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REVIEWER'S REPORT

Manuscript No.: IJAR-58018

Title: Financial Awareness of Teenagers: A Mohali-Based Consumer Behaviour Study,

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's ID: JPR-130

Detailed Reviewer's Report

1. Overall Evaluation

This paper examines the financial awareness, spending behaviour, saving habits, and financial literacy of teenagers in Mohali, Punjab. The topic is relevant and timely because teenagers are increasingly using digital payment systems and participating in financial activities. The study provides useful insights into how young consumers manage money and the factors influencing their spending decisions. The objectives are clearly stated, and the findings are presented in a logical manner.

The paper contributes to understanding adolescent financial behaviour in a semi-urban Indian context, which has received limited attention in previous studies. However, the study would benefit from a larger and more representative sample, deeper statistical analysis, and stronger discussion of implications. Overall, the manuscript is informative and suitable for publication after minor revisions.

2. Strengths of the Study

1. Relevant and Contemporary Topic - The study addresses an important issue of financial literacy among teenagers. The focus on digital payments, social media influence, and spending behaviour makes the research highly relevant.

2. Clear Research Objectives - The objectives are well-defined and aligned with the research problem. The study successfully investigates spending habits, saving behaviour, and social influences.

3. Identification of Research Gap - The author clearly explains the lack of studies on teenagers in semi-urban regions like Mohali. The study fills an important gap in existing literature.

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4. Primary Data Collection - The research is based on primary data collected directly from teenagers. The use of a structured questionnaire ensures consistency in data collection.

5. Practical Implications - The recommendations regarding financial education, budgeting, and responsible digital spending are useful for schools, parents, and policymakers.

6. Well-Structured Paper - The manuscript follows a proper academic format with Introduction, Literature Review, Methodology, Results, Discussion, Conclusion, and References.

3. Areas for Improvement

1. Sample Size and Sampling Method - The study includes only 101 respondents from a single city. Convenience sampling may introduce bias and limit generalizability. Future studies should include a larger sample from multiple locations.

2. Limited Statistical Analysis - The analysis mainly relies on percentages and descriptive statistics. More advanced statistical techniques such as Chi-square tests, correlation analysis, regression analysis, or factor analysis could strengthen the findings.

3. Measurement of Financial Literacy - Financial literacy is discussed, but no standardized financial literacy scale is used. Including objective financial knowledge questions would improve reliability.

4. Gender Analysis - The study reports gender distribution but does not examine whether spending and saving behaviours differ between male and female respondents. Comparative analysis could provide additional insights.

5. Discussion Section Needs More Depth - The discussion could compare findings more extensively with previous studies. Greater emphasis on theoretical and practical implications would improve the paper.

6. Language and Formatting Issues - Minor grammatical and spacing errors are present. Some sentences can be shortened for better readability. Consistent formatting of tables and references is recommended.

7. Cross-Tabulation Analysis - Only one cross-tabulation table is included. Additional analyses involving age, gender, income source, and digital payment usage would enrich the study.