



REVIEWER'S REPORT

Manuscript No.: IJAR- 58189

Title: An Analytical Study on the Shift in Consumer Preferences for Tangible Goods in India Over generation.

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 how economic liberalization, technological advancement, and demographic transitions have reshaped consumer expenditure behaviour in India. Its long-term perspective provides useful insights into generational consumption evolution and changing priorities toward tangible goods. The findings may support academic discussions, marketing strategy development, and public policy formulation regarding emerging consumption trends.
- Strength:** The manuscript demonstrates strong contextual understanding of India's economic transformation and presents an extensive historical coverage spanning several decades. Use of secondary national-level data improves contextual relevance and broadens interpretive scope. The study also attempts rural–urban comparison and generational categorization, offering an accessible overview of evolving consumption behaviour across different segments.
- Key Insight:** The central insight emerging from the study is that Indian consumer expenditure has progressively shifted from food-oriented necessity consumption toward diversified non-food tangible goods. Rising income, urbanization, digital accessibility, and changing aspirations have accelerated this transition. Generational differences increasingly reflect lifestyle orientation, technological adoption, and expanding expectations from consumption experiences.

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Reviewer's Comment / Report

The paper titled “*An Analytical Study on the Shift in Consumer Preferences for Tangible Goods in India Over generation.*” examines the intergenerational shift in Indian consumer preferences for tangible goods from 1965 to 2026, using secondary NSSO data. It highlights a transition from necessity-driven spending (food, basics) among pre-liberalization generations to aspirational consumption of electronics, durables, automobiles, apparel, and lifestyle products among Millennials and Gen Z. Key drivers include 1991 economic reforms, rising incomes, urbanization, digital access, and globalization. Rural-urban gaps narrowed over time. Valuable for marketers and policymakers, though limited by reliance on secondary sources.

Suggestions for Improvement:

1. Develop explicit research objectives and expected academic contributions to strengthen conceptual alignment and study coherence.
2. Introduce hypotheses or conceptual relationships linking macroeconomic factors and consumer behaviour evolution.
3. Organize literature into thematic categories for stronger conceptual integration and better identification of gaps.
4. Develop a conceptual framework connecting generational theories and expenditure transformation mechanisms.
5. Justify selection of generations with supporting references.
6. Define variables and measurement indicators precisely.
7. Explain data normalization procedures across changing expenditure classifications and historical survey structures.
8. Include statistical validation techniques to improve reliability and robustness of long-term trend interpretation.
9. Expand interpretation beyond descriptive percentages to establish stronger causal and behavioural explanations.
10. Separate findings from broader policy implications.
11. Avoid unsupported predictive statements regarding future consumption.
12. Verify completeness of all bibliographic information.

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The manuscript addresses an important and contemporary issue concerning changing consumer behaviour in India and offers valuable longitudinal insights. However, the current version remains predominantly descriptive and requires substantial revisions in conceptual framing, methodological justification, analytical rigor, and evidence-supported interpretation. Strengthening literature synthesis, statistical analysis, and theoretical integration would significantly enhance publication quality. Recommendation: Minor Revision before publication consideration. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.