.

While the role of AI is discussed, integrating a specific theoretical framework (e.g., Technology Acceptance Model) could provide a more structured analysis of AI's impact on consumer behavior. Clarify which theories underpin your examination of AI to offer a deeper theoretical context.

Ensure consistent use of key terms such as "green purchase behavior (GPB)" and "consumer buying behavior." For instance, abbreviate terms after their first introduction and use these abbreviations consistently to maintain clarity and avoid redundancy.

While several studies are reviewed, consider integrating a critical analysis of conflicting findings or gaps within the GPB literature. This deeper exploration will demonstrate a comprehensive understanding and highlight areas for future research.

While the review focuses on studies up to 2024, ensure that the most recent and relevant studies are included, particularly those published within the last year. This will enhance the manuscript's relevance and demonstrate up-to-date knowledge of the field.

Provide a brief explanation of how these theoretical models are integrated within the studies discussed. Clarifying their application will help readers understand the theoretical underpinnings and their relevance to consumer buying behavior.

Some abbreviations (e.g., SEM, PLS-SEM, SOR) are used without prior definition. Ensure all abbreviations are spelled out in full upon their first occurrence to facilitate understanding for all readers.

Author revised the manuscript and uploaded the updated document.

## 1.2 Reviewer 2

Reviewer:

The manuscript inconsistently formats in-text citations (e.g., "Abdelsalam et al. (Abdelsalam et al., 2020)" versus "Jazemi et al. (Jazemi et al., 2024)"). Adopt a uniform citation style as per the journal's guidelines to enhance readability and professionalism.

Figure 2 is referenced but lacks a comprehensive explanation within the text. Provide a detailed description of the relationships and distinctions illustrated in the figure to ensure readers can fully understand its relevance without solely relying on visual interpretation.

The manuscript reviews studies from 2020 to 2024. It would strengthen the methodology section to include criteria for selecting these studies, such as inclusion/exclusion criteria, databases searched, and keywords used. This transparency will enhance the reproducibility and credibility of your literature review.

The section briefly mentions various studies employing different methodologies (e.g., SEM, PLS-SEM). Provide a comparative analysis of these methodological approaches to highlight their strengths and limitations in studying impulse buying behavior.

Discuss potential biases in the referenced studies, such as sample selection bias or temporal limitations, especially those conducted during the unique context of the COVID-19 pandemic. This critical evaluation will provide a balanced perspective on the findings.

Tables 1 through 4 are labeled as "Research Questions and Parameters" repeatedly. Assign distinct titles to each table that accurately reflect their content (e.g., "Table 1: Impulse Buying Studies," "Table 2: AI and Consumer Behavior Studies," etc.) to avoid confusion and improve navigability.

Ensure that all tables consistently present data in a uniform format, including alignment, font size, and labeling. This uniformity will improve readability and professional appearance.

While the positive impacts of AI are well-discussed, include a critical evaluation of potential drawbacks or ethical considerations related to AI in consumer behavior, such as data privacy concerns or algorithmic biases. This balanced view will provide a more nuanced understanding.

Author revised the manuscript and uploaded the updated document.

## 2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.