



**SDI Review Form 1.6**

Journal Name:	<a href="#">South Asian Journal of Social Studies and Economics</a>
Manuscript Number:	<b>Ms_SAJ SSE_50957</b>
Title of the Manuscript:	<b>Drivers of consumers green purchasing behavior in Batticaloa</b>
Type of the Article	

**General guideline for Peer Review process:**

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)

**PART 1: Review Comments**

	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)
<b>Compulsory</b> REVISION comments	<ol style="list-style-type: none"> <li>1. The manuscript attempts to identify the drivers of consumers green purchasing behavior in Batticaloa by sampling 200 consumers' response to green purchasing behavior and by using reliability test, mean and regression analysis approach.</li> <li>2. The literature review, methodology as well, is not complete and has to be extended. The paper deals with consumers green purchasing behavior, however, I cannot find current literature on this. I recommend to incorporate comprehensive literature on consumers green purchasing behavior and draw research gaps and limitations of current literature.</li> <li>3. The literature review regarding consumers green purchasing problem based on other approaches is also needed. It is not clear, why author proposed regression based approach. The author should highlight limitations of existing approaches.</li> <li>4. Conclusion section should be extended by clearly mentioning the novelty of the work.</li> </ol> <p>Overall, the paper is not ready in the present form to get accepted in the South Asian Journal of Social Studies and Economics.</p>	<p>Agreed</p> <p>Literature review with current updates and methodology extended.</p> <p>The objective of the study is to identify the drivers of consumer green purchasing, that's why literature review proposed the regression based approach.</p> <p>Conclusion extended</p>
<b>Minor</b> REVISION comments		
<b>Optional/General</b> 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>	