

REVIEWER'S REPORT

Manuscript No.: IJAR- 57113

Title: Gender Differences in Consumer Psychology: Factors influencing Unplanned Shopping Behavior among Adults Aged 18-45.

Recommendation:

Accept after minor revision.

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

Reviewer Name: Dr. Bishwajit Rout

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.

- Significance:** This study contributes to understanding consumer behavior in a relatively under-researched regional context, Saudi Arabia. By examining gender-based differences in unplanned purchasing, it offers valuable insights for marketers and researchers. The findings help bridge gaps in regional literature and provide a foundation for future studies exploring psychological and demographic influences on consumer decision-making in emerging markets.
- Strength:** The research demonstrates strength in its focused objective, clear target population, and use of primary data collection through surveys. The gender-based comparative analysis enhances its relevance, while inclusion of multiple influencing factors adds depth. The structured methodology and use of quantitative analysis provide a solid empirical base, making the study practically useful for marketing strategy formulation.
- Key Insight:** The central insight of this study is that unplanned purchasing behavior is significantly shaped by gender-specific influences, where females are more affected by age and emotional factors, while males are more influenced by income and promotional strategies. Pricing-related factors such as discounts and low prices emerge as the strongest drivers, highlighting the dominance of economic incentives in shaping impulsive consumer decisions.

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Reviewer's Comment / Report

The paper titled “*Gender Differences in Consumer Psychology: Factors influencing Unplanned Shopping Behavior among Adults Aged 18-45*” explores gender differences in unplanned (impulse) purchasing behavior among 193 Saudi adults aged 18-45 using an online survey. Women reported slightly higher frequencies of unplanned buying than men, though both genders were strongly influenced by low prices, discounts, and promotions (strongest effects). Age had a greater impact on females, while income affected males more. Brand name and product attractiveness also mattered, but free delivery, advertisements, and limited/new collections showed weaker influence. The paper fills a literature gap in the Saudi context but is limited by a female-heavy, Jeddah-dominant sample and modest overall size. Useful insights for local marketing strategies.

Suggestions for Improvement:

1. Clearly define research gap within Saudi Arabian consumer behavior context.
2. Improve logical flow by structuring introduction into background, gap, objectives, and contribution, ensuring each paragraph transitions coherently toward research justification.
3. Replace vague claims about novelty with explicit comparison to prior regional studies and clearly demonstrate how this research advances existing knowledge.
4. Avoid repetition of similar objectives across both research questions sections.
5. Identify inconsistencies or research gaps in existing literature and explicitly justify how the current study addresses those gaps within Saudi Arabian consumer behavior context.
6. Justify choice of quantitative method over qualitative or mixed approaches.
7. Elaborate on sampling bias introduced by snowball technique and explain how it may affect representativeness and generalizability of findings across the Saudi population.
8. Avoid excessive narrative repetition of numerical data and instead highlight key trends, patterns, and statistically significant differences between male and female respondents.
9. Compare findings with international studies to highlight similarities and differences, thereby strengthening the study's contribution to global consumer behavior literature and theory development.
10. Clearly differentiate between findings, implications, and recommendations in conclusion.
11. Expand limitations to include methodological and sampling biases explicitly.

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12. Ensure all references follow consistent academic citation formatting style.

The manuscript addresses a relevant topic in consumer psychology with a clear focus on gender differences in unplanned purchasing behavior. While the study provides useful empirical insights supported by primary data, it requires minor revisions in language, structure, methodological rigor, and analytical depth. Strengthening theoretical integration and improving clarity in results presentation will significantly enhance its academic quality and suitability for publication in IJAR. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.