|  |  |
| --- | --- |
|  | |
| Journal Name: | [**International Journal of Environment and Climate Change**](https://journalijecc.com/index.php/IJECC) |
| Manuscript Number: | **Ms\_IJECC\_140588** |
| Title of the Manuscript: | **Adoption of Sustainable Tableware: Demographic Insights and Consumer Perception Toward Agrowaste- Based Alternatives** |
| Type of the Article | **Original Research Article** |

|  |  |  |
| --- | --- | --- |
| PART 1: Comments | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** (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 contributes to a growing body of research focused on sustainable consumption and waste management. Its particular emphasis on consumer behavior toward biodegradable tableware made from agricultural waste addresses a relatively underexplored area. Given the urgent need for alternatives to plastic, the study offers practical insights for both industry stakeholders and environmental policymakers. The analysis of demographic variables particularly income and education in shaping consumer attitudes enhances the paper's value from a behavioral science perspective. |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | Yes, the title accurately reflects the core theme and scope of the study. It is both informative and engaging, and no changes are 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. | The abstract provides a clear summary of the study's objectives and general findings. However, the following improvements are recommended:  - Include key statistical results (e.g., chi-square values and p-values) to reflect the analytical precision.  - Expand briefly on the specific barriers to adoption, such as price sensitivity and product durability, to convey a fuller picture. |  |
| Is the manuscript scientifically, correct? Please write here. | Yes, the manuscript is methodologically sound. The research design, sampling approach, and application of chi-square testing are appropriate for the study's objectives. The findings are clearly reported and interpreted. One area that could enhance the scientific strength is the inclusion of additional statistical measures, such as effect sizes or logistic regression to model consumer willingness to pay. |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | The reference list is adequate and includes recent literature relevant to the topic. However, to strengthen the literature base and provide broader context, the inclusion of the following sources is suggested:  1. Dilkes-Hoffman et al. (2019)– on consumer knowledge and misconceptions about bioplastics.  2. Klein et al. (2019)– focusing on drivers of consumer purchase intent for bioplastic products.  3. Weinrich & Herbes (2023)– emphasizing psychological and sociological factors in sustainable product adoption.  Also, ensure that all references are formatted consistently and include DOIs or stable URLs where applicable. |  |
| Is the language/English quality of the article suitable for scholarly communications? | The manuscript is overall understandable, but the language could benefit from editing for clarity and fluency. Several sections include grammatical errors, sentence misconstruction, and repetitive phrasing. A thorough professional language review is strongly recommended prior to publication. |  |
| Optional/General comments | 1. Consider revising figures for better clarity—especially Figures 1 and 2. Add clear axis labels, scales, and legends. 2. Add a brief section on limitations (e.g., non-random sampling, limited geographic coverage) to increase transparency. 3. A brief concluding statement on how the findings can inform product development or environmental communication strategies would improve the practical relevance of the study. |  |

|  |  |  |
| --- | --- | --- |
| **PART 2:** | | |
|  | **Reviewer’s comment** | **Author’s Feedback** (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:**

**Ankita Ghosh, University of Kalyani, India**