

Review Form 3

Journal Name:	Journal of Economics, Management and Trade
Manuscript Number:	Ms_JEMT_128432
Title of the Manuscript:	Purchasing Still Wines: the Influence of Extrinsic Attributes
Type of the Article	

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This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guidelines for the Peer Review process, reviewers are requested to visit this link:

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PART 1: 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>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	Interesting paper about the criteria and the extrinsic attributes which are implied by the consumers in order to choose and buy wine. The study was based on bibliographic research and its analysis according to bibliographic research using "Google scholar" with keywords.	
Is the title of the article suitable? (If not please suggest an alternative title)	YES	
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.	YES	
Is the manuscript scientifically, correct? Please write here.	YES	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	YES	
Is the language/English quality of the article suitable for scholarly communications?	Accepted level	
Optional/General comments	The Author should clarify in the introduction chapter that the first level of selection criteria is the type of wine (e.g. one consumer may want to drink a white or a red wine, another may want a dry or a semi-sweet wine, and so on). The context of experience also contributes to this, i.e. "I have tasted a wine and I liked it and therefore I prefer to buy the same one". When we go beyond this level to a second level, external characteristics and "the Influence of Extrinsic Attributes" play a role, which in the context of the present work are properly evaluated. However, the impression should not be given that external criteria can play a role without evaluating the nature and type of wine on the one hand and the specific preference of the consumer on the other, and that only "the Influence of Extrinsic Attributes" plays a role.	

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:	Theodoros A. Markopoulos
Department, University & Country	Democritus University of Thrace, Greece