

## 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 as it is .....  
**Accept after minor revision.....**  
 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 addresses a highly relevant and contemporary issue in consumer behaviour research by investigating the “green purchasing gap” in the context of natural and sustainable personal care products. The large quantitative sample of 2,000 respondents combined with 30 qualitative interviews is a major strength, offering strong potential for generalisable insights and rich contextual interpretation. The focus on brand awareness alongside consumer perception and social influence adds novelty, particularly as brand-related factors are often underemphasised in sustainability research. The abstract clearly communicates the core findings—namely the substantial discrepancy between stated purchase intentions and actual buying behaviour—and identifies practical marketing implications such as educational campaigns, influencer partnerships, transparent labelling, and visibility enhancement. However, several revisions are necessary to improve methodological transparency, theoretical positioning, and academic robustness.

First, the manuscript should more clearly articulate its theoretical framework by grounding the proposed relationships in established models such as the Theory of Planned Behavior, Value–Belief–Norm theory, or signalling theory in green marketing, and by explicitly stating hypotheses or research questions derived from these perspectives. Second, greater methodological detail is required regarding sampling procedures, geographic coverage, demographic composition, and how the 2,000 survey participants were recruited, as well as how the interviewees were selected. The measurement instruments used for constructs such as consumer perception, brand awareness, social influence, scepticism, and actual purchase behaviour should be described, including scale sources, reliability coefficients, and validity tests. Third, the statistical techniques employed in the quantitative analysis need clearer reporting, including model specification, regression or structural equation modelling procedures, goodness-of-fit indices, effect sizes, and robustness checks; similarly, the qualitative analysis process (coding approach, software used, and steps to ensure trustworthiness) should be briefly outlined.

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In addition, the discussion section should be strengthened by more systematically comparing the findings with prior studies in sustainable consumption and green marketing, highlighting what is confirmatory and what is genuinely novel—especially regarding the role of brand awareness in narrowing the intention–behaviour gap. The policy and managerial implications, while promising, would benefit from being more tightly linked to specific empirical results rather than remaining at a general strategic level. The authors should also include a limitations section acknowledging potential self-report bias, cross-sectional design constraints, and the possibility that results may differ across cultural or income contexts, followed by directions for future research such as longitudinal designs or experimental interventions. Finally, minor editorial revisions are recommended to improve clarity, consistency in terminology (e.g., “purchase behaviour” vs. “buying behaviour”), and grammatical precision in the abstract and keywords. With these revisions, the manuscript has strong potential to make a valuable contribution to the literature on sustainable consumer behaviour and green marketing. Accepted Minor Revision