

[TMJ] Submission Acknowledgement**Editor in Chief** <editor@transnationalmarket.com>

Mon, Sep 05, 2022, at 10:16 AM

To: Edi Rahmat Taufik <ertaufik707@untirta.ac.id>

Edi Rahmat Taufik:

Thank you for submitting the manuscript, "Predictors of Green Brand Love Via Brand Trust as Function of Green Marketing: Moderating Role of Green Altruism" to the Transnational Marketing Journal.

With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal website:

Submission URL: <https://transnationalmarket.com/menu-script/index.php/transnational/login>

Username: taufik

If your paper pass reviews processes and meets our standards it is necessary to make the payment of APC (Article Processing Charge) for covering publishing, review, and databases indexing costs.

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Editor in Chief

Transnational Marketing Journal (TMJ)

[TMJ] Submission Acknowledgement**Editor in Chief** <editor@transnationalmarket.com>

Wed, Sep 21, 2022, at 02:40 PM

To: **Edi Rahmat Taufik** <ertaufik707@untirta.ac.id>

Edi Rahmat Taufik:

The paper "Predictors of Green Brand Love Via Brand Trust as Function of Green Marketing: Moderating Role of Green Altruism" has been preliminarily reviewed.

Reviewers have given their comments on your paper. Please do the following when you resubmit your revised version:

- (i) All corrections as per the reviewers' comments and prepare a table/response letter showing corrections done. Your corrections will not be accepted in the absence of this response letter/table.
- (ii) All authors' names, emails and affiliations checked and corrected
- (iii) Add ORCID IDs of all authors

Please ensure the submission of the revision within 1 month of receiving this mail either both as a reply to this mail and in the online system.

The paper can be resubmitted for a review after huge improvements, and this does not guarantee it will be approved.

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Editor in Chief

[Transnational Marketing Journal \(TMJ\)](#)**Reviewer 1**

The study provides a clear and concise research objective, which is to examine the influence of green information quality on consumers' love for green brands by developing trust. The research design is appropriate for addressing the research question and objective, and the use of a time-lagged study is a good approach for assessing the relationships between the variables of interest. However, there are a few areas where the study could be improved.

- Firstly, the sampling technique used in the study is not adequately described. The study only mentions that a multistage random sampling technique was used, but there is no information provided on how the sampling was done.
- Secondly, the focus on consumers of natural or organic products, authors need to explain its contextual significance.
- Furthermore, the study could have provided more information on the measures used for the variables of interest and how they were validated. SmartPLS v.4 software is appropriate for data analysis.
- The results of the study revealed that information quality positively influences green brand trust and green brand love among consumers. This statement needs more explanation in light of the context and existing literature.

- How can marketers focus on enhancing customer awareness regarding green brands by using marketing strategies that persuade customers to buy such brands?

Reviewer 2

The study appears to be well-designed and executed, with a clear research objective and methodology. The use of a time-lagged study design with a multistage random sampling technique adds to the validity of the results. The data analysis approach using structural equation modeling is appropriate for examining the relationships between the variables of interest.

- The study's focus on green information quality and its impact on green brand love and trust among consumers is relevant and timely, given the increasing awareness of consumer studies. However, it can be more influential by adding the latest and relevant literature.
- Overall, the section on data analysis and results provide a clear and concise description of the methodology and analysis conducted, as well as the findings of the study. The use of SmartPLS v.4 software and SEM to conduct the analysis is appropriate, and the results show good reliability and validity of the measures, as well as discriminant validity among the study variables. However, there is a need to use of HTMT ratio to assess multicollinearity among the study constructs as a valid approach. It would be helpful to provide more information on the meaning and implications of the HTMT values and how they were interpreted in the study.
- The results should provide valuable insights into the relationships between the study variables. It may be helpful to provide more information on the effect sizes and the practical significance of the findings, as well as any potential limitations or alternative explanations for the results.
- The authors must suggest future research directions like examining the moderating role of celebrity endorsement and social norms to assess their significance and transmit the green information quality towards green brand love and resultant behaviors.
- The study can benefit from thorough proof editing with the help of professional proof editors.

[TMJ] Submission Acknowledgement**Editor in Chief** <editor@transnationalmarket.com>

Sun, Oct 09, 2022, at 08:21 AM

To: **Edi Rahmat Taufik** <ertaufik707@untirta.ac.id>

Edi Rahmat Taufik:

Thank you for submitting revision of the manuscript, ""Predictors of Green Brand Love Via Brand Trust as Function of Green Marketing: Moderating Role of Green Altruism" to the Transnational Marketing Journal.

With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Submission URL: <https://transnationalmarket.com/menu-script/index.php/transnational/login>

Username: taufik

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Editor in Chief

Transnational Marketing Journal (TMJ)

Response to Reviewer 1

Sr. No.	Reviewer's Comment	Response
	The study provides a clear and concise research objective, which is to examine the influence of green information quality on consumers' love for green brands by developing trust. The research design is appropriate for addressing the research question and objective, and the use of a time-lagged study is a good approach for assessing the relationships between the variables of interest. However, there are a few areas where the study could be improved.	Many thanks respected reviewer for your kind remarks and sugegstions.
1	Firstly, the sampling technique used in the study is not adequately described. The study only mentions that a multistage random sampling technique was used, but there is no information provided on how the sampling was done.	Many thanks for your kind suggestions. We have now revised the sampling technique used in the study and explained the multistage random sampling technique. Please see page 10-11
2	Secondly, the focused on consumers of natural or organic products, authors need to explain its contextual significance.	Dear reviewer, Done as suggested. Please see pages 2-4
3	Furthermore, the study could have provided more information on the measures used for the variables of interest and how they were validated. SmartPLS v.4 software is appropriate for data analysis.	Dear reviewer, Thank you for your kind suggestions. We have now provided more information on the measures used for the variables of interest and how they were validated. SmartPLS v.4 software is appropriate for data analysis. Please see pages 13
4	The results of the study revealed that information quality positively influences green brand trust and green brand love among	Respected reviewer, Thank you. We have now explained statement needs more explanation in light of the context and existing literature.

	consumers. This statement needs more explanation in light of the context and existing literature.	Please see page 18
5	How can marketers focus on enhancing customer awareness regarding green brands by using marketing strategies that persuade customers to buy such brands?	Thank you dear reviewer. We have now explained the way marketers can focus on enhancing customer awareness regarding green brands by using marketing strategies that persuade customers to buy such brands Please see page 19

Response to Reviewer 2

Sr. No.	Reviewer's Comment	Response
	The study appears to be well-designed and executed, with a clear research objective and methodology. The use of a time-lagged study design with a multistage random sampling technique adds to the validity of the results. The data analysis approach using structural equation modeling is appropriate for examining the relationships between the variables of interest.	Thank you.
1	The study's focus on green information quality and its impact on green brand love and trust among consumers is relevant and timely, given the increasing awareness of consumer studies. However, it can be more influential by adding the latest and relevant literature.	The latest literature added throughout the paper.
2	Overall, the section on data analysis and results provide a clear and concise description of the methodology and analysis conducted, as well as the findings of the study. The use of SmartPLS v.4 software and SEM to conduct the analysis is	Many thanks. We have now added and explained the HTMT ratio and its results. Please see pages 14-15

	<p>appropriate, and the results show good reliability and validity of the measures, as well as discriminant validity among the study variables. However, there is a need to use of HTMT ratio to assess multicollinearity among the study constructs as a valid approach. It would be helpful to provide more information on the meaning and implications of the HTMT values and how they were interpreted in the study.</p>	
3	<p>The results should provide valuable insights into the relationships between the study variables. It may be helpful to provide more information on the effect sizes and the practical significance of the findings, as well as any potential limitations or alternative explanations for the results.</p>	<p>Dear reviewer. In results we have now provided more information on the effect sizes and the practical significance of the findings, and added potential limitations or alternative explanations for the results.</p> <p>Please see pages 15-16 and 21</p>
4	<p>The authors must suggest future research directions like examining the moderating role of celebrity endorsement and social norms to assess their significance and transmit the green information quality towards green brand love and resultant behaviors.</p>	<p>Dear reviewer, Thank you.</p> <p>Done as suggested.</p> <p>Please see pages 21</p>
5	<p>The study can benefit from thorough proof editing with the help of professional proof editors.</p>	<p>Done, dear reviewer as suggested.</p>

[TMJ] Submission Acknowledgement**Editor in Chief** <editor@transnationalmarket.com>

Fri, Oct 28, 2022, at 11:51 AM

To: Edi Rahmat Taufik <ertaufik707@untirta.ac.id>

Edi Rahmat Taufik:

The paper "Predictors of Green Brand Love Via Brand Trust as Function of Green Marketing: Moderating Role of Green Altruism" has been reviewed again.

The paper provides a detailed analysis of the coffee selling and purchasing system. However,

- The paper could benefit from providing more details about the research methodology and the data collection process used by the researcher.
- Overall, the study contributes to the literature on sustainability marketing and provides some useful policy implications. However, there is room for improvement in terms of the sampling technique, measures used, and reporting of statistical tests.
- The authors should cross-check all the references to match the bibliography.

The paper can be resubmitted for review after huge improvements, and this does not guarantee it will be approved.

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Editor in Chief

Transnational Marketing Journal (TMJ)

[TMJ] Submission Acknowledgement**Editor in Chief** <editor@transnationalmarket.com>

Tue, Nov 15, 2022, at 10:38 AM

To: Edi Rahmat Taufik <ertaufik707@untirta.ac.id>

Edi Rahmat Taufik:

Thank you for submitting revision of the manuscript "Predictors of Green Brand Love Via Brand Trust as Function of Green Marketing: Moderating Role of Green Altruism" to the Transnational Marketing Journal.

With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Submission URL: <https://transnationalmarket.com/menu-script/index.php/transnational/login>

Username: taufik

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Editor in Chief

Transnational Marketing Journal (TMJ)

Response to Reviewers

Sr. No.	Reviewer's Comment	Response
	The paper provides a detailed analysis of the coffee selling and purchasing system. However,	Many thanks, Respected Reviewer.
1	The paper could benefit from providing more details about the research methodology and the data collection process used by the researcher.	Many thanks for your kind suggestions. We have now provided more details about the research methodology and the data collection process used by the researcher. Please see page 11
2	Overall, the study contributes to the literature on sustainability marketing and provides some useful policy implications. However, there is room for improvement in terms of the sampling technique, measures used, and reporting of statistical tests.	Dear reviewer, Thank you for your kind comments. We have now improved the sampling technique, measures used, and reporting of statistical tests. Please see page 12
3	The authors should cross-check all the references to match the bibliography.	Dear reviewer, Thank you for your kind suggestions. Done as suggested

[TMJ] Submission Acknowledgement

Editor in Chief <editor@transnationalmarket.com>

Mon, Dec 19, 2022, at 11:21 AM

To: **Edi Rahmat Taufik** <ertaufik707@untirta.ac.id>

Edi Rahmat Taufik:

Congratulations!

Your paper entitled, "Predictors of Green Brand Love Via Brand Trust as Function of Green Marketing: Moderating Role of Green Altruism" to the Transnational Marketing Journal (Vol. 11, Issue. 1, 2023).

Thank you for your interest in our journal. Your Journal paper would be indexed in Scopus (Elsevier), Google Scholar, Scirus, GetCited, Scribd, so on. We look forward to receiving your subsequent research papers.

Editor in Chief

Transnational Marketing Journal (TMJ)