

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	Original Research Article

Review Form 3

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>The manuscript is well-structured and presents a clear analysis using robust quantitative methods. However, the contribution to the existing body of literature is modest, as the study does not substantially challenge or advance current understanding in green marketing or consumer behaviour. Additionally, the findings regarding the non-significance of green marketing as a moderator could be explored in greater depth to uncover more nuanced insights. The discussion section should more thoroughly address the non-significant findings, exploring possible reasons and implications for future research and practice.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The title of the article is somewhat clear, but it could be more concise and reflective of the study's main contributions.</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 is comprehensive, providing a clear overview of the study's objectives, methodology, and key findings.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>The manuscript's structure is generally appropriate, with well-organized sections that logically present the research.</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 study's design is sound, with clear operationalization of variables and a well-justified sample selection. The use of Warp PLS for path analysis is commendable, as it accounts for potential non-linear relationships and multicollinearity issues. However, further discussion on the limitations of the study, particularly regarding the sample's representativeness and potential biases, would be beneficial.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. -</p>	<p>The references are generally sufficient and include a mix of foundational and contemporary sources. However, the manuscript would benefit from the inclusion of more recent studies, particularly those published in the last two years, to ensure the research is grounded in the latest developments in the field.</p>	
<p><u>Minor</u> REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>The language and English quality of the article are generally suitable for scholarly communication.</p>	
<p><u>Optional/General</u> comments</p>	<p>The manuscript is a valuable contribution to the literature on green consumer behavior, particularly within the context of the skincare industry. The study's findings have practical implications for businesses looking to enhance green marketing strategies and consumer engagement. However, further refinement and expansion of certain sections, particularly the literature review and discussion, would significantly enhance the manuscript's academic rigor and practical relevance.</p>	

Review Form 3

PART 2:

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

Reviewer Details:

Name:	Hsiu-Jung Chou
Department, University & Country	Cheng Shiu University, Taiwan