

Investigating the Impact of Shopping Mall Brand Image Components on Visit Intention and Consumer Behavior through Attitudes towards the Mall with the Moderating Role of the Social Environment


Mona. Manian¹, Bahram. Kheiri^{1*}, Mohammad. Bameni Moghadam²

¹ Department of Business Management, Central Tehran Branch, Islamic Azad University, Tehran, Iran



² Full Professor, Department of statistics, Faculty of Statistics, Mathematics and Computer Allameh Tabataba'i University, Tehran, Iran

* Corresponding author email address: bahramkheiri@gmail.com

Editor

Aliakbar Aminbeidokhti¹
Educational Administration, Faculty
of Psychology and Educational
Sciences, Semnan University,
Semnan, Iran
kafashpor@um.ac.ir

Reviewers

Reviewer 1: Hamid Rezaiefar¹
Assistant Professor, Department of Management, Birjand Branch, Islamic Azad
University, Birjand, Iran.
Email: h.rezaiefar@iaubir.ac.ir
Reviewer 2: Rezvan Hosseingholizadeh¹
Associate Professor, Department of Educational Management and Human Resource
Development, Ferdowsi University of Mashhad, Mashhad, Iran. Email:
rhgholizadeh@um.ac.ir

1. Round 1

1.1. Reviewer 1

Reviewer:

"Many organizations, companies, and shopping centers striving to achieve an exceptional position..." – While this paragraph sets a good context, it could benefit from a deeper explanation of the role of innovation in brand management. Consider including examples of innovative strategies adopted by successful shopping malls globally.

"Ultimately, this can lead to higher performance compared to competitors through increased sales and sustainable profitability..." – The claim could be strengthened by citing specific case studies or empirical evidence that demonstrates how brand image improvements have led to measurable increases in sales.

"In Cronbach's alpha test, values above 0.9 are excellent..." – Since Cronbach's alpha can sometimes inflate due to high item inter-correlation, consider discussing the use of composite reliability (CR) as well, as it is more reliable for SEM models.

"The social environment (friends, family) moderates the impact..." – The rejection of all moderation hypotheses is surprising. Consider providing more in-depth theoretical reasoning or alternative explanations for why the social environment did not have the anticipated effects, perhaps due to cultural factors specific to Tehran.

The discussion does not thoroughly address the rejected hypotheses. You should explore potential reasons why the moderation effects were not significant, such as measurement issues or cultural influences that may diminish the social environment's impact in this context.

Authors revised the manuscripts.

1.2. Reviewer 2

Reviewer:

"The statistical population of this research consists of female customers of shopping malls in Tehran..." – Limiting the sample to only female customers may impact the generalizability of the results. Please clarify why male customers were excluded and discuss the potential bias this introduces.

"The data collection tool is a questionnaire..." – A detailed description of the questionnaire's development process is missing. Please include information on how the items were constructed and validated, and whether a pilot study was conducted to refine the instrument.

"Table 1 presents the descriptive statistics for each of the research variables..." – Consider adding a brief interpretation of the skewness and kurtosis values. For example, the skewness and kurtosis of some variables indicate slight deviations from normality, which might affect the robustness of parametric tests.

"To assess the homogeneity of the items for each variable, the homogeneity or unidimensionality test is used..." – More explanation on the unidimensionality test process is needed. Did the study assess the discriminant validity alongside convergent validity? This will provide a clearer picture of the model's robustness.

"Based on the findings from the theoretical and field studies conducted in this research..." – The conclusion would benefit from stronger alignment with the research objectives. Consider revisiting the specific aims stated in the introduction and linking the findings more directly to those aims.

Authors revised the manuscripts.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.