

REVIEWER'S REPORT

Manuscript No.: IJAR-53988

Date: 24/09/2025

Title:

How AI-Driven Personalization & Recommendation Systems Influence Young Consumers' Purchase Intentions in the Smart Wearables and Smartphone Market

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (Reasons below)

Reviewer Name: Dr Gulnawaz

Detailed Review Report

The paper titled “*How AI-Driven Personalization & Recommendation Systems Influence Young Consumers' Purchase Intentions in the Smart Wearables and Smartphone Market*” presents a timely and well-structured investigation into AI-powered personalization and its impact on Gen Z consumers. The abstract (Lines 1–15) effectively highlights the research scope, emphasizing AI’s transformative influence on digital marketing and consumer behavior. The introduction (Lines 16–85) is comprehensive and situates the study within the context of e-commerce trends, focusing particularly on Generation Z’s online shopping habits. References to prior work (He & Liu, 2023; Rosário & Raimundo, 2021) strengthen the theoretical foundation, though the literature review section (Lines 210–260) could benefit from more critical analysis of contrasting viewpoints to balance the positive tone on AI adoption. The methodology (Lines 270–315) clearly outlines a quantitative approach using a sample of 200 respondents aged 16–30, which is appropriate for the target demographic. However, there is limited justification for the choice of statistical tools beyond standard practices, which could be clarified in future revisions.

The data analysis and interpretation sections (Lines 320–580) are a major strength of the paper, employing ANOVA, Chi-square, Regression, Cluster, and Factor analyses to provide detailed insights. Key findings—such as the influence of perceived accuracy ($\beta = 0.445$) and helpfulness ($\beta = 0.402$) on purchase intentions, and the negative effect of privacy concerns ($\beta = -0.195$)—are well-supported by statistical evidence. The segmentation of respondents into three clusters (Lines 560–575) offers actionable insights for marketers. Nevertheless, the paper could improve clarity by integrating the demographic analysis with the main results (Lines 330–360) instead of presenting them separately. The discussion (Lines 600–730) could also better address the implications of moderate trust levels (50% neutral) and privacy apprehensions, as these findings are critical for the application of AI in marketing.

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Overall, the paper demonstrates originality and practical relevance but would benefit from minor revisions to strengthen its critical discussion and flow.