

Digital communication of conscientious brands: case studies

Comment 1: The topic is not comprehensive enough. The authors should provide a topic that captures the main ideas of the research.

Comment 2: Abstract line 18. I have read it several times, but I don't really get the meaning. The authors should restructure the core objectives of the research.

Comment 3: In the same abstract section, although the authors have improved this section, there are still minor issues that need to be addressed. More specifically, the authors failed to capture the primary outcome or results from the research.

Comment 4: In the abstract section, the authors should write ESG in full terms.

Comment 5: There are so many paragraphs in the entire manuscript, which makes the reading of the paper a little bit boring. The authors should combine some of the paragraphs.

Comment 6: The authors keep mentioning "website" in the entire manuscript. My question is, what type of website are the authors referring to? Is it the company website or the individual website? Please clarify these issues in the manuscript.

Comments 7: The practical implication of the study is still not clear. How does this research benefit businesses, managers, entrepreneurs, and stakeholders? This practical significance should be elaborated.