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REVIEWER'S REPORT

Manuscript No.: IJAR-57577

Title: Psychological Pricing and Consumer Behavior: A Review of Its Impact on Purchase Decisions and Sales Performance.

Recommendation:

Accept as it is

Accept after minor revision Minor revision

Accept after major revision

Do not accept (*Reasons below*)

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

Reviewer's ID: JPR- 215

Detailed Reviewer's Report

- *This manuscript is based on Literature Review studies that should be mentioned in either title or Research methodology part. So author need to add Research Methodology part and mentioned the secondary data sources.*
- *Some fact based published data and charts can be added for analysis and more clear understandings.(if possible)*
- *Objectives need to be very specific.*

Thanks