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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: Major Revision Required ☑

Rating	Excel.	Good	Fair	Poor
Originality	Excellent			
Techn. Quality		**Good**		
Clarity			**Fair**	
Significance				**Poor**

Reviewer Name: Dr. Indrila Deb

Justification of Recommendation:
The manuscript addresses a relevant and potentially valuable interdisciplinary topic by examining how branding, exclusivity, experiential marketing and consumer psychology may shape perceived value in premium residential real estate. Integrating Signalling Theory, Social Identity Theory, and Consumer Culture Theory provides a useful conceptual starting point. However, the paper requires substantial revision before it can be considered for publication. The literature review is described as rigorous, but the search and screening process is not reported in sufficient detail to support transparency or reproducibility. Several strong claims about premium pricing, reduced price sensitivity and market outcomes are not supported by clearly identified empirical evidence in the manuscript. The conceptual contribution, source verification, critical synthesis and academic presentation also need strengthening.

The paper's interdisciplinary focus on lifestyle branding and psychological value creation in real estate has potential originality. The proposed integration of signalling, social identity and consumer culture perspectives could be useful to both researchers and practitioners. Nevertheless, the manuscript should distinguish more clearly between established findings in the cited literature and the author's own conceptual synthesis. The research gap is asserted but not demonstrated through a sufficiently critical comparison of prior reviews and empirical studies. The novelty and theoretical advancement over existing real-estate branding and luxury-consumption literature therefore remain only partly established.

With Respect to Technical Quality:
Rating: Excellent Good Fair ☑Poor

- The paper describes a secondary narrative review but also uses language such as "systematic searches" and "rigorously synthesised." The review type and level of methodological rigour should be defined consistently.
- The search strategy lacks essential reproducibility details, including the date on which each database was searched, the complete search strings for each platform, the number of records retrieved, duplicate-removal procedures, screening stages, numbers excluded and the final number of studies included.

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- The manuscript does not provide a structured table of the reviewed studies showing authors, year, context, method, key findings and relevance to the themes. Such a table would improve transparency and substantiate the thematic synthesis.
- Several claims are stated too categorically, including that branded developments achieve faster absorption, better price resilience, reduced price sensitivity or substantial premiums. These statements require direct, verifiable supporting evidence and appropriate qualification; otherwise, they should be reframed as propositions or possible mechanisms.
- The assertion that co-branding creates a demand curve with "no elasticity" is economically imprecise and should be removed or carefully justified with relevant evidence.
- The stated research objectives include measuring the contribution of scarcity and status signals, but the study is a secondary narrative review and reports no original measurement or empirical estimation. The objectives should be revised to match the review design.
- The conceptual framework is potentially useful, but the proposed links between developer inputs, psychological mechanisms and consumer outcomes need to be derived explicitly from the reviewed evidence. The paper should clarify whether the framework is exploratory, propositional or empirically tested.
- The references and in-text citations require a full accuracy and consistency check. Some sources are discussed broadly by publisher or journal rather than cited precisely, and all bibliographic details and DOI links should be verified against the original publications.

Clarity of Presentation:
Rating: Excellent Good ☑Fair Poor
The manuscript follows a broadly logical structure, moving from the research problem and literature review to theory, methodology, discussion and conclusion. However, language editing is needed to improve precision and academic tone. Some expressions are promotional or overly assertive, and terminology is inconsistent in places—for example, "narrative transit" appears where "narrative transportation" seems intended. The paper should avoid presenting interpretive claims as established causal effects. The conceptual framework and comparison table should be formatted consistently, and the discussion should more clearly separate literature-derived evidence from the author's interpretation.

Significance / Contribution:
Rating: Excellent Good ☑Fair Poor
The topic has practical relevance for real-estate developers, marketers, consumers and urban policymakers. The discussion of lifestyle branding, scarcity and status signalling could contribute to understanding the non-physical dimensions of perceived property value. The paper also acknowledges potential concerns relating to affordability, gentrification and spatial segregation. Its contribution is currently limited, however, by the absence of a transparent evidence base and by conclusions that sometimes go beyond what the review method can establish. A more critical and evidence-led synthesis would improve its scholarly and practical value.

Specific Recommendations for Revision:
- Clarify the review design and use consistent terminology throughout: narrative review, structured narrative review or systematic review should not be used interchangeably without justification.
- Provide complete and reproducible search details, including search dates, database-specific search strings, screening procedures, record counts and the final number of studies included.

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- Add a study-characteristics table and explain how the literature was coded, compared and synthesised into the five themes.
- Strengthen the critical literature gap by comparing the manuscript's approach and contribution with existing reviews and empirical studies on real-estate branding, luxury consumption and perceived value.
- Align the objectives and research questions with a secondary review design. Replace "measure" with wording appropriate to synthesis unless an actual measurement procedure is added.
- Substantiate or qualify claims concerning price premiums, sales absorption, price resilience, elasticity and reduced price sensitivity. Avoid causal conclusions that cannot be established by the reviewed evidence.
- Explain the conceptual framework step by step and identify which relationships are supported by prior studies and which are proposed by the author for future testing.
- Verify all citations, publication details and DOI links. Ensure every substantive claim has an appropriate source and that references cited in the text appear in the reference list, and vice versa.
- Improve academic language, correct typographical and conceptual inconsistencies, and standardise headings, tables, terminology and citation style.
- Expand the limitations section to discuss potential publication bias, database coverage, English-language restrictions, geographic concentration and the transferability of findings from luxury consumer goods or hospitality to real estate.

Final Recommendation: Major Revision Required

The manuscript addresses a worthwhile topic and offers a promising conceptual integration. Nevertheless, substantial methodological clarification, stronger evidence traceability, more critical synthesis and careful revision of unsupported or overstated claims are required before the paper can be considered for publication.