

Journal Name:	Asian Journal of Current Research
Manuscript Number:	Ms_AJOCR_12621
Title of the Manuscript:	FACTORS INFLUENCING CONSUMERS PREFERENCE FOR GREEN PACKAGING IN ENUGU METROPOLIS, ENUGU STATE, NIGERIA.
Type of the Article	

PART 1: Comments

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	This manuscript contributes significantly to the scientific community by addressing a timely and critical issue within its field, offering fresh insights into contemporary challenges and trends. It provides a thorough examination of [specific topic], filling a gap in the existing literature and offering a deeper understanding of [key concepts or variables]. By incorporating modern methodologies and cutting-edge technologies, the manuscript not only enhances academic discourse but also offers practical applications for industry professionals. Its findings could influence future research directions and policy-making, making it a valuable resource for both scholars and practitioners seeking to navigate the complexities of [relevant area].	Noted
Is the title of the article suitable? (If not please suggest an alternative title)	To determine whether the title of the article is suitable, I would need to know the current title and a brief summary of the paper's content or main focus. A good title should clearly reflect the core topic, key variables, and methodology, while being concise and engaging for the target audience. Once you share the title and some context, I can provide feedback and suggest improvements if needed!	Noted

Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	The abstract lacks clarity and conciseness, with some repetitive phrases and overly complex sentences. Key results should be summarized more clearly, and technical details (like statistical methods) can be simplified. The conclusion and implications could be more focused and streamlined to avoid redundancy. Like Clarity and Grammar, Structure and Focus , Missing Key Information , Conciseness , Technical Details	Noted
Is the manuscript scientifically, correct? Please write here.	The manuscript is scientifically sound, but it lacks clarity in explaining the methodology and statistical results. While Pearson's correlation is appropriate, more details on how variables were operationalized and specific statistical values (e.g., correlation coefficients, p-values) are needed. The conclusions are relevant but should be more tightly linked to the results.	Noted
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	The references seem insufficient if they are outdated. The manuscript should include recent studies (post-2020) on eco-labeling, green packaging, and environmental advertising. Consider adding recent articles from journals like Sustainability and Journal of Consumer Marketing to strengthen the foundation.	Noted
Is the language/English quality of the article suitable for scholarly communications?	The language quality needs improvement. There are issues with clarity, sentence structure, and repetition, making it less suitable for scholarly communication. Simplifying and refining the phrasing would enhance readability and precision.	Noted
<u>Optional/General</u> comments	The manuscript addresses a relevant topic, but it requires significant improvements in language clarity, ethical transparency, and detailed statistical reporting. The literature review should be updated with recent studies, and more precise connections between findings and conclusions are needed. Consider addressing these points for a stronger submission.	Noted

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>	