



**SDI Review Form 1.6**

Journal Name:	<a href="#">Current Journal of Applied Science and Technology</a>
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. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

<http://www.sciencedomain.org/journal/10/editorial-policy>



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**PART 1: Review Comments**

	<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>Compulsory</b> 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.	
<b>Minor</b> 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.	
<b>Optional/General</b> comments	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.	

**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>	

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