

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	

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p>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.</p>	<p>From my point of view, it is a very interesting topic and simultaneously it seems that to the best of my knowledge is an important research 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.</p> <p>Study design: A quantitative explanatory research approach was employed to examine the relationships between the variables.</p> <p>Place and Duration of Study: The study was conducted in Malang City from May to July 2024, focusing on 240 respondents selected through purposive sampling.</p> <p>Methodology: 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.</p> <p>Results: The results of this study show that Green Customer Value and Green Psychological Benefits have a significant influence on Green Purchase Intention among Avoskin skincare consumers in Malang City. Green Psychological Benefits effectively mediate the relationship between Green Customer Value and Green Purchase Intention. However, Green Marketing does not significantly moderate the relationship between Green Customer Value and Green Purchase Intention. Green Customer Value emerges as the most dominant variable influencing green purchase intention compared to other variables.</p> <p>Conclusion: The study concludes that Green Customer Value and Green Psychological Benefits significantly influence Green Purchase Intention among Avoskin skincare consumers in Malang City. Green Psychological Benefits serve as a crucial mediator, enhancing the impact of Green Customer Value on Green Purchase Intention. While Green Marketing does not significantly moderate this relationship, the findings underscore the importance of perceived green value and psychological benefits in driving consumer intentions toward eco-friendly products.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>Yes</p>	
<p>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.</p>	<p>The abstract must contains the main purpose of the paper, the research method used in the research and the main contributions.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>No</p>	
<p>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.</p>	<p>The analyzes are robust, the methods are appropriate for this research. I consider that the introduction should specify the novelty of the paper compared to other papers published in this area. I consider an econometric model will increase the quality of the paper.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>1. In the same time, I consider the literature review section cannot missing from the paper and that is why we consider that the literature is not enough and that is why, we recommend the authors to refer to other recent works indexed in Web of Science, Scopus, Emerald, Cambrige, and of course MDPI Journals. We suggest that the authors cite papers published in MDPI</p>	

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	<p>journals and Web of Science Journals, such as:</p> <ol style="list-style-type: none"> 1. Batrancea L., Batrancea I., Moscviciov A. (2009), The Roots of the World Financial Crisis, Annals of Faculty of Economics, 3(1):57-62. 2. Moscviciov, A., Bătrâncea, I., Bătrâncea, M., Bătrâncea, L.M. (2010) Financial Ratio Analysis Used In the It Enterprises, Annals of the University of Oradea: Economic Science, 19(2):600-603. 3. Batrancea, L., Batrancea, I., Moscviciov, A. (2009) The analysis of the entity's liquidity—A means of evaluating cash flow, Journal of International Finance and Economics, 9(1):92-98. <p>Batrancea L., Nichita A., Batrancea I., Gaban L. (2018). „The Strength of the Relationship Between Shadow Economy and Corruption: Evidence from a Worldwide Country-Sample”. Social Indicators Research 138(3), 1119-1143; DOI: 10.1007/s11205-017-1696-z</p>	
Minor REVISION comments	Yes	
Is the language/English quality of the article suitable for scholarly communications?		
Optional/General comments	The Manuscript needs careful English proofreading because there are some shortcomings. For instance, the article “the” is sometimes missing in front of nouns, the message in some paragraphs is not clear enough.	

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?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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