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REVIEWER'S REPORT

Manuscript No.: IJAR- 59499

Title: Selling the Lifestyle, Not the Property: How Real Estate Developers Use Branding, Exclusivity, and Consumer Psychology to Build Premium Value.

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.

1. **Significance**: This research addresses the growing importance of intangible value creation within luxury residential real estate markets. By connecting branding strategies with psychological mechanisms and property valuation, it expands understanding of contemporary housing consumption. The study offers relevant perspectives for developers, marketing professionals, researchers, and policymakers examining consumer perceptions, premium pricing strategies, residential differentiation, and broader socioeconomic consequences of exclusive developments.

2. **Strength**: The manuscript's principal strength lies in its interdisciplinary conceptual approach, integrating Signalling Theory, Social Identity Theory, and Consumer Culture Theory. Its discussion of brand equity, experiential marketing, scarcity, and status signalling provides a coherent foundation for examining lifestyle oriented property consumption. The proposed framework encourages further empirical investigation and offers useful preliminary insights into contemporary luxury residential marketing strategies.

3. **Key Insight**: The central insight is that premium residential property value may emerge from interactions between functional characteristics and symbolic psychological benefits. Developer reputation, immersive experiences, exclusivity, and social identity potentially influence perceived quality and willingness to pay. However, establishing their independent economic contributions requires empirical investigation that controls for location, construction quality, market conditions, and differences among prospective buyers.

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The paper titled *"Selling the Lifestyle, Not the Property: How Real Estate Developers Use Branding, Exclusivity, and Consumer Psychology to Build Premium Value."* explores how real estate developers transform properties into premium lifestyle brands through branding, exclusivity, and consumer psychology. Drawing on literature from 2010–2026, it synthesises research on brand equity, consumer culture theory, and premium pricing. Findings show that narrative-driven brands, scarcity tactics, status signalling, and immersive experiential marketing enable higher valuations by fostering emotional attachment and social identity. Developers no longer sell mere square footage but curated lifestyle ecosystems. The paper highlights the convergence of signalling, social identity, and consumer culture theories, offering strategic insights for marketers and urban planners.

Suggestions for Improvement:

1. Differentiate conventional property valuation from psychological valuation mechanisms.
2. Introduce credible market statistics and documented industry examples to substantiate the growing commercial importance of branded residential developments.
3. Differentiate theoretical fragmentation from actual empirical knowledge deficiencies.
4. Demonstrate why existing brand equity and hedonic pricing research cannot adequately explain psychological premiums in luxury residential transactions.
5. Introduce a research question explicitly addressing the integration of three theories and their distinct contributions to premium valuation.
6. Compare conflicting findings rather than presenting uniformly supportive evidence.
7. Critically evaluate whether evidence from fashion, hospitality, and luxury consumption can legitimately explain high value, illiquid residential property transactions.
8. Clearly distinguish antecedent variables, mediators, moderators, and outcomes.
9. Describe transparent screening, extraction, and quality appraisal procedures.
10. Separate theoretical expectations from empirically demonstrated economic effects.
11. Examine contradictory evidence regarding scarcity and consumer trust.
12. Substantiate emerging luxury trends using verifiable empirical evidence.

The manuscript addresses an important interdisciplinary issue by connecting real estate branding, consumer psychology, and premium valuation. Its conceptual integration offers promising theoretical

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contributions and practical relevance. However, substantial revisions are necessary to strengthen methodological transparency, literature coverage, critical synthesis, citation reliability, and evidential support for pricing claims. The authors should refine theoretical relationships, acknowledge limitations, and improve scholarly presentation before the manuscript can be reconsidered for publication in an academic journal. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.