

REVIEWER'S REPORT

Manuscript No.: IJAR-56027

Title: Bridging the Green Purchasing Gap: Analysing Consumer Perception, Brand Awareness, Social Influence, and Actual Buying Behaviour for Natural and Sustainable Personal Care Products.

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:** The study is significant as it empirically demonstrates the disconnect between pro-environmental intentions and actual purchasing behavior in the personal care sector. By highlighting brand awareness as a critical but underexplored barrier, it extends green consumer behavior literature and provides actionable insights for marketers and policymakers aiming to promote sustainable consumption in emerging markets.
- Strength:** Key strengths include a robust mixed-methods design, a large and diverse consumer sample, and integration of psychological, social, and marketing variables. The focus on brand awareness offers a novel contribution, while the use of both quantitative and qualitative data enhances validity and depth. The findings are practically relevant for sustainability-driven branding strategies.
- Key Insight:** The central insight of this research is that positive environmental intentions alone are insufficient to drive sustainable purchasing behavior. Lack of brand awareness, combined with skepticism and price sensitivity, significantly inhibits action. Strengthening brand visibility, trust, and authentic social influence is essential to converting eco-conscious intent into consistent, real-world purchasing behavior.

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Reviewer's Comment / Report

The paper titled “*Bridging the Green Purchasing Gap: Analysing Consumer Perception, Brand Awareness, Social Influence, and Actual Buying Behaviour for Natural and Sustainable Personal Care Products*” mixed-methods study (n=2,000 survey respondents + 30 interviews) investigates the green purchasing gap in sustainable personal care products, revealing a stark disconnect: 78% express purchase intent, yet only 29% consistently buy. Key barriers include price sensitivity, greenwashing skepticism, low brand awareness, and inconsistent social influence. The emphasis on underexplored brand awareness adds value, with recommendations for education, influencer partnerships, transparent labeling, and visibility strategies. Robust sample size and methodology strengthen findings, though self-reported data and potential regional bias limit scope. Timely and actionable for green marketing.

Suggestions for Improvement:

1. Clearly articulate the central research problem early in the section. Reduce repetition around environmental awareness trends.
2. Explicitly state the objectives or research questions at the end. Improve coherence by tightening paragraph transitions.
3. Organize the literature thematically (e.g., intention–behavior gap, trust, branding).
4. Critically compare findings rather than summarizing them. Integrate theory and empirical findings more explicitly.
5. Strengthen justification for focusing on brand awareness as a gap variable.
6. Justify the age range (18–54) more explicitly. Clarify sampling technique and representativeness.
7. Provide reliability and validity statistics for key measures. Explain how qualitative and quantitative findings were integrated.
8. Provide scale sources and citations for each construct.
9. Explain how brand awareness (aided vs. unaided) was analyzed.
10. Link quantitative results more explicitly to research objectives.
11. Deepen theoretical interpretation of the brand awareness gap.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

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This paper addresses a timely and relevant issue in sustainable consumer behavior by empirically examining the green purchasing gap in personal care products. The mixed-methods design and large sample size strengthen its contribution. However, the manuscript requires minor revisions to improve theoretical synthesis, methodological transparency, and academic rigor. With these improvements, the study has strong 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.