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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 |  |

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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 provides a valuable contribution to the study of consumer behavior by examining the motivational dynamics that influence green and luxury purchase decisions. The research offers important insights into the play crucial role between intrinsic and extrinsic motivations, highlighting their complex relationship with purchase intentions. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **yes** |  |
| 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. | **yes** |  |
| Is the manuscript scientifically, correct? Please write here. | There are numerous mistakes, and the structure is not correct. The research writing needs significant improvement. | Please suggest where revisions are necessary, will update it accordingly. |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | The references are sufficient in number but are not properly formatted. | Updated |
| Is the language/English quality of the article suitable for scholarly communications? | Average |  |
| Optional/General comments |  |  |

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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)* |  |