

REVIEWER'S REPORT

Manuscript No.: IJAR-58792

Title: Government Enterprise Support Programmes and MSE Sustainability in Northern Nigeria: Evidence from the Katsina State Enterprise Development Agency (KASEDA)

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality		✓		
Clarity			✓	
Significance	✓			

Reviewer's ID: JPR-002

Detailed Reviewer's Report

The manuscript presents a relevant and contemporary study focusing on green branding, eco-labelling, sustainable packaging, green brand positioning, environmental attitudes, green brand image, and green purchase intention. The topic is significant in the present context of sustainability, environmental awareness, and changing consumer preferences, and the study has good potential to contribute to the existing literature on green consumer behaviour. The integration of **PLS-SEM and bibliometric analysis** is a positive feature and provides both empirical and broader research-trend perspectives. However, the manuscript requires several improvements before publication. **First**, the title should be revised to make it concise, grammatically correct, and clearly aligned with the variables actually examined in the study. **Second**, the abstract should be strengthened by clearly presenting the research problem, objectives, methodology, sample size, major findings, and key implications. **Third**, although the literature review covers relevant areas, the authors should establish a clearer research gap and explain more explicitly how the present study extends previous research. The theoretical foundation, particularly the application of the Theory of Planned Behavior and green-branding perspective, should also be connected more clearly with the proposed relationships among the constructs. **Fourth**, the methodology is generally appropriate, but additional details are required regarding the sampling technique, respondent selection, questionnaire development, measurement scales, data-collection procedure, and justification of the sample size. **Fifth**, the statistical analysis using PLS-SEM is

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appropriate, but the authors should ensure complete and consistent reporting of reliability, convergent validity, discriminant validity, structural relationships, effect sizes, predictive relevance, and significance values. All tables, figures, and statistical values should be carefully cross-checked for consistency.

Sixth, the bibliometric analysis is an interesting component of the manuscript; however, the authors should establish a stronger connection between the bibliometric findings and the empirical PLS-SEM model, particularly explaining how the identified research trends and themes contributed to the selection of variables and development of the research framework. **Seventh**, the discussion of findings should be expanded by comparing the major results with previous empirical studies and explaining agreements, differences, and possible reasons for the observed relationships. The theoretical contribution of the findings should also be clearly highlighted. **Eighth**, the practical implications are useful, particularly for organizations seeking to improve eco-labelling, sustainable packaging, and green brand communication; however, policy recommendations that extend beyond the direct evidence of the study should be supported with appropriate references or presented as future policy suggestions. **Ninth**, the manuscript requires considerable language and editorial improvement, including correction of grammar, spelling, punctuation, sentence construction, spacing, terminology, table formatting, and overall academic presentation. The authors should also maintain consistent terminology throughout the manuscript. **Tenth**, the conclusion should be strengthened by directly linking the findings with the research objectives, while the limitations and future research directions should be clearly discussed, particularly with regard to sampling limitations, cross-sectional design, self-reported purchase intention, and generalizability. Overall, the manuscript addresses an important research problem and demonstrates **good originality and significance**, but substantial revisions are required to improve its conceptual clarity, methodological transparency, statistical reporting, theoretical contribution, discussion, and language quality. **The manuscript is therefore recommended for Major Revision.**