

## REVIEWER'S REPORT

Manuscript No.: IJAR-51980

Date: 28.05.2025

**Title: "Green Minds, Ethical Choices: Understanding the Environmental Awareness and Consumer Behaviour of Undergraduate 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 Name: Dr P Karthikeyan

Date: 28.05.2025

### Reviewer's Comment for Publication.

The study is timely and well-structured, addressing environmental awareness and consumer behavior among undergraduates. Methodology is sound, but improvements in writing clarity and alignment between results and discussion are needed. Recommended for publication with minor revisions.

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### *Detailed Reviewer's Report*

**Originality:** The manuscript explores a significant and timely topic: the connection between environmental awareness and ethically minded consumer behavior among undergraduate students. The dual focus on Socially Conscious Consumer Behavior (SCCB) and Ecologically Conscious Consumer Behavior (ECCB) provides an innovative lens, especially within the Indian context. The study is relevant and contributes to the growing discourse on sustainable consumerism among youth.

**Methodology:** The research adopts a quantitative approach, using two standardized tools (SRCB and EAAM Scales) with strong reliability and validity. The sample size of 192 was selected using stratified random sampling, ensuring representation across gender, stream, and locality. The methodology is appropriate, but the presentation of the statistical procedures—particularly the sequence of t-tests and ANOVA—could be improved for clarity and academic coherence.

**Structure and Presentation:** The manuscript is well-organized and covers essential sections: abstract, introduction, review of literature, objectives, methodology, results, and implications. However, there are minor issues in the flow of interpretation, especially in the data analysis and discussion sections, where certain observations are repeated or loosely connected to prior findings. A clearer alignment between findings and hypotheses would improve reader understanding.

**Data Analysis:** Data is analyzed using descriptive statistics, t-tests, and ANOVA. The statistical findings are clearly presented in tables, with accurate interpretation. Still, the manuscript would benefit from more concise summaries at the end of each objective's result to reinforce key takeaways. Integrating visual aids or graphs would also enhance accessibility.

**Significance and Implications:** The study holds substantial educational value. It provides insights into how demographic variables shape environmentally and socially responsible consumer behavior. The educational implications for teachers, students, and policymakers are comprehensive and practical. These suggestions can inform curricular design and sustainability initiatives in universities.

#### Strengths

- Highly relevant and contemporary topic.
- Balanced gender representation and sampling.
- Use of validated instruments for data collection.
- Well-developed educational implications.

#### Areas for Improvement

- Improve writing fluency, especially in the interpretation sections.
- Clarify the alignment of hypotheses, objectives, and findings.
- Minimize repetition in the discussion.
- Use more global references for broader academic relevance.
- Minor language and formatting corrections required throughout.