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| Journal Name: | [**South Asian Journal of Social Studies and Economics**](https://journalsajsse.com/index.php/SAJSSE) |
| Manuscript Number: | **Ms\_SAJSSE\_134073** |
| Title of the Manuscript: | **Gender-Based Perceptions in Brand Generalization: Do Male and Female Consumers Differ in Brand Generalization Tendencies?** |
| Type of the Article |  |

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| PART 1: Comments | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | Author’s Feedback *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | The topic tends to unfold mysteries surrounding the concept of brand generalization and consumer decision-making process acknowledging the gender differences those exist in the field. The paper also comes up with a few propositions, which have opened windows for future researchers to apply empirical tests in understanding the complex dynamics among the variables associated with brand generalization as a universal concept. Therefore, this paper possesses the potential to offer an important guide to the scientific community in understanding the world of “Marketing” in a more comprehensive manner. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | In my opinion, the title is fine. |  |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | While the abstract clearly mentions the findings and the implications, it does not properly indicates all of the important aspects of the methodology. For example, the abstract does not indicate the number of papers studied, the stages of SLR it applies, the period for which the SLR is applied, and the geographical scope (if any) of the paper. These are vital information to be disclosed in the abstract. |  |
| Is the manuscript scientifically, correct? Please write here. | Appropriate application of the SLR technique (such as - Three stage SLR) and a detailed disclosure of the process would certainly be sufficient to make this paper scientifically fit.  Please, see the following papers to understand the three stage SLR process:  Paper 1:  Brereton, P., Kitchenham, B. A., Budgen, D., Turner, M., & Khalil, M. (2007). Lessons from applying the systematic literature review process within the software engineering domain. Journal of systems and software, 80(4), 571-583.  Paper 2:  Kitchenham, B., & Brereton, P. (2013). A systematic review of systematic review process research in software engineering. Information and software technology, 55(12), 2049-2075.  To understand how SLR can be more appropriately applied, you may see the following papers:  Srivastava, A., & Thaichon, P. (2023). What motivates consumers to be in line with online shopping?: a systematic literature review and discussion of future research perspectives. Asia Pacific Journal of Marketing and Logistics, 35(3), 687-725.  I strongly recommend that the author/s change/s the paper and include/s a detailed description of the SLR process as shown or, reflected in the aforementioned papers.  Moreover, the research Gap is not identified appropriately. The author/s must conduct a thorough literature review and indicate the deficiencies of the papers studied along with the type of gap that still exists due to the collective deficiencies of those papers. Inclusion of a literature review table may help the author/s to communicate the gap more effectively with the readers.  Additionally, the chronology of the chapters should be changed to make the paper more coherent. A separate Methodology chapter must be included. The author/s should remember that the proposed research agenda of this paper is strikingly different from the methodology adopted by the paper.  I, however, am happy to see that the author/s tried to come up with a conceptual model. I recommend that the figure is drawn again to repair the noise that the dotted lines have created in it. I request the author/s to see the aforementioned papers to see some examples of how it can be done. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | The references are insufficient and old. No papers after 2012 have been included. In fact, most of the references should be recent (within past five to ten years max.) to establish any relevance of this paper for it's readers. I strongly recommend that at least 15 papers are added (with most of them between the years 2015 and 2025) to make this article a suitable one for publication. |  |
| Is the language/English quality of the article suitable for scholarly communications? | Minor correction is required. |  |
| Optional/General comments | I recommend a revision of the manuscript to address the aforementioned issues. |  |

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| **PART 2:** | | |
|  | Reviewer’s comment | Author’s comment *(if agreed with the reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in detail)* |  |

**Reviewer details:**

**Md. Kamrul Bari, Bangladesh**