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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.** | From a theoretical and practical standpoint, the manuscript is crucial since it includes a wealth of relevant information on the area of study that has to be done. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **I suggest that the title of the research be:** A study on the motivational dynamics of luxury and green purchasing behavior | Updated |
| 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. | Although the abstract is good, I would include more details regarding the study population and sample, as well as the conclusions and suggestions that summarize the current research. | Updated |
| Is the manuscript scientifically, correct? Please write here. | The manuscript is scientifically correct, however I request that you provide support for the findings, which may boost the manuscript's practical significance. | Updated |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | The references are insufficient, and the manuscript should include more sources published in 2025 because they are current and include updated information. | Updated |
| Is the language/English quality of the article suitable for scholarly communications? | Language very clear and understandable. |  |
| 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)* |  |