

REVIEWER'S REPORT

Manuscript No.: IJAR-51980

Date: 30-05-2025

Title: Green Minds, Ethical Choices: Understanding the Environmental Awareness and Consumer Behaviour of Undergraduate Students

Recommendation:

Accept as it is.....**YES**.....
 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 Name: Tahir Ahmad

Reviewer's Decision about Paper: **Recommended for Publication.**

Comments (*Use additional pages, if required*)

Reviewer's Comment / Report

Abstract and Objective Clarity:

The abstract succinctly outlines the study's aim to investigate the relationship between environmental awareness and ethical consumer behaviour among undergraduate students at Aligarh Muslim University. It clearly describes the research tools (SRCB Scale and Environmental Awareness Ability Measure Scale), data analysis methods, and key findings, effectively setting the context for the study. The objective of assessing differences by gender, academic stream, and locality is explicitly stated and logically linked to the results.

Relevance and Contribution to the Field:

This research addresses an important topic at the intersection of environmental psychology and consumer behaviour, particularly among youth—a demographic crucial for shaping future

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sustainable consumption patterns. The focus on socially versus ecologically conscious consumer behaviours adds nuance to the understanding of ethical consumption in the Indian university context, contributing region-specific insights that complement broader global literature.

Methodological Transparency:

The study employs recognized standardized measurement tools for environmental awareness and consumer behaviour, enhancing reliability. The use of SPSS for statistical analysis indicates adherence to standard data analysis practices. The inclusion of sub-group analysis (gender, academic stream, locality) allows for a detailed understanding of demographic influences on awareness and behaviour.

Data and Results Presentation:

The abstract clearly communicates major trends, such as the predominance of socially conscious consumer behaviour over ecologically conscious behaviour among most students, with specific exceptions identified (male and Arts stream students). Gender differences in environmental awareness are reported, with females demonstrating higher awareness, while other subgroups show no significant variation. The results are concise, relevant, and provide a balanced overview of the study findings.

Interpretation and Conclusion:

The conclusion appropriately emphasizes the need for initiatives that foster both social and ecological consciousness in consumer behaviour and promotes sustainable habits among students. The identification of a gap between awareness and action, and the call for targeted education and policy measures, reflect a thoughtful interpretation aligned with the study's data.

Writing Style and Technical Accuracy:

The manuscript is written in clear, academic prose that is accessible to an interdisciplinary audience. Terminology related to environmental awareness and consumer behaviour is used accurately and consistently throughout the abstract and introduction. The writing style maintains coherence and logical flow.

Scientific Rigor and Referencing:

The introduction situates the study within the broader environmental context, referencing

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environmental degradation drivers. Though specific citations are not included in the excerpt, the framing demonstrates an understanding of environmental science principles and the relevance of human activities to ecological challenges.

Recommendation:

This manuscript presents a well-defined study that offers valuable insights into the environmental awareness and ethical consumer behaviour of university students in India. The findings contribute to both academic knowledge and practical applications in environmental education and policy-making. The clear presentation of methodology and results enhances its potential impact and utility.
