

Review Form 1.7

Journal Name:	Current Journal of Applied Science and Technology
Manuscript Number:	Ms_CJAST_102906
Title of the Manuscript:	Antecedents of Purchase Intention towards herbal products: An Emerging Market Study
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:

(<https://www.journalcjast.com/index.php/CJAST/editorial-policy>)

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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)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>1. The purpose of this study was to investigate the willingness to buy herbal products in the field of cosmetics and skincare, medicine, and food supplements. In the meantime, characteristics such as safety, quality, function, traditional attraction, brand image, and price were investigated, which seem interesting and can be important for the scientific community.</p> <p>2. The title of the article seems appropriate.</p> <p>3. In the abstract of the article, items such as the purpose, statistical sample, sample size, sampling time, data analysis method, findings, and conclusions are stated, which seems complete.</p> <p>4. Scientific structure has been followed in writing the article.</p> <p>5. Yes.</p> <p>7. The references in the article are a bit old. While the authors could use newer references. Below I have tried to provide more up-to-date references so that the authors can replace them if they wish. Farzin, M., Shababi, H., Shirchi Sasi, G., Sadeghi, M., & Makvandi, R. (2023). The determinants of eco-fashion purchase intention and willingness to pay. Spanish Journal of Marketing-ESIC.</p> <p>Sadeghi, M., Chamazkolti, A. A., Makvandi, R., & Farzin, M. (2022). CSR, product image, and corporate reputation as underline mechanism to investigate the influence of green marketing awareness on purchase intention for policymakers. Indian Development Policy Review, 3(1), 81-93.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	Yes	
<p>Optional/General comments</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)
<p>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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