| JournalName: | <u>Asian Journal of Current Research</u> |
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| ManuscriptNumber: | Ms_AJOCR_12621 |
| TitleoftheManuscript: | FACTORSINFLUENCINGCONSUMERSPREFERENCEFORGREENPACKAGINGINENUGUMETROPOLIS,ENUGU STATE,NIGERIA. |
| TypeoftheArticle | |

PART1:Comments

| | Reviewer'scomment | Author's Feedback (Please correct the manuscriptandhighlightthatpartinthe manuscript. Itismandatorythatauthors shouldwritehis/herfeedbackhere) |
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| Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimumof3-4sentencesmay be required for this part. | Studying the factors that influence consumer perception is important because it helpsbusinessesunderstandhowconsumers interpret products, brands, and marketing messages. Understanding these factors also aids in predicting consumer behavior and developing more effective marketing campaigns. | |
| Isthetitleofthearticle suitable? (Ifnotpleasesuggestan alternative title) | yes | |
| Is the abstract of the article comprehensive?Doyousugg est the addition (or deletion) of some points in this section? Pleasewriteyoursuggestion s here. | yes | |

| Isthemanuscriptscientificall y, correct? Please write here. | No, themanuscriptisnotscientificallycorrect. There are several issues that need attention: 1. Objectives: The objectives are not well-framed, lacking clarity and alignment with the study's scope. 2. Research Methodology: This section contains numer ous errors, including inconsistencies in the design, data collection methods, and analysis approach. |
|--|---|
| Arethereferencessufficient and recent? If you have suggestions of additional references,pleasementionthe m | No,itisless. |

| inthereviewform. | | |
|---|---|--|
| Isthelanguage/Englishqualit y of the article suitable for scholarly communications? | No, thelanguage/English qualityofthearticleisonlyaverageandnot suitable for scholarly communication. | |
| Optional/General comments | The manuscript requires significant revisions for clarity, structure, and alignment with the research objectives. Improving languagequality, consistency, and data presentation will enhance its suitability for scholarly communication. | |

PART 2:

| | Reviewer's comment | Author's comment(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) |
| Are there ethical issues in this manuscript? | (If yes, Kindly please write down the ethical issues here in details) | |

Reviewer Details:

| Name: | Deeksha Sharma |
|----------------------------------|----------------------|
| Department, University & Country | IAME B School, India |