

REVIEWER'S REPORT

Manuscript No.: IJAR-58863

Title: The Impact of Education, Income, and Gender on Financial Awareness and Investment Behaviour: Evidence from a Primary Survey in Pune

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 manuscript titled “The Impact of Education, Income, and Gender on Financial Awareness and Investment Behaviour: Evidence from a Primary Survey in Pune” addresses a relevant and contemporary issue in financial literacy and investment behaviour. The study has a clear focus on examining the relationship between education, income, gender, financial awareness, and investment behaviour using primary data from 145 respondents in Pune. The introduction and literature review provide a reasonable background and include relevant studies from both Indian and international contexts. However, the literature review needs stronger critical synthesis and a clearer explanation of the research gap. The methodology requires greater detail regarding questionnaire design, variable measurement, sampling procedure, reliability and validity, and justification for the statistical techniques used. Since the study mainly uses correlation analysis for demographic variables, the choice and interpretation of statistical methods should be carefully justified, and detailed statistical tables with sample size, correlation coefficients, and significance values should be presented. The discussion appropriately relates the findings to previous studies and recognises that financial behaviour may be influenced by psychological and behavioural factors beyond demographic characteristics. The policy implications are relevant, particularly regarding financial education, investor awareness, digital financial literacy, and financial inclusion. The conclusion is consistent with the reported findings, but the authors should avoid generalising the results beyond the sample of Pune respondents and should distinguish

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

association from causal influence. The references are generally relevant but should be carefully checked for accuracy and consistency. The manuscript also requires thorough proofreading to correct grammatical, typographical, punctuation, and formatting errors. Overall, the manuscript has potential and addresses a meaningful research problem, but improvements in methodology, statistical analysis, literature synthesis, presentation, and language quality are necessary before publication.

Recommendation: Major Revision.