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| Journal Name: | [**Asian Journal of Research in Computer Science**](https://journalajrcos.com/index.php/AJRCOS) |
| Manuscript Number: | **Ms\_AJRCOS\_132037** |
| Title of the Manuscript: | **Emerging Trends in E-Commerce: A Review of Consumer Behavior, Marketplaces and Digital Platforms** |
| Type of the Article | **Review 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 is important for the scientific community because it synthesizes emerging trends in e-commerce and examines how technological innovations (such as artificial intelligence and big data analytics) are transforming consumer behavior and business models. Although the manuscript has some issues in language fluidity and reference formatting, its comprehensive review of recent studies and inclusion of actionable recommendations provide a useful foundation for future research. Its multidisciplinary approach, which touches on technology and market dynamics, offers valuable insights for both academics and practitioners looking to understand the evolving landscape of digital commerce. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | The title is suitable and properly captures the main areas discussed in the paper. |  |
| 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. | The abstract is largely comprehensive, as it covers key themes in e-commerce. However, a few minor adjustments could further enhance its clarity and completeness. For example, although the abstract mentions that a literature review was used, explicitly stating this as the primary methodology would help readers understand the basis for the conclusions. Additionally, including a brief note on potential limitations or outlining specific future research directions could further strengthen the abstract. | Thank you for the note. It has been taken into consideration (text after modification)Rapid technological developments intersect with changes in consumer habits within the ever-changing digital environment. This paper discusses future trends in e-commerce, where . A literature review strategy was used in an attempt to identify gaps that companies can leverage to keep up with the rapid changes within the digital environment. It addressed the integration of digital and traditional channels as a means to improve customer experiences. Secondly, the importance of artificial intelligence and personalization in enhancing operational efficiency and customer experience through personalized suggestions and big data management. Thirdly, it addressed the opportunity and challenges faced by emerging markets, including issues related to digital infrastructure as well as differences in culture. The results showed that the integration of digital and traditional channels is effective in improving user experience and that artificial intelligence helps in improving service delivery through recommendations and big data management. |
| Is the manuscript scientifically, correct? Please write here. | The manuscript is scientifically correct in that it provides a comprehensive review of emerging trends in e-commerce. It successfully synthesizes findings from various studies to support its arguments. However, while the scientific foundation is sound, the manuscript would benefit from improvements in clarity, narrative flow, and consistent referencing to enhance the overall presentation of its findings. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | The references included in the manuscript are generally relevant and sufficiently recent for the scope of this paper. However, there are some formatting issues and occasional lack of clarity in citation, which should be addressed to ensure consistency and professionalism in the reference list. |  |
| Is the language/English quality of the article suitable for scholarly communications? | Regarding the language and English quality of the article, the text sometimes lacks fluidity in connecting phrases. For instance, on page 4 in section 3 (Literature Review), the manuscript states: “Chen and Yang (2023), showed that influencer marketing’s role in direct selling e-commerce was evaluated by Yang and Chen, respecting Mistrust in an influencer is enough reason to pull the consumer away from making the purchase.” The presentation of the findings from Yang (2023) are phrased in an awkward and unclear way. Another example from the same page is: “Gazi et al. (2024), addressed that Bangladesh saw a vast surge in online shoppers, and medical restrictions were to blame according to the research of Gazi et al. The speedy adjustment.” The in-text references are not conformed to APA style standards (Author, Year) and the connection that shows how one author’s findings influenced another could be formulated more fluidly. At times, the information is presented in an overly mechanical manner. A more narrative approach that clearly connects how different authors have contributed to the e-commerce field would improve the overall readability. | Thank you for the note. It has been taken into consideration (text after modification) Chen and Yang (2023) discussed the role of influencer marketing in e-commerce direct selling, hypothesizing that distrust of an influencer is enough to discourage a consumer from making a purchase. The results showed that the emotional connection between oneself and an influencer significantly outweighs any elements of trust, further emphasizing strategies that focus on influencer marketing where deep, long-term connections are created between the influencer and the consumer. Artificial intelligence should be applied to marketing where algorithms are trained on consumers’ purchase history, making deep relationship marketing easier.  Ghazi et al. (2024) noted that Bangladesh has witnessed a massive increase in the number of online shoppers, and that the medical restrictions were the reason for this. Rapid adaptation of communication and commerce was observed through enrichment of payment services and creation of interactive application platforms. The demands of the larger market, along with the rapid development of the industry, often collided. Transforming the crisis into an opportunity is possible by improving the measures needed to withstand it, because in the long run, all customers become loyal. |
| Optional/General comments | To improve the quality and clarity of the manuscript, the author might consider the following observations:  1. At the beginning of page 2 (Introduction section), the author makes a reference to someone, stating: “According to , e-commerce has expanded” However, there is no mention of who is being referenced.  2. There are also some concepts that could be explained in greater depth for readers who are not familiar with how the technology works. For example, consider the following passage: “The basis of “data-driven decision making” includes big data and analytics that support decision making. Companies use the information to study customer behavior to predict demand and improve marketing strategy. In practice, the insights will lead to better operational capacity, reduced waste, and a better customer experience”. This explanation does not clearly articulate how these processes operate in practice.  3. On page 10, in section 5 (Extracted Statistics), the author does not indicate the source from which the figures (1, 2, 3, 4) were collected. It is necessary to include a source below each figure (for example: “Source: created by the author” or “Source: Retrieved from website.com”). Additionally, figures 1 and 2 are placed consecutively without proper captions above and below, and the same issue applies to figures 3 and 4. Each figure should have a proper introduction and a subsequent explanation of the data presented. Furthermore, before the conclusion of the section, the author could include a brief explanation on how the results presented in the four figures are interconnected.  4. Some references are not formatted correctly according to APA style. For example:  “H. Zhang and Y. Lin, "A Review of Chinese E-Commerce Research: 2001–2020," Journal of Electronic Commerce Research, vol. 23, no. 1, pp. 1–16, 2022.” or “S. K. Gupta, "Consumer Buying Behaviour Trends of E-Commerce in India: A Case Study," Indian Journal of Marketing Research, vol. 12, no. 4, pp. 45–60, 2022.”  The publication years and formatting details are not correctly presented. The author should carefully review and revise the entire reference list to meet the APA standards, considering that a proper citation style strengthens the professionalism and credibility of the manuscript.  5. On page 13, in the section “Recommendations,” while the summary effectively highlights key findings of the paper, it would benefit from being presented in a more cohesive and narrative form. The section is structured as a list of bullet points, which, although clear, lacks fluid connections between the various recommendations. A more integrated approach would help illustrate how these elements (such as privacy and data security, algorithmic bias, infrastructure challenges) collectively shape and influence the development of e-commerce. Establishing clearer links between these factors would provide a more holistic perspective on the future directions of the industry.  6. The conclusion section summarizes important trends and challenges but doesn’t fully synthesize these insights into a broader discussion. It falls short on connecting the observations into a comprehensive analysis of their collective impact on e-commerce’s future growth and adaptation. Expanding this section to explore these interdependencies would strengthen the paper’s analytical depth and provide a more nuanced reflection on the industry’s evolving landscape. | Thank you for the note. It has been taken into consideration (text after modification) E-commerce has expanded from being an additional sales channel to becoming part of the current economic reality, using technologies such as electronic payments and smart supply chain management. Digital transformations have enabled small businesses to access global markets with the same efficiency as large companies [3]. Thank you for the note. It has been taken into consideration (text after modification) As shown in Fig 1, studies published in 2024 had the most coverage of modern e-commerce promotion methods with **13 studies** [1, 3, 6, 9, 15, 19, 25, 26, 27, 28, 29, 30, 31], followed by 2023 with **8 studies** [2, 4, 5, 7, 10, 12, 18, 24]. This indicates the growing interest in the topic of e-commerce in recent years.  As shown in Fig 2, **7 studies** [6, 15, 19, 25, 28, 31, 44] found that personalization enhances loyalty, highlighting the important role of personalized recommendations in e-commerce. Additionally, **6 studies** [3, 9, 19, 28, 38, 44] showed that artificial intelligence can improve operational efficiency, emphasizing the significance of technology in this field.  It is noted from Fig 3 that personalization and ease of use represent the most common topics with **7 studies** [6, 15, 19, 25, 28, 31, 44]. This confirms the importance of providing a personalized and seamless user experience to attract customers and increase their loyalty.  As shown in Fig 4, **6 studies** [3, 9, 19, 28, 38, 44] focused on artificial intelligence and big data analysis, indicating the importance of using these technologies in analyzing and improving e-commerce. Other methodologies, such as consumer behavior analysis and case studies, were less common but still influential in this field. Thank you for the note. It has been taken into consideration (text after modification) **6. Recommendations**  There is an increasing usage of artificial intelligence and big data analysis; this has posed several questions regarding the protection of consumer data. Several studies have shown that several companies have faced criticism due to data leakage or misuse. This may put businesses under the risk of cyber-attacks, hence making it hard to trust e-commerce platforms. Such demands the need to invest in the development of high security systems.  Various studies have shown that AI can lead to unbalanced or biased outcomes due to poor programming of algorithms or non-diverse data used for training. There is an absence of a regulatory framework that defines responsible use of AI in e-commerce.  Emerging markets face issues with digital infrastructure, such as poor internet connectivity or lack of electronic payment methods .Different markets require adapting strategies to the local culture, which is complex and requires a significant investment in local research .  Omni-channel commerce models continue to be invested in by companies to integrate digital and traditional channels of commerce. In other words, it integrates the worlds of digital and physical shopping.  AI will be further integrated into predicting consumer behavior and managing the supply chain, further enhancing operational efficiency and reducing costs.  Due to the rapid growth of emerging markets, the businesses will focus on developing improved digital infrastructure and proper marketing strategies which can meet the needs of the local customers.  Companies will embrace greener ways of operations since consumers increasingly become environmentally conscious; companies will result in sustainable packaging and optimizing their supply chains to reduce carbon emissions. |

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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)* |  |