



Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - Account Created in Manuscript Central

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Journal of Social Marketing <onbehalf@manuscriptcentral.com>
Reply-To: s.rundle-thiele@griffith.edu.au
To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id

Tue, Nov 19, 2019 at 3:21 PM

19-Nov-2019

Dear Mr. Setiawan:

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Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - JSOCM-05-2020-0088

1 message

Journal of Social Marketing <onbehalf@manuscriptcentral.com>
Reply-To: s.rundle-thiele@griffith.edu.au
To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id

Tue, May 19, 2020 at 4:40 PM

19-May-2020

Dear Mr. Setiawan:

Your manuscript entitled "The role of norms in predicting pro-environmental behavior" has been successfully submitted online and is presently being given full consideration for publication in the Journal of Social Marketing.

Your manuscript ID is JSOCM-05-2020-0088.

Please mention the above manuscript ID in all future correspondence or when calling the office for questions. If there are any changes in your street address or e-mail address, please log in to Manuscript Central at <https://mc.manuscriptcentral.com/jsocm> and edit your user information as appropriate.

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Thank you for submitting your manuscript to the Journal of Social Marketing.

Sincerely,
Sharyn Rundle-Thiele
Journal of Social Marketing

<https://orcid.org/0000-0002-2675-9176>



Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - Author update

1 message

Journal of Social Marketing <onbehalf@manuscriptcentral.com>

Mon, Jun 1, 2020 at 9:59 AM

Reply-To: s.rundle-thiele@griffith.edu.au

To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id, adi.zakaria@ui.ac.id, heruwasto@yahoo.com

01-Jun-2020

Dear Author(s)

It is a pleasure to inform you that your manuscript titled The role of norms in predicting pro-environmental behavior (JSOCM-05-2020-0088) has passed initial screening and is now awaiting reviewer selection. The manuscript was submitted by Mr. Budi Setiawan with you listed as a co-author. As you are listed as a co-author please log in to <https://mc.manuscriptcentral.com/jsocm> and check that your account details are complete and correct, these details will be used should the paper be accepted for publication.

Yours sincerely,

Sharyn Rundle-Thiele

Editorial Assistant, Journal of Social Marketing

s.rundle-thiele@griffith.edu.au



Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - Author update

1 message

Journal of Social Marketing <onbehalf@manuscriptcentral.com>

Tue, Jun 2, 2020 at 5:13 PM

Reply-To: s.rundle-thiele@griffith.edu.au

To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id, adi.zakaria@ui.ac.id, heruwasto@yahoo.com

02-Jun-2020

Dear Author(s),

It is a pleasure to inform you that all required reviews have been received for your manuscript entitled "The role of norms in predicting pro-environmental behavior" and that your paper is now awaiting an Editor Decision.

Yours sincerely,
Sharyn Rundle-Thiele
Editorial Assistant, Journal of Social Marketing
s.rundle-thiele@griffith.edu.au

Journal of Social Marketing - Decision on Manuscript ID JSOCM-05-2020-0088

1 message

Journal of Social Marketing <onbehalf@manuscriptcentral.com>
Reply-To: christine.domegan@nuigalway.ie
To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id

Tue, Jun 2, 2020 at 5:16 PM

June 2nd, 2020.

Dear Mr. Setiawan:

Manuscript ID JSOCM-05-2020-0088 entitled "The role of norms in predicting pro-environmental behavior" which you submitted to the Journal of Social Marketing, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

In order to send this paper out to peer review, please revise the manuscript to include an Abstract as per JSOCM guidelines.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/jsocm> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

You will be unable to make your revisions on the originally submitted version of the manuscript. Instead, revise your manuscript using a word processing program and save it on your computer. Please also highlight the changes to your manuscript within the document by using the track changes mode in MS Word or by using bold or coloured text. Once the revised manuscript is prepared, you can upload it and submit it through your Author Centre.

When submitting your revised manuscript, you will be able to respond to the comments made by the reviewer(s) in the space provided. You can use this space to document any changes you make to the original manuscript. In order to expedite the processing of the revised manuscript, please be as specific as possible in your response to the reviewer(s).

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Once again, thank you for submitting your manuscript to the Journal of Social Marketing and I look forward to receiving your revision.

Sincerely,
Dr. Christine Domegan
Editor, Journal of Social Marketing
christine.domegan@nuigalway.ie

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Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - JSOCM-05-2020-0088.R1

1 message

Journal of Social Marketing <onbehalf@manuscriptcentral.com>
Reply-To: s.rundle-thiele@griffith.edu.au
To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id

Sun, Jun 7, 2020 at 8:15 AM

07-Jun-2020

Dear Mr. Setiawan:

Your revised manuscript entitled "The role of norms in predicting pro-environmental behavior" has been successfully submitted online and is presently being given full consideration for publication in the Journal of Social Marketing.

Your manuscript ID is JSOCM-05-2020-0088.R1.

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Thank you for submitting your manuscript to the Journal of Social Marketing.

Sincerely,
Sharyn Rundle-Thiele
Journal of Social Marketing

<https://orcid.org/0000-0002-2675-9176>



Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - Author update

1 message

Journal of Social Marketing <onbehalf@manuscriptcentral.com>

Sun, Jun 14, 2020 at 11:45 PM

Reply-To: s.rundle-thiele@griffith.edu.au

To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id, adi.zakaria@ui.ac.id, heruwasto@yahoo.com

14-Jun-2020

Dear Author(s),

It is a pleasure to inform you that your manuscript titled The role of norms in predicting pro-environmental behavior (JSOCM-05-2020-0088.R1) has passed initial screening and is now awaiting reviewer invitation.

The manuscript was submitted by Mr. Budi Setiawan with you listed as a co-author.

As you are listed as a co-author, if you have not already done so please log in to <https://mc.manuscriptcentral.com/jsocm> and check that your account details are complete and correct, these details will be used should the paper be accepted for publication.

Yours sincerely,
Dr. Christine Domegan
Editor, Journal of Social Marketing



Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - Account Modified in Manuscript Central

2 messages

Journal of Social Marketing <onbehalf@manuscriptcentral.com>
Reply-To: s.rundle-thiele@griffith.edu.au
To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id

Fri, Jun 26, 2020 at 9:17 PM

26-Jun-2020

Dear Mr. Setiawan:

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Thank you for your participation.

Sincerely,
Journal of Social Marketing Editorial Office

Journal of Social Marketing <onbehalf@manuscriptcentral.com>
Reply-To: s.rundle-thiele@griffith.edu.au
To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id

Fri, Jun 26, 2020 at 9:17 PM

26-Jun-2020

Dear Mr. Setiawan:

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[Quoted text hidden]



Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - Author update

1 message

Journal of Social Marketing <onbehalf@manuscriptcentral.com>

Wed, Aug 5, 2020 at 9:38 PM

Reply-To: s.rundle-thiele@griffith.edu.au

To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id, adi.zakaria@ui.ac.id, heruwasto@yahoo.com

05-Aug-2020

Dear Author(s),

It is a pleasure to inform you that all required reviews have been received for your manuscript entitled "The role of norms in predicting pro-environmental behavior" and that your paper is now awaiting an Editor Decision.

Yours sincerely,
Sharyn Rundle-Thiele
Editorial Assistant, Journal of Social Marketing
s.rundle-thiele@griffith.edu.au



Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - Decision on Manuscript ID JSOCM-05-2020-0088.R1

2 messages

Journal of Social Marketing <onbehalf@manuscriptcentral.com>
Reply-To: christine.domegan@nuigalway.ie
To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id

Fri, Aug 7, 2020 at 3:53 PM

August 7th, 2020.

Dear Mr. Setiawan:

Manuscript ID JSOCM-05-2020-0088.R1 entitled "The role of norms in predicting pro-environmental behavior" which you submitted to the Journal of Social Marketing, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/jsocm> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

You will be unable to make your revisions on the originally submitted version of the manuscript. Instead, revise your manuscript using a word processing program and save it on your computer. Please also highlight the changes to your manuscript within the document by using the track changes mode in MS Word or by using bold or coloured text. Once the revised manuscript is prepared, you can upload it and submit it through your Author Centre.

When submitting your revised manuscript, you will be able to respond to the comments made by the reviewer(s) in the space provided. You can use this space to document any changes you make to the original manuscript. In order to expedite the processing of the revised manuscript, please be as specific as possible in your response to the reviewer(s).

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Once again, thank you for submitting your manuscript to the Journal of Social Marketing and I look forward to receiving your revision.

Sincerely,
Dr. Christine Domegan
Editor, Journal of Social Marketing
christine.domegan@nuigalway.ie

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Reviewer(s)' Comments to Author:
Reviewer: 1

Recommendation: Major Revision

Comments:

This is a really interesting paper on waste sorting pro-environmental behaviour and the role of norms. I would suggest including 'waste sorting behaviour' in the title?

In my experience waste sorting behaviour tends to be discussed as part of the broader topic of pro-environmental behaviour, it was therefore really nice to see this examined as a separate topic.

Does this research address a specific problem in Indonesia? It would be useful to have some context on the waste management problems in the region. Perhaps some details on the measures currently in place would benefit the reader. Why were these cities chosen for the research?

The paper is strongly supported with relevant, recent and keynote literature throughout. I would however recommend a little more discussion on the role of norms on intention and behaviour. The methods, results and discussion are by far the strongest sections.

The paper, however, is quite difficult to read in places and this is due to the language and phrasing. Addressing this issue will greatly improve the readers enjoyment of your research.

For example;

Page 1, 28-30; 42-44 and 56-58

Page 2, 4-5; 11-13; 15-18 and 52-54.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes this paper offers new information, it explores the topic of waste sorting behaviour and norms. The topic of waste sorting as a separate pro-environmental behaviour is a welcome addition as it is not often explored in isolation. The research appears to provide confirmation of the role of norms in waste sorting behaviour.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The paper provides a good understanding of the literature and cites an adequate range of sources, both recent and relevant.

While the introduction section includes reference to PEB, consumer behaviour, values and social marketing, there is only a brief discussion around the waste management and waste sorting behaviour in addition to the role of norms.

There doesn't appear to be any major sources missing from theoretical discussion. However with regards to social marketing there may be an opportunity to add more sources here particularly in the discussion and conclusion.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: The chosen theoretical constructs are a combination of the Theory of Planned Behaviour and personal norms from the Norm Activation Theory. While mentioned in the relevant section, it is difficult to follow due to the phrasing/language.

The chosen theoretical basis is well researched and supported in the literature.

The sample size is adequate and items used are sourced from previous research, however the wording of the items is different in the table.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The paper sets out the hypotheses clearly and is well structured. However, issues relating to communication present problems throughout the document and the results section is no exception.

The application and use of SEM is well presented in the form of supporting model, tables and data.

The conclusions include reference to the role for social marketing, however these conclusions are a little weak and vague.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: The paper identifies the role of personal and social norms in waste sorting behaviour. By focusing on this specific PEB, the authors have shown the importance of subjective and personal norms, adding to an understanding of this behaviour.

The findings can be used to inform public policy around waste sorting behaviour in Indonesia.

This research could be used in conjunction with others to illustrate the nature and influences on various PEB such as recycling, waste management and energy usage.

The use of an adapted TPB to inform this research provides another example of theory based research in the social marketing domain.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Unfortunately I believe the papers main flaw is in the

quality of communication. While the technical language is appropriate, it appears that there is something lost in translation. Throughout the document, there are many sentences which are unreadable. The sentence structure is awkward at best and overly complex in places, e.g. page 1, 28-30; 46 - 48 and page 2, 4-6; 11-13 and 15-18.

Reviewer: 2

Recommendation: Minor Revision

Comments:

Thank you for the revisions. Much improved. I have some minor comments.

In your abstract you have two abbreviations: TPB, and NAT, please provide the full text to attract the readers.

The table in Appendix 1 is very interesting and very short so if you have room in the article to move it into text that would be good. Then the reader do not have to scroll to the appendix.

This sentence is unclear for me: "Adequate empirical studies conducted from 2013 - 2019 support journals based on the influence of subjective norms on peoples' intentions to sort wastes." "support journals" is unclear.

Figure 1 can be improved by two ways; first provide in the figure the meaning of abbreviations and add hypothesis to the figure, i.e. which relationship illustrates which hypothesis. Figure 1 and 2 could have same layout.

Figure 2 can be improved so that it is not direct copy from Lisrel analysis.

Also, check above my comment on how to strengthen theoretical contribution.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes!

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes!

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Yes!

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes!

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Yes, but please strengthen the theoretical implications in the beginning of section 6. Now you state them but it would be much stronger if you would use following explicit style; while YX provided results B our study contributed by providing results A. So explicitly state what your study found different from the previous studies. It should be easy as you have your appendix 1.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes!

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Budi Setiawan <budisetiawan6789@gmail.com>
To: adi.zakaria@ui.ac.id, heruwasto ignatius <heruwasto@yahoo.com>

Fri, Aug 7, 2020 at 3:59 PM

[Quoted text hidden]

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Budi Setiawan <budisetiawan6789@gmail.com>

Reminder: Journal of Social Marketing

1 message

Journal of Social Marketing <onbehalf@manuscriptcentral.com>
Reply-To: christine.domegan@nuigalway.ie
To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id

Sun, Nov 22, 2020 at 12:54 PM

22-Nov-2020

Dear Mr. Setiawan:

Recently, you received a decision on Manuscript ID JSOCM-05-2020-0088.R1, entitled "The role of norms in predicting pro-environmental behavior." The manuscript and decision letter are located in your Author Centre at <https://mc.manuscriptcentral.com/jsocm>

This e-mail is simply a reminder that your revision is due by 06-Dec-2020 (please be aware that the deadline expires at the start of the day and not at the end).

Please click the link to create a revision: *** PLEASE NOTE: This is a two-step process. After clicking on the link, you will be directed to a webpage to confirm. ***

https://mc.manuscriptcentral.com/jsocm?URL_MASK=6474f1e526104918810bb849c8705163

If you need extra time, please contact me to discuss an extension. (Please quote your manuscript ID). If you do not request and extension and you miss the deadline, we may have to consider your paper as a new submission.

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Sincerely,
Dr. Christine Domegan
Editor, Journal of Social Marketing
christine.domegan@nuigalway.ie



Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - JSOCM-05-2020-0088.R2

1 message

Journal of Social Marketing <onbehalf@manuscriptcentral.com>
Reply-To: s.rundle-thiele@griffith.edu.au
To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id

Thu, Dec 3, 2020 at 2:31 PM

03-Dec-2020

Dear Mr. Setiawan:

Your revised manuscript entitled "The role of norms in predicting waste sorting behavior" has been successfully submitted online and is presently being given full consideration for publication in the Journal of Social Marketing.

Your manuscript ID is JSOCM-05-2020-0088.R2.

Please mention the above manuscript ID in all future correspondence or when calling the office for questions. If there are any changes in your street address or e-mail address, please log in to Manuscript Central at <https://mc.manuscriptcentral.com/jsocm> and edit your user information as appropriate.

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Thank you for submitting your manuscript to the Journal of Social Marketing.

Sincerely,
Sharyn Rundle-Thiele
Journal of Social Marketing

<https://orcid.org/0000-0002-2675-9176>



Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - Author update

1 message

Journal of Social Marketing <onbehalf@manuscriptcentral.com>

Thu, Dec 3, 2020 at 6:23 PM

Reply-To: s.rundle-thiele@griffith.edu.au

To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id, adi.zakaria@ui.ac.id, heruwasto@yahoo.com

03-Dec-2020

Dear Author(s),

It is a pleasure to inform you that your manuscript titled The role of norms in predicting waste sorting behavior (JSOCM-05-2020-0088.R2) has passed initial screening and is now awaiting reviewer invitation.

The manuscript was submitted by Mr. Budi Setiawan with you listed as a co-author.

As you are listed as a co-author, if you have not already done so please log in to <https://mc.manuscriptcentral.com/jsocm> and check that your account details are complete and correct, these details will be used should the paper be accepted for publication.

Yours sincerely,
Dr. Christine Domegan
Editor, Journal of Social Marketing



Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - Author update

1 message

Journal of Social Marketing <onbehalf@manuscriptcentral.com>

Sun, Jan 17, 2021 at 9:30 PM

Reply-To: s.rundle-thiele@griffith.edu.au

To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id, adi.zakaria@ui.ac.id, heruwasto@yahoo.com

17-Jan-2021

Dear Author(s),

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Yours sincerely,
Sharyn Rundle-Thiele
Editorial Assistant, Journal of Social Marketing
s.rundle-thiele@griffith.edu.au



Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - Decision on Manuscript ID JSOCM-05-2020-0088.R2

1 message

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Reply-To: christine.domegan@nuigalway.ie
To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id

Tue, Jan 19, 2021 at 10:33 PM

January 19th, 2021

Dear Mr. Setiawan:

Manuscript ID JSOCM-05-2020-0088.R2 entitled "The role of norms in predicting waste sorting behavior" which you submitted to the Journal of Social Marketing, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

Substantive revisions remain outstanding to your manuscript based on reviewer comments below, from Reviewer 1 who is an experienced expert in this area which I concur with. Therefore, I invite you to respond to the reviewer 1 comments and revise your manuscript one final time. Please note this is a 'high risk' revision situation and does not guarantee publication as an outcome.

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When submitting your revised manuscript, you will be able to respond to the comments made by the reviewer(s) in the space provided. You can use this space to document any changes you make to the original manuscript. In order to expedite the processing of the revised manuscript, please be as specific as possible in your response to reviewer 1.

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Once again, thank you for submitting your manuscript to the Journal of Social Marketing and I look forward to receiving your revision.

Sincerely,
Dr. Christine Domegan
Editor, Journal of Social Marketing
christine.domegan@nuigalway.ie

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Reviewer(s)' Comments to Author:
Reviewer: 1

Recommendation: Major Revision

Comments:

I appreciate the authors efforts made to revise the article and while some of the paper has improved, I am concerned that there is still a bit of revision necessary in the opening sections of the paper. It is clear you have conducted a comprehensive study but unfortunately the opening section containing the literature review is very difficult to read and understand. The inclusion of values, PEB, consumer behaviour is interesting but perhaps unnecessary, however, the absence of literature on waste management (waste sorting) behaviour weakens the paper.

The contextual information, which I believe is key to its originality is missing from the introduction and instead appears in the sample and procedures section (page 6).

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: This subject of this article is not new, but the context of the discussion is unique. Research into norm activation and PEB has been explored in other contexts including purchasing behaviour and commuting (See references below). The combination of the personal and subjective norms from the NAT and TPB to explore waste sorting in India has not been explored to my knowledge.

Onel, N., 2017. Pro-environmental purchasing behaviour of consumers: The role of norms. *Social Marketing Quarterly*, 23(2), pp.103-121.

Setiawan, B., Afiff, A.Z. and Heruwasto, I., 2020. Integrating the theory of planned behaviour with norm activation in a pro-environmental context. *Social Marketing Quarterly*, 26(3), pp.244-258.

Wall, R., Devine-Wright, P. and Mill, G.A., 2007. Comparing and combining theories to explain proenvironmental intentions: The case of commuting-mode choice. *Environment and behaviour*, 39(6), pp.731-753.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The literature in the article is quite broad and perhaps a little dated in places. The inclusion of Stern et al (1993) and Stern & Dietz (1994) discussion in values and PEB appears to be out of place.

Reference to Kotler & Zaltman (1971) is perhaps unnecessary for the discussion.

There appears to be a few gaps in the literature particularly in relation to social marketing and PEB. I would expect to see the inclusion of Peattie & Peattie (2009) on green consumer behaviour, McKenzie-Mohr's work on fostering sustainable behaviour.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: The authors combine norms from the NAT and TPB, however this rationale is not fully explained (Page 3-4). The explanation on the use of the combination of theories is difficult to follow but this is due to the language and phrasing of the article.

The final sample size and procedures used in the research appears to be complete but again is difficult to follow i.e. page 6, line 48, then back to the pilot at the start of the section (line 21-32).

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The results section is strong, however there are difficulties with communication and phrasing. The paper is comprehensive in the presentation of the analysis and results.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: In the discussion the authors mention the essential theoretical implication in social marketing.

Our study contributed by providing results that the existence of complete subjective and personal norms becomes significant in predicting behaviour directly without necessarily through intention. With a complete element of norms, the audience will directly behave pro-environmentally without being preceded by intention.

It is not clear how the finding informs theory save with regard to the bypassing of intention. It is also unclear how this finding informs management practice.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: I found this paper very difficult to read at times. This is the main issue I have and based on this I would have to recommend a major revision.

The research conducted and analysis is considerable. But the paper is let down by the introduction and the literature

review. There are some mistakes in the abstract section also.

Reviewer: 2

Recommendation: Accept

Comments:

I can see that you have altered my concerns very well.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Yes

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Yes

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes

DEADLINE: 20-Apr-2021. If you need additional time to complete your revision please contact me to ask for an extension. Please note that the deadline expires at the start of the day and not the end of the day.

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Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - JSOCM-05-2020-0088.R3

1 message

Journal of Social Marketing <onbehalf@manuscriptcentral.com>
Reply-To: s.rundle-thiele@griffith.edu.au
To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id

Tue, Feb 16, 2021 at 8:51 PM

16-Feb-2021

Dear Mr. Setiawan:

Your revised manuscript entitled "The role of norms in predicting waste sorting behavior" has been successfully submitted online and is presently being given full consideration for publication in the Journal of Social Marketing.

Your manuscript ID is JSOCM-05-2020-0088.R3.

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Thank you for submitting your manuscript to the Journal of Social Marketing.

Sincerely,
Sharyn Rundle-Thiele
Journal of Social Marketing

<https://orcid.org/0000-0002-2675-9176>



Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - Author update

1 message

Journal of Social Marketing <onbehalf@manuscriptcentral.com>

Tue, Feb 16, 2021 at 9:00 PM

Reply-To: s.rundle-thiele@griffith.edu.au

To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id, adi.zakaria@ui.ac.id, heruwasto@yahoo.com

16-Feb-2021

Dear Author(s),

It is a pleasure to inform you that your manuscript titled The role of norms in predicting waste sorting behavior (JSOCM-05-2020-0088.R3) has passed initial screening and is now awaiting reviewer invitation.

The manuscript was submitted by Mr. Budi Setiawan with you listed as a co-author.

As you are listed as a co-author, if you have not already done so please log in to <https://mc.manuscriptcentral.com/jsocm> and check that your account details are complete and correct, these details will be used should the paper be accepted for publication.

Yours sincerely,
Dr. Christine Domegan
Editor, Journal of Social Marketing



Budi Setiawan <budisetiawan6789@gmail.com>

Journal of Social Marketing - Author update

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Sun, Feb 28, 2021 at 8:25 PM

Reply-To: s.rundle-thiele@griffith.edu.au

To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id, adi.zakaria@ui.ac.id, heruwasto@yahoo.com

28-Feb-2021

Dear Author(s),

It is a pleasure to inform you that all required reviews have been received for your manuscript entitled "The role of norms in predicting waste sorting behavior" and that your paper is now awaiting an Editor Decision.

Yours sincerely,
Sharyn Rundle-Thiele
Editorial Assistant, Journal of Social Marketing
s.rundle-thiele@griffith.edu.au

Journal of Social Marketing - Decision on Manuscript ID JSOCM-05-2020-0088.R3

1 message

Journal of Social Marketing <onbehalf@manuscriptcentral.com>

Mon, Mar 1, 2021 at 3:29 PM

Reply-To: christine.domegan@nuigalway.ie

To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id, adi.zakaria@ui.ac.id, heruwasto@yahoo.com

March 1st, 2021.

Dear Setiawan, Budi; Afiff, Adi; Heruwasto, Ignatius

It is a pleasure to accept your manuscript JSOCM-05-2020-0088.R3, entitled "The role of norms in predicting waste sorting behavior" for publication in Journal of Social Marketing (with minor typographical edits as attached). Please note, no further changes can be made to your manuscript.

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Thank you for your contribution. On behalf of the Editors of Journal of Social Marketing, we look forward to your continued contributions to the Journal.

Sincerely,
Dr. Christine Domegan
Editor, Journal of Social Marketing
christine.domegan@nuigalway.ie

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Mon, Mar 1, 2021 at 3:29 PM

01-Mar-2021

Dear Setiawan, Budi; Afiff, Adi; Heruwasto, Ignatius,

“The role of norms in predicting waste sorting behavior”

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- Include the article abstract (see below).

This study has examined the role of personal and subjective norms in predicting waste sorting, an increasingly relevant

pro-environmental behavior.

We obtained data from a sample of 300 respondents from three Indonesian cities. We relied on purposive sampling in order to obtain information from specific segments of Indonesian society. The analysis consisted of a two-stage procedure including confirmatory factor analysis and covariance-based structural equation modeling.

Results demonstrated that both subjective and personal norms significantly and directly predict waste sorting behavior, with no need for mediation by intention

The fact that norms held by individuals are able to single-handedly drive pro-environmental behaviors implies that previous studies and social marketing campaigns may have overstated the role of intention.

In designing marketing communication programs promoting waste sorting behavior, we argue that targeting normative tendencies of the audience may provide a more effective strategy than focusing on explicit pro-environmental intentions and attitudes of the public.

This study provided a new experimental test and confirmation of the role of subjective norms, the normative component of the theory of planned behavior (TPB), and of personal norms, the normative component of the norm activation theory (NAT), in predicting waste sorting behavior.

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Budi Setiawan <budisetiawan6789@gmail.com>

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Reply-To: s.rundle-thiele@griffith.edu.au
To: budisetiawan6789@gmail.com, budisetiawan@stiekesatuan.ac.id

Tue, Mar 2, 2021 at 9:01 AM

02-Mar-2021

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Sincerely,
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Budi Setiawan <budisetiawan6789@gmail.com>

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Sat, Mar 6, 2021 at 9:57 PM

Reply-To: adi.zakaria@ui.ac.id

To: christine.domegan@nuigalway.ie

Cc: budisetiawan6789@gmail.com

Dear Christine,

I tried to open the link to our article JSOCM-05-2020-0088.R3 submitted by Setiawan, Budi as the correspondent (submitting) author to agree on the copy right transfer, however the link give the following statement 'a form has already been submitted for this paper or is no longer needed'. Just to make sure, through this email I am confirming that I agree to the copy right transfer of the above article.

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Adi Zakaria Afiff

Update on your article 'The role of norms in predicting waste sorting behavior'

3 messages

manuscriptadmin@emerald.com <manuscriptadmin@emerald.com>
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Sun, Mar 14, 2021 at 9:44 PM



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Sameer Kalkeri
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Budi Setiawan <budisetiawan6789@gmail.com>
To: adi.zakaria@ui.ac.id, heruwasto ignatius <heruwasto@yahoo.com>

Mon, Mar 15, 2021 at 5:49 AM

[Quoted text hidden]

--

Dr. Budi Setiawan
ORCID ID <https://orcid.org/0000-0002-2675-9176>

adi.zakaria@ui.ac.id <adi.zakaria@ui.ac.id>
To: Budi Setiawan <budisetiawan6789@gmail.com>

Tue, Mar 30, 2021 at 6:28 AM

Excellent job Budi...
Selamat yaa. Terus produktif yaa ditengah kesibukan kampus....
Salam
Adi ZA

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> Subject: Update on your article 'The role of norms in predicting waste
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> To: <budisetiawan6789@gmail.com>

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