

Review Form 1.7

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| Journal Name: | Journal of Experimental Agriculture International |
| Manuscript Number: | Ms_JEAI_106759 |
| Title of the Manuscript: | GREEN MARKETING MIX OF ORGANIC PRODUCT AND ITS IMPACT ON PURCHASE DECISION |
| Type of the Article | Original Research Article |

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) |
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| Compulsory REVISION comments 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. (Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments) | Yes Yes Confusing, no description of the indicators for each variable Not enough Slightly correct References need to be added | |
| Minor REVISION comments 1. Is language/English quality of the article suitable for scholarly communications? | Yes | |
| Optional/General comments | <ul style="list-style-type: none"> - Abstract no need another study, it was about the research stages only - Add 20 – 30 research gaps - Using the latest statistical methods for example SPSS - Analysis need discuss with former research - conclusions answer the research objectives - recommendations contain the lowest rating - need to add 20 – 30 references | |

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) |
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| 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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| Name: | Umbas Krisnanto |
| Department, University & Country | Postgraduate School, Perbanas Institute, Indonesia |