

REVIEWER'S REPORT

Manuscript No.: IJAR-55995

Title: Conscious Consumerism: Does Corporate Social Responsibility Influences Indian Retail Market Purchase Decisions.

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.

- Significance:** This study is significant as it empirically challenges the assumption that corporate social responsibility directly influences consumer purchase decisions in emerging markets. By focusing on India, it highlights the dominance of consumer priority factors such as trust, quality, and accessibility over environmental sustainability. The findings contribute to a more realistic understanding of conscious consumerism in developing economies.
- Strength:** The key strengths of the paper include a strong empirical design, adequate sample size, and rigorous application of CFA and SEM techniques. The study is grounded in extensive literature and applies well-established measurement scales. The transparent reporting of non-significant results enhances the credibility of the research and provides useful insights for both academics and practitioners.
- Key Insight:** The central insight of this research is that Indian consumers' purchasing decisions are driven primarily by immediate consumer priorities rather than corporate environmental sustainability efforts. CSR, while valued conceptually, does not significantly mediate or influence buying behavior in this context. This highlights a critical gap between ethical awareness and actual market behavior in emerging retail markets.

Reviewer's Comment / Report

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The paper titled "*Conscious Consumerism: Does Corporate Social Responsibility Influences Indian Retail Market Purchase Decisions*" exploratory study (n=387 valid responses) uses SEM in AMOS to test whether consumer priorities influence corporate environmental sustainability, which in turn affects purchasing decisions in India's retail market. Results support direct impact of consumer priorities on purchases (Ha3 accepted) but reject mediation by sustainability and its direct effect (Ha1, Ha2 rejected). It highlights trust, quality, and accessibility as key drivers over environmental factors. Methodologically sound with CFA and reliability checks, though limited by cross-sectional design and unclear "consumer priority" construct. Offers practical implications for Indian retailers but calls for longitudinal research on evolving sustainability attitudes.

Suggestions for Improvement:

1. Clearly articulate the research problem and motivation. Avoid repetitive discussion of CSR benefits.
2. Add a concise statement of objectives at the end. Strengthen justification for studying CSR skepticism in India.
3. Organize literature thematically instead of author-wise. Reduce excessive citations without analytical linkage.
4. Explicitly connect CSR theory to Indian consumer behavior. Include a short subsection summarizing theoretical implications.
5. Streamline references and avoid excessive listing of studies. Improve academic language and grammatical accuracy.
6. Remove personal impressions and subjective statements. Strengthen focus on India-specific empirical evidence.
7. Clarify the sampling frame and geographic coverage.
8. Justify the use of random sampling more clearly. Provide questionnaire development and pre-testing details.
9. Explain why CSR is modeled as a mediator rather than moderator.
10. Simplify overly technical explanations for readability.
11. Deepen theoretical interpretation of non-significant CSR effects.

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The paper addresses a timely and relevant issue in Indian retail marketing by empirically examining the role of CSR in consumer decision-making. While the methodology and statistical analysis are robust, the manuscript requires substantial improvements in structure, language clarity, and theoretical synthesis. The non-significant findings are valuable but need deeper interpretation. With minor revisions, the paper has potential for publication in IJAR. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.