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REVIEWER'S REPORT

Manuscript No.: IJAR-58670

Title: Peer Pressure and Lifestyle Inflation: Analyzing the Impact of Social Comparison on Financial Behavior Among High School Students

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-002

Detailed Reviewer's Report

- **The topic is relevant and timely**, particularly the influence of peer pressure, social comparison, and social media on students' financial behaviour. The study has good practical significance.
- **The introduction requires improvement** because some discussion on inflation expectations and macroeconomic issues is not directly connected to the main research problem.
- **The literature review is relevant but needs strengthening.** More recent empirical studies should be incorporated, and the research gap should be clearly established.
- **The theoretical framework needs better integration.** Social Comparison Theory is appropriate, but the connection between the other theories and the variables studied should be explained more clearly.
- **The sample size of 63 respondents is relatively small.** Moreover, 18 respondents are aged above the stated 14–18-year target group, which needs to be addressed appropriately.

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- **The questionnaire and measurement constructs require revision.** The constructs of lifestyle inflation and impulsive spending should be more clearly defined and operationalised.
- **The reliability results are a major concern.** Lifestyle Inflation and Impulsive Spending Tendency reported negative Cronbach's alpha values, indicating possible problems with item coding or construct measurement.
- **The statistical analysis is useful but should be strengthened.** Since the study mainly uses correlation analysis, terms such as "impact," "effect," and "causes" should be avoided unless supported by appropriate causal analysis.
- **The recommendations are practical and relevant**, especially those relating to financial literacy, budgeting, social-media awareness, and parental guidance.
- **Overall recommendation: Major Revision.** The manuscript has good potential, but substantial improvements are required in methodology, measurement reliability, theoretical integration, statistical interpretation, references, and language presentation before publication.