Journal Name:	Current Journal of Applied Science and Technology
Manuscript Number:	**Ms_CJAST_64539**
Title of the Manuscript:	**Estimation of different factors considered by the consumers during purchase of green products**
Type of the Article	**Original Research Article**

General guideline for Peer Review process:

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.
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SDI Review Form 1.6

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)*
Compulsory REVISION comments	In this article, it would be helpful to see the sales statistics for organic products in the region where the study was conducted. It would be interesting to know about the purpose of the study, because the author did not mention in the introduction the need for scientific research on the assessment of various factors that consumers consider when buying organic products. The author limited himself to a description of the problem in general terms. At the beginning of the article, it would be good to see the goal, objectives, object, subject of research, the novelty of the research, the importance of qualimetric assessment of factors. There should be a result to which the research is directed: for example, to obtain data for changing the marketing tools: communication, product, pricing policy of the enterprise.	The sale Statistics of the organic products in the study area is depicted in the fig 1. The study was conducted with the objective to know the different categories of green products purchased and the factors considered while purchasing green products. The subject of the research is mentioned in the methodology part. The study is mainly focused on the consumers so more information on the enterprises is not collected.
Minor REVISION comments	The results of ranking the respondents' answers need a more extensive author's commentary on consumer sentiments, the patterns of their position, conclusions on the applicability of their answers for a specific marketing impact. Most of the author's proposals need to be more specified, otherwise these proposals will remain declarative. For example: "Government can also play key role in this aspect by encouraging consumers and promoting firms to go green". Here it is necessary to reveal the question of what methods should be used to activate the state influence on consumer behavior. Which of them can be effective based on the results of the marketing research. It is necessary to link the research problem with the results of the analysis. That is, how exactly the author recommends promoting the ideas of ecological nutrition based on the study of the patterns of behavior of young consumers.	The consumers can be influenced by explaining them about the various benefits of using the green products by creating awareness among the public. The awareness, knowledge and promotion of green concept should start from school level itself.
Optional/Generalcomments	It is not clear why the category of consumers over 29 years old does not have an ultimate limit, for example, up to 35 years old. Maybe it would be worth including in the sample such segments as young families with children, consumers under 55 and other categories. After all, in this way we significantly expand the segments of consumers of organic food. It's just that each segment needs a micro-marketing approach with a special toolkit for communication impact.	As per the study the data on age was classified based on mean age of the respondents so it has left open as more than 29 years old consumers.

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?	*(If yes, Kindly please write down the ethical issues here in details)*	_NO_