

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	<p>Please consider the following points:</p> <ol style="list-style-type: none"> The title of the study talks about situational factors, the authors could revise the introduction section with a better explanation on how the preference of store and transportation mode are situational factors. The literature support given before the formulation of first hypothesis could be more precise. Here, the authors have not mentioned what do they exactly mean by 'preference'. Also, the argument could be supported by including some recent and relevant studies. The arguments before H2 could also be improved in their precision. The present support talks about vehicle pooling, sustainable modes of transport, and environmental degradation but it does not directly highlight a possible connection between transportation mode and green purchase intention. The part saying, "The use of the sustainable mode of transport by consumers such as walking, cycling or public transport indicates a high concern for socially responsible consumption" could be further emphasized and supported by relevant studies to make a robust argument. The authors have mentioned that respondents "have a positive attitude toward social and environmental awareness and sustainable consumption". Kindly elaborate, how authors took this under consideration? Also, why this particular age group was targeted for the study? A few sample items of the measures used could be mentioned in the paper for better clarity. Authors could also consider the use of SEM for model testing based on the items of the measures, since they have already done the CFA. Also, certain control variables (maybe demographic variables), based on the past studies could be included while testing for better results. In discussing implications of the study, the findings of the current study should be discussed in the light of existing literature. Thus, relevant studies could be cited while extending the suggestions. Authors could also check for method biasness since self-reported measures are used for data collection. 	
Minor REVISION comments		
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?	(If yes, Kindly please write down the ethical issues here in details)	

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