

REVIEWER'S REPORT

Manuscript No.: IJAR-52014

Date: 02-06-2025

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

Recommendation:

Accept as it is.....**YES**.....
 Accept after minor revision.....
 Accept after major revision
 Do not accept (*Reasons below*)

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

Reviewer's Name: Mir Tanveer

Reviewer's Decision about Paper: **Recommended for Publication.**

Comments (*Use additional pages, if required*)

Reviewer's Comment / Report

Author's Contextual Framing:

The paper opens with a culturally rooted perspective, effectively situating astrology as a significant socio-cultural and economic factor in Indian society. The author establishes a strong rationale by linking traditional belief systems—specifically Jyotish Shastra—to modern consumer and commercial behaviors. This cultural-economic nexus is both relevant and timely, particularly in the context of India's festival-driven retail economy.

Research Relevance:

The subject matter presents a unique and underexplored dimension of consumer behavior studies by intersecting astrology with commerce. The idea of exploring shubh muhurats and

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planetary influences in the context of market strategies introduces an innovative research angle. The relevance is particularly significant for businesses operating in India, where cultural sensitivity is a competitive advantage. The research scope aligns well with contemporary interests in localized marketing strategies and consumer psychology.

Objectives:

The research objectives are clearly stated and logically structured. They comprehensively address the core components of the study—from consumer beliefs to business practices and sales outcomes. The inclusion of both consumer perception and business strategy makes the research multidimensional. The objectives demonstrate an attempt to not only understand current behaviors but also derive actionable insights, which enhances the applicability of the study.

Methodology:

The adoption of a mixed-methods research design is appropriate for the topic. By integrating descriptive quantitative data with qualitative insights, the paper benefits from both breadth and depth in its analysis. The cross-sectional design is well-suited to capture temporal consumer behavior during festivals, a seasonally bounded phenomenon. This methodological approach allows for triangulation of data and supports the interpretive analysis of attitudes and behaviors.

Cultural Insight and Commercial Implications:

The author shows strong awareness of the cultural context in which the research is situated. The discussion effectively reflects how festivals in India are not just religious or spiritual events, but also major commercial opportunities. The integration of astrological beliefs into this commercial framework underscores the potential for astrology-informed marketing to be both culturally relevant and economically strategic.

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Academic and Market Value:

This study contributes to both academic literature and practical business knowledge.

Academically, it fills a gap in cultural consumer behavior research. From a market perspective, the study provides the potential foundation for culturally aligned marketing strategies. The research is especially relevant to sectors like retail, e-commerce, real estate, and consumer electronics that experience spikes during festival seasons.

Language and Presentation:

The language is formal, coherent, and well-articulated. The flow of arguments is logical, and the tone remains appropriately academic. The structuring of sections—ranging from introduction to methodology—is clear and facilitates easy comprehension of the research framework.

Overall Assessment:

This paper presents an original, culturally embedded, and economically relevant investigation into the role of astrology in shaping consumer behavior and festival marketing in India. The interdisciplinary nature of the study—bridging sociology, marketing, and cultural studies—makes it a significant contribution to research and practice. The work offers valuable insight for businesses, scholars, and cultural researchers interested in the dynamics of belief systems and market behavior.
