|  |  |
| --- | --- |
|  | |
| Book Name: | [**New Advances in Business, Management and Economics**](https://www.bookpi.org/bookstore/product/new-advances-in-business-management-and-economics-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_5763** |
| Title of the Manuscript: | **OVERVIEW OF GREEN CONSUMER BEHAVIOUR** |
| Type of the Article | **Book Chapter** |

|  |  |  |
| --- | --- | --- |
| PART 1: Comments | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | Author’s Feedback *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **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 offers a thorough and well-structured exploration of green consumer behavior, blending classical and contemporary theoretical frameworks such as the Theory of Planned Behavior (TPB), Engel-Kollat-Blackwell (EKB) Model, and Consumer Culture Theory (CCT). Its emphasis on the Vietnamese context provides localized insights that contribute meaningfully to the global literature on sustainable consumption. The chapter’s depth, clarity, and empirical grounding make it a valuable resource for researchers, policymakers, and practitioners interested in environmental sustainability and consumer behavior. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | Yes, the title accurately reflects the content and scope of the chapter. No change is needed. |  |
| 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. | Yes, the abstract is informative and well-aligned with the content . |  |
| **Is the manuscript scientifically, correct? Please write here.** | Yes, the manuscript is scientifically well-founded. It effectively applies relevant theoretical models and presents a thoughtful synthesis of both international and Vietnamese research on green consumer behavior. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.**  **-** | Yes. The manuscript cites a comprehensive list of relevant and recent studies. |  |
| Is the language/English quality of the article suitable for scholarly communications? | Yes, the language used in the manuscript is clear and precise. It meets the standards expected for academic and scholarly communication. |  |
| Optional/General comments |  Consider reducing redundancies in early sections.   Table 1 is a strong summary; ensure it is properly formatted in final publication.   Adding a brief paragraph on policy implications would enhance the practical relevance.  This manuscript offers a comprehensive and insightful analysis, with strong theoretical foundations and solid methodology. It makes a valuable contribution to the field, particularly in the context of green consumer behavior in Vietnam. While the overall quality is excellent, a few minor adjustments to the clarity of the abstract and some fine-tuning of the language would enhance its readability. These revisions would help ensure that the key points come through even more effectively. |  |

|  |  |  |
| --- | --- | --- |
| **PART 2:** | | |
|  | Reviewer’s comment | Author’s comment *(if agreed with the 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?** |  |  |

**Reviewer details:**

**Pravendra Dixit, N****. M. S. N. Dass (P.G.) College , India**