

Review Form 1.6

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_94471
Title of the Manuscript:	Attitude-Behavior Gap in Green Consumption Behavior: A Review
Type of the Article	Review paper

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:

(<https://www.journaljemt.com/index.php/JEMT/editorial-policy>)

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)
Compulsory REVISION comments	<p>There is need for definition of green products in the introduction sector.</p> <p>There is need to mention some statistics from published papers on consumption of green products.</p> <p>There is need for at least one table (preferably bibliometric analysis)</p> <p>Some information on sample size, statistical tools, and products selected in previous research works can be tabulated.</p> <p>Predictor variables, independent variables, mediating variables, moderating variables related to attitude and behaviour could have been listed.</p>	
Minor REVISION comments	<p>Few theories adopted by previous researchers such as TPB and TRA could have been discussed for increasing the weight of the paper.</p> <p>Future research directions in separate paragraph can improve the quality of paper.</p> <p>References-</p> <p>Duong, C. D. (2021). Big Five personality traits and green consumption: bridging the attitude-intention-behavior gap. Asia Pacific Journal of Marketing and Logistics.</p> <p>Miniero, G., Codini, A., Bonera, M., Corvi, E., & Bertoli, G. (2014). Being green: from attitude to actual consumption. International Journal of Consumer Studies, 38(5), 521-528.</p> <p>Park, J., Ko, E., & Kim, S. (2010). Consumer behavior in green marketing for luxury brand: A cross-cultural study of US, Japan and Korea. Journal of Global Academy of Marketing, 20(4), 319-333.</p> <p>Wang, J., Shen, M., & Chu, M. (2021). Why is green consumption easier said than done? Exploring the green consumption attitude-intention gap in China with behavioral reasoning theory. Cleaner and Responsible Consumption, 2, 100015.</p>	
Optional/General comments	<p>Paper looks very simple and straight.</p> <p>The abstract and introduction are perfect.</p> <p>The sections in the paper are perfectly arranged.</p> <p>You can use Vosviewer for including some graphs in the paper.</p> <p>Some papers such as Park <i>et al</i> (2010), Minero <i>et al</i> (2014), Wang <i>et al</i> (2021), Duong (2021) may help for increasing the review scope.</p>	

PART 2:

	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)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	

Reviewer Details:

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