

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.