

Review Form 1.7

Journal Name:	International Journal of Environment and Climate Change
Manuscript Number:	Ms_IJECC_112305
Title of the Manuscript:	OPINION OF YOUTH TOWARDS GREEN ADVERTISEMENTS AND THEIR ENVIRONMENTALLY RESPONSIBLE BEHAVIOUR
Type of the Article	Original Research Article

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PART 1: Review Comments

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p><u>Compulsory</u> REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>The manuscript provides a clear overview of the research, but it can benefit from condensation for conciseness. Remove redundant phrases and ensure each sentences contribute directly to the main points.</p> <p>The title is clear and concise. However, consider specifying the focus on the youth in the title for better clarity.</p> <p>The abstract provides a good overview of the research, addressing the aim, methodology, and key findings. Consider including a sentence on the practical implications of the research findings.</p> <p>The manuscript has a good structure, but reinforcing the transition between sections and providing a roadmap for the reader can improve overall coherence.</p> <p>The researcher should however incorporate a dedicated literature review section to enhance the manuscript. It would establish the context, highlight existing gaps, and pave the way for specific research questions/objectives.</p> <p>Yes. The manuscript follows a clear and logical structure.</p> <p>The references offer a foundational understanding of the concepts discussed, but incorporating more recent sources can enhance the scientific credibility and relevance of the work. Consider the following: Gao, Y., & Wang, D. (2017). Going green: How different advertising appeals impact green consumption behavior. <i>Journal of Business Research</i>, 81, 70-79. Chang, C. T., & Cheng, Z. H. (2015). Enhancing green purchase intentions of adolescent consumers: The perspectives of planned behavior and materialism. <i>Young Consumers</i>, 16(3), 303-316.</p>	
<p><u>Minor</u> REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The language quality in the manuscript is generally good, but there are a few areas where improvements could be made to enhance its suitability for scholarly communication. For example:</p> <p>Original: "The study was of descriptive kind." Suggestion: "The study employed a descriptive research design."</p> <p>Original: "Results showed that the majority (98.50%) of respondents showed most favourable opinion towards green advertisements." Suggestion: "The results indicated that a significant majority (98.50%) of respondents held a highly favorable opinion of green advertisements."</p> <p>The researcher should look into issues of clarity and precision, conciseness, precision in reporting of findings, verb tense consistency and avoiding redundancy among others.</p>	

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Optional/General comments		
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PART 2:

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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