

**REVIEWER'S REPORT**

Manuscript No.: IJAR-55995

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

Recommendation:

Accept as it is
 Accept after minor revision YES
 Accept after major revision
 Do not accept (*Reasons below*).....

Rating	Excel.	Good	Fair	Poor
Originality	yes			
Techn. Quality	yes			
Clarity	yes			
Significance	yes			

Reviewer Name: Dr. Himanshu Gaur

Detailed Reviewer's Report

The manuscript provides a well-structured and conceptually sound analysis of its topic, supported by an extensive review of relevant classical and contemporary literature and clearly stated objectives, significance, and rationale in the introductory sections; the progression from theoretical background to empirical investigation is logical and coherent, and the chosen methodology is appropriate for addressing the research aims, though the paper would benefit from a more detailed explanation of sampling procedures, data collection protocols, and analytical techniques to strengthen transparency and replicability; the findings are presented clearly and are largely consistent with the conceptual framework, offering useful insights and practical implications for researchers and practitioners, while the discussion and conclusion effectively synthesize the results and reinforce the study's contribution to the field; overall, the article demonstrates academic merit and originality, but could be further enhanced through tighter linkage between theory and results, minor language polishing, and improved formatting to meet high scholarly standards.