

Review Form 1.6

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_92693
Title of the Manuscript:	Understanding the Impact of Situational Factors on Green Purchase Intention in Retailing: A Study of Young Consumers.
Type of the Article	Original Research Article

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:

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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		
Minor REVISION comments	Authors may put some more emphasis on discussing the results and its similarity or dissimilarity with early research. It can be given under separate heading as discussion. Authors may also write on how these retail store can market and promote the green initiatives among customers. The article below can be referred for marketing of retail outlets: A prospective study on online marketing of small and medium enterprises (SMEs) of services sector in India (2015)	
Optional/General comments		

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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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