




## The Moderating Role of Gender in the Relationship Between Service Quality Dimensions, Word-of-Mouth Advertising, and Purchase Intention

Mona. Rasouli<sup>1</sup>, Shahrbanoo. Gholipour Fereidooni<sup>2\*</sup>, Mehdi. Rouholamini<sup>2</sup>

<sup>1</sup> Ph.D. Student of Marketing, Department of Management, Babol Branch, Islamic Azad University, Babol, Iran

<sup>2</sup> Assistant Professor of Marketing, Department of Management, Babol Branch, Islamic Azad University, Babol, Iran

\* Corresponding author email address: shb.gholipour@baboliau.ac.ir

### E d i t o r

Marion Fortin<sup>id</sup>  
Full Professor, TSM-Research,  
CNRS, University Toulouse  
Capitole, France  
marion.fortin@tsm-education.fr

### R e v i e w e r s

**Reviewer 1:** Hamid Rezaiefar<sup>id</sup>  
Assistant Professor, Department of Management, Birjand Branch, Islamic Azad  
University, Birjand, Iran.  
Email: h.rezaiefar@iaubir.ac.ir

**Reviewer 2:** Mohammad Esmail Fadaeinejad<sup>id</sup>  
Associate Prof., Department of Financial Management  
and Insurance, Shahid Beheshti University, Tehran, Iran.  
Email: m-fadaei@sbu.ac.ir

## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

The sentence "Fishbein and Ajzen (1975) showed that consumers' purchase intentions serve as a link between their attitudes toward buying products or using products" requires clarification. Please specify the theoretical framework or model used by Fishbein and Ajzen to support this statement.

The explanation of the structural equation modeling (SEM) approach could be more detailed. Describe the specific steps taken in the SEM process and justify the choice of SmartPLS3 for data analysis.

The statement "the highest mean is related to the variable of communication quality and the lowest mean is related to the variable of source expertise" needs further elaboration. Discuss the implications of these findings in the context of electronic service quality.

The table headings should be more descriptive. Instead of "N," "Mean," and "Standard Deviation," consider using "Sample Size," "Mean Value," and "Standard Deviation," respectively, for clarity.

The discussion on the significant relationship between electronic word-of-mouth advertising and customer purchase intention lacks depth. Expand on the practical implications of this finding for marketing strategies.

Authors revised the manuscript and uploaded the new document.

### 1.2. Reviewer 2

Reviewer:

The claim that "an increase in profit from 25% to 95% can be achieved with only a 5% increase in customer retention costs" should be supported by empirical evidence or citations. Provide relevant sources or data to substantiate this statement.

The transition between discussing electronic word-of-mouth advertising and its impact on purchasing behavior (Park & Lee 2008) could be smoother. Consider integrating a bridging sentence to connect these concepts more coherently.

The description of the sample size determination using the Morgan table is clear, but additional information on the sampling technique would enhance the section. Explain the rationale behind choosing cluster sampling and its implementation.

The discussion on the discriminant validity matrix (Table 3) is brief. Provide more interpretation of the Fornell and Larcker criterion results and explain their significance for the study's model.

The coefficient of determination ( $R^2$ ) and predictive power ( $Q^2$ ) values are mentioned, but their interpretation is missing. Explain what these values indicate about the model's fit and predictive accuracy.

The results of hypothesis testing are presented, but the implications are not thoroughly discussed. Provide a detailed interpretation of each hypothesis result and its relevance to the research objectives.

Authors revised the manuscript and uploaded the new document.

## 2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.