Identification and Presentation of a Self-Discrepancy Model Based on Individual Differences and Its Impact on Luxury Goods Consumers' Behavior in Qazvin

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1. Round 1

1.1. Reviewer 1

Reviewer:

"This study employed a mixed-methods approach comprising both qualitative and quantitative research." Consider providing more details on the specific qualitative and quantitative methods used. For example, how were the qualitative interviews structured, and what statistical techniques were applied in the quantitative analysis?

"Individual differences such as personality traits, demographic factors, and cultural background play a crucial role in luxury consumption." It would strengthen the introduction to provide specific examples of these individual differences and their impact on consumer behavior.

"The statistical population in this section included all luxury goods consumers in the city of Qazvin." Please specify the criteria used to define "luxury goods consumers" and how participants were selected to ensure a representative sample.

"The data were then analyzed using SmartPLS 3 software to test the hypotheses." Describe the specific statistical techniques used in SmartPLS 3 and justify why this software was chosen over others.

"The final questionnaire consisted of two parts: the first part focused on demographic characteristics and the second part contained the main questions related to the research variables." Include a sample of the questionnaire or key questions to give readers a clearer understanding of the survey instrument.

The table presents reliability and validity data for various variables. To enhance clarity, consider adding a brief explanation or footnotes to the table that describe the meaning and importance of Cronbach's Alpha, Composite Reliability, and AVE.

"Relationships with a t-statistic greater than 1.96 are confirmed while those with a t-statistic less than 1.96 are not." Explain why a t-statistic of 1.96 was chosen as the threshold for significance and how this aligns with conventional statistical practices.

"Self-discrepancy significantly impacts all behavioral outcomes except loyalty." Discuss potential reasons for why self-discrepancy did not significantly impact loyalty, providing insights into the complexities of consumer behavior.

"Psychological factors such as depression and lack of confidence significantly influenced self-discrepancy and consequently luxury consumption." It would be beneficial to explore how these psychological factors interact with other variables, such as socio-economic status or cultural background.

"Digital media and influencers have a profound impact on luxury consumption." Consider discussing the potential ethical implications of digital media and influencers on consumer behavior, especially among vulnerable populations.

"Socio-economic factors such as income and education were significant determinants of luxury consumption." Provide a more nuanced discussion on how different levels of income and education specifically influence luxury consumption patterns.

Authors revised the manuscript and uploaded the new document.

1.2. Reviewer 2

Reviewer:

"The luxury goods market encompasses high-end fashion, accessories, vehicles, and other premium products that signify status, wealth, and exclusivity." The introduction would benefit from a brief discussion on the historical context of luxury goods consumption to better frame the current study.

The discussion on the Theory of Planned Behavior (TPB) and self-discrepancy theory is insightful. However, it would be beneficial to include a brief critique of these theories, highlighting any potential limitations or gaps that your study addresses.

"In-depth and semi-structured interviews were used to complement the factors and indicators of self-discrepancy and consumer behavior." Provide more details on the interview process, such as the duration of interviews, the number of interviewees, and how interview data were transcribed and analyzed.

"A factor loading above 0.7 is considered acceptable." While this threshold is commonly used, consider discussing the rationale behind using 0.7 as the cutoff and how it aligns with your study's goals.

"An AVE value above 0.5 indicates adequate validity." It would be helpful to explain why AVE values above 0.5 were chosen and how this standard was applied across different constructs in your model.

"Theoretically, our research contributes to the understanding of self-discrepancy in luxury consumption." Highlight any potential limitations in the theoretical frameworks used and suggest areas for future research that could address these gaps.

"Practically, our findings offer valuable insights for luxury brand marketers." Consider discussing how marketers can ethically use these insights to avoid manipulative practices and ensure consumer well-being.

Authors revised the manuscript and uploaded the new document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.