

Response for Reviewer 3

The authors would like to appreciate the insightful comments provided by Editor and Reviewers. The comments help to reshape the article in a more professional way. The authors would also like to thank the Journal of Sustainability for providing an opportunity to revise and resubmit the paper.

The comments have been incorporated in the revised version by adding or modifying existing material with the support of relevant latest citations of 2023 articles published in the Journal of Sustainability. The same has been highlighted by the yellow color in the article. The authors believe that article has become more professional and have strong practical implications for society and academia.

This is an interesting study. I have some concerns.

Open Review

☒ I would not like to sign my review report

☐ I would like to sign my review report

Quality of English Language

☐ I am not qualified to assess the quality of English in this paper

☒ English very difficult to understand/incomprehensible

☐ Extensive editing of English language required

☐ Moderate editing of English language required

☐ Minor editing of English language required

☐ English language fine. No issues detected

Reviewer Comments	Authors Response
Questions:	
First, the title is CSR practices but in abstract and paper is CSR green practices. I confused about the use of the term.	Agreed, Done. Sorry for the mistake. We changed the word ‘green practices to CSR practices. line 1-3: The goal of this study was to investigate the effects of sustainable corporate social responsibility (CSR) practices on impulse

	buying behavior, with a focus on the moderating role of social media advertising.
Second, attitude is not always point to behavior. There is a gap, especially talking about CSR.	Agreed, Done. Page 3: Schoff [95] emphasized that businesses today are losing out if they do not engage in CSR. Businesses can no longer afford to ignore CSR, as it increasingly influences consumer decisions (...)
Third, authors keep talking about companies throughout the paper, however, student sample is used.	Respected Reviewer, Current study is focusing on buying behavior of customers. Therefore, university students were selected (young consumers in China). Also, explaining how CSR practices have become the foundation of a company's identity, creating a distinct and long-lasting brand. It has become a prominent tactic among companies. Another important goal is to build relationships with customers, workforces, suppliers, and the social environment. Businesses create strategies for ecological, social, and financial health by evaluating the needs of the community and the effectiveness of existing practices
Comments on the Quality of English Language Very difficult to read, Native English speaker is needed for proof reading.	Agreed and done. Professional services for proofreading and editing have been hired which help in creating linkages and clarity among all sections. The article is much refined now.

Once again thank you for providing valuable suggestions and comments, which really refines the current version of this article. We trust the revisions have fully addressed the concerns previously expressed and we look forward to receiving your notification of acceptance in due course. Please contact the authors if you have any further queries or concerns.