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| Journal Name: | [Asian Journal of Economics, Business and Accounting](http://www.sciencedomain.org/journal/50) |
| Manuscript Number: | **Ms\_AJEBA\_131657** |
| Title of the Manuscript: | **Green and Luxury Buying Behavior: A Study on Motivational Dynamics** |
| Type of the Article | **Empirical Article** |

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| PART 1: Comments | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | Author’s Feedback *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | **This manuscript makes a relevant contribution to the scientific community by exploring the complex relationship between green and luxury consumer behavior. By extending Dahm’s (2018) model and incorporating intrinsic and extrinsic motivations, it offers a novel framework for understanding purchasing decisions in sustainability and luxury markets. The study’s findings challenge existing assumptions about the direct impact of motivation on purchase intentions, highlighting the need for further investigation into mediating factors. This research provides inputs for marketers, policymakers, and sustainability advocates aiming to encourage responsible consumer behavior while maintaining market competitiveness in the world.** |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **The title is suitable. It would be perfect if the geographical location is also being added (for e.g. with special reference to Agra district)** | Added that in Abstract, since title was already to long. |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | **No modifications needed in the abstract. All the parts of part are well summarized and well structured in the abstract.** |  |
| Is the manuscript scientifically, correct? Please write here. | The manuscript appears to be scientifically sound, as it follows a structured research methodology, including a well-defined research design, hypothesis testing, statistical analysis, and theoretical framework. The study inculcates validated measurement scales with acceptable reliability (Cronbach’s alpha values), ensuring the credibility of the data collection process. Additionally, the use of correlation, regression, and structural equation modeling (SEM) provides robust statistical validation of the output. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | References are highly sufficient. No addition and deletion are needed. |  |
| Is the language/English quality of the article suitable for scholarly communications? | Yes, it is suitable |  |
| Optional/General comments | **Manuscript is being prepared with an intelligence. It would be better if few objectives and hypothesis were deleted. The paper looks too lengthy, number of tests applied in the paper is pretty high.** | Update |

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| **PART 2:** | | |
|  | **Reviewer’s comment** | **Author’s comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in details)* |  |