The Impact of Augmented Reality-Based Platforms on Customer Behavioral Responses in Customer Travel

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E d i t o r	R e v i e w e r s
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1. Round 1

1.1 Reviewer 1

Reviewer:

While the customer journey is introduced well, the manuscript lacks a clear statement of the research gap. A concise paragraph is needed to outline the specific problem that this study addresses in AR research.

Report the specific test used for normality (e.g., Shapiro–Wilk, Kolmogorov–Smirnov) and include its result. This supports the appropriateness of using PLS-SEM.

Provide a brief discussion of how demographic characteristics (e.g., age, education level) may influence familiarity with AR. Currently, the demographics are descriptive only.

Consider addressing or justifying this relatively lower loading. Was the item retained despite approaching the 0.7 cutoff? Explain your decision-making threshold for item retention.

Although all values exceed the 0.7 threshold, add interpretation in-text regarding which construct had the highest and lowest reliability, and why this may be the case.

The presentation is technically accurate, but the narrative should interpret key findings (e.g., which constructs showed the strongest discriminant validity?).

Some β coefficients (e.g., H11: enjoyment $\rightarrow$ reuse intention, $\beta = 0.167$) are lower than others. Discuss the relative strength of each path in the Discussion section and what this implies for practical implementation.

This is an important point. Consider elaborating on how cultural factors (e.g., digital trust, aesthetic preferences) may shape AR adoption uniquely in Iran.

Author revised the manuscript and uploaded the updated document.

1.2 Reviewer 2

Reviewer:

This section covers diverse sources but would benefit from clearer thematic cohesion. Grouping prior studies under affective, cognitive, and behavioral themes would create a more structured argument aligned with your conceptual model.

Please justify why only these four features (interaction, system quality, product informativeness, reality congruence) were selected. Were these the most validated constructs in prior AR literature, or chosen based on relevance to furniture retail?

Specify how these customers were identified and contacted. Was the sample limited to those who had previously used AR-based shopping tools, or was it randomly drawn from a broader consumer base?

Please describe how the items were adapted (e.g., wording changes, cultural tailoring). A table comparing the original versus adapted items would strengthen the methodological transparency.

The figure should be accompanied by a proper caption and must be clearly labeled with constructs and arrows indicating causal paths. Ensure legibility and correct formatting.

While R^2 values are reported, it would be valuable to briefly interpret what these values suggest about model explanatory power relative to similar studies in AR.

Discuss the potential implications of confirming all hypotheses. Is there a risk of common method variance or model overfitting?

Author revised the manuscript and uploaded the updated document.

2. Revised

Editor's decision after revisions: Accepted.
Editor in Chief's decision: Accepted.