

Review Form 1.7

Journal Name:	International Journal of Environment and Climate Change
Manuscript Number:	Ms_IJECC_112305
Title of the Manuscript:	OPINION OF YOUTH TOWARDS GREEN ADVERTISEMENTS AND THEIR ENVIRONMENTALLY RESPONSIBLE BEHAVIOUR
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)
<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. This research is very important to find out the opinions of the younger generation regarding green marketing and green behavior. By knowing their opinions, companies can create marketing strategies that include green advertisements. Green advertisements can also be an entry point in the learning process for the younger generation to raise awareness of green behavior.</p> <p>2. The title of this journal already reflects the content of the research, but the author can also improve the research title with a more eye-catching title</p> <p>3. The abstract is comprehensive, explaining the research objectives, research methods, research results and research benefits.</p> <p>4. Subsections and structure are appropriate. The subsection consists of introduction, literature review, research method, analysis and discussion, conclusions and implications</p> <p>5. The article has referred to scientific principles. The article contains the gap phenomenon, research objectives, theory underlying the research, research methods and statistical analysis, conclusions and research implications.</p> <p>6. The references for this journal are adequate and in accordance with the theme studied, however there are several references that are old (more than 10 years). The author can add several references that are more up to date.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The quality of articles in English is suitable for scientific communication</p>	
<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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Reviewer Details:

Name:	Lenny Christina Nawangsari
Department, University & Country	Universitas Mercu Buana, Indonesia