

### Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_122619
Title of the Manuscript:	The Effect Green Product of Skincare Avoskin on Green Purchase Intention : Mediation Moderation Model
Type of the Article	Empirical Research Paper

#### PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<b>Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.</b>	This study aims to analyze the influence of green customer value on green purchase intention, mediated by green psychological benefits and moderated by green marketing, among Avoskin skincare users in Malang City. The research seeks to provide deeper insights into the factors driving consumer intentions to purchase eco-friendly products, particularly in the rapidly growing local beauty industry.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The Title of research article is appropriate	
<b>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</b>	The Abstract of research article is comprehensive and easy to understand. No changes are recommended in the abstract.	
<b>Are subsections and structure of the manuscript appropriate?</b>	The subsections and structure of manuscript of research article is scientifically correct and appropriate.	
<b>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</b>	A quantitative explanatory research approach was employed to examine the relationships between the variables. The study was conducted on 240 respondents selected through purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed using Warp PLS v8.0. The analysis included the assessment of convergent and discriminant validity, reliability, and hypothesis testing.	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>	The references in the manuscript are proper, recent and sufficient. Additional references are not required	

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Minor REVISION comments <b>Is the language/English quality of the article suitable for scholarly communications?</b>	Barring few spelling mistakes (On Page No.6 Under Heading 4. Results and Discussion "Characteristic" has been misspelt as "Charectiristics") the quality of the English language used in the research article is good and suitable for scholarly communications.	
<b>Optional/General</b> comments	NIL The research article titled " <b>The Effect Green Product of Skincare Avoskin on Green Purchase Intention: Mediation Moderation Model</b> " is recommended for publication in <b>Asian Journal of Economics, Business and Accounting (AJEBA)</b> after correcting the spelling mistakes.	

### **PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> (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)
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

### **Reviewer Details:**

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