

REVIEWER'S REPORT

Manuscript No.: IJAR-52014

Date: 01-06-2025

Title: The Stars Align: How Astrology Influences Consumer Behaviour and Festival Sales in India

Recommendation:

Accept as it is

Accept after minor revision

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality		✓		
Clarity			✓	
Significance	✓			

Reviewer Name: Dr.P.Manochithra

Date: 01-06-2025

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

This study offers a novel and culturally insightful exploration of how astrology influences consumer behavior and festival sales in India. By blending traditional beliefs with contemporary marketing analysis, it presents valuable implications for culturally attuned business strategies. The findings are timely, relevant, and open new avenues for festival marketing research.

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Detailed Reviewer's Report

Title of the Manuscript: *The Stars Align: How Astrology Influences Consumer Behaviour and Festival Sales in India*

Manuscript ID: IJAR-52014

Area of Research: Consumer Behaviour / Cultural Marketing / Indian Festivals

1. Overall Evaluation

The manuscript explores a culturally unique and academically underexplored intersection between astrology and consumer behavior in the Indian context, particularly during festivals. The paper is conceptually strong, timely, and adds new dimensions to marketing and consumer research in culturally driven economies. The author employs a mixed-methods approach effectively, offering actionable insights and strong practical recommendations for businesses.

2. Originality and Significance

- **Strengths:**
 - The study addresses a clear gap in literature regarding the practical integration of astrology in festival marketing strategies.
 - It brings a fresh perspective by connecting cultural beliefs with consumer psychology and business practices.
 - The focus on India's vibrant festival economy makes the topic highly relevant for both academic and business audiences.
- **Suggestions:**
 - While the novelty is commendable, incorporating a brief comparison with practices in other culturally rich markets (e.g., China or Latin America) could enhance the study's global relevance.

3. Methodology

- **Strengths:**
 - The mixed-methods approach (survey with both closed and open-ended questions) is well-suited for exploring belief-driven behavior.

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- The sample includes a diverse group of stakeholders: consumers, small business owners, and marketing professionals.
- **Suggestions:**
 - The manuscript could benefit from elaboration on demographic breakdowns (age, region, urban/rural), which may affect astrological belief and consumer patterns.
 - A brief explanation of how open-ended responses were coded and analyzed would increase transparency in qualitative analysis.

4. Data Presentation and Analysis

- **Strengths:**
 - Descriptive statistics are clearly presented and align with the research objectives.
 - Key findings (e.g., 80% belief in astrology, 35% reporting increased sales on astrologically significant dates) are compelling and well contextualized.
- **Suggestions:**
 - Visual representation of survey findings (e.g., pie charts or bar graphs) would enhance readability and clarity.
 - A correlation or regression analysis could strengthen quantitative credibility by showing statistical relationships between variables like belief intensity and purchasing behavior.

5. Discussion and Interpretation

- **Strengths:**
 - The discussion effectively connects findings with broader consumer psychology and marketing literature.
 - The concept of “astro-marketing” is well-articulated and provides a practical framework for future marketing strategies.
- **Suggestions:**
 - The paper could address possible ethical concerns or cultural sensitivities in using astrology for commercial purposes.
 - More nuanced analysis of regional or generational differences would enrich the interpretation.

6. Presentation and Language

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- **Strengths:**
 - The manuscript is well-structured, with a logical flow from introduction to conclusion.
 - Language is clear, academic, and accessible.
- **Suggestions:**
 - A few minor grammatical edits and rephrasing for clarity would improve polish.
 - The abstract could be shortened slightly while still capturing the study's essence.

7. Contribution to Literature

This study makes a meaningful contribution to consumer behavior literature by exploring a largely neglected cultural driver—astrology. It also opens up potential for further research on integrating traditional belief systems into modern marketing frameworks.