




## Presentation of a Model of Situational Influencing Factors on Consumer Behavior in Shopping Centers

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E d i t o r	R e v i e w e r s
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### 1. Round 1

#### 1.1. Reviewer 1

Reviewer:

The objective section should more precisely delineate the scope of situational factors considered. Suggesting a clearer definition of "situational factors" would help in understanding the breadth of factors included in the study.

Expand on the methodology to explain the rationale behind choosing a mixed-method approach, particularly how each method complements the other in understanding consumer behavior in shopping centers.

The description of the snowball sampling technique needs to be more detailed. Provide justification for its appropriateness over other sampling methods given the study's goals.

Authors revised the manuscript.

## 1.2. Reviewer 2

Reviewer:

Clarify the statistical techniques used for data analysis in the quantitative phase. Mention any software used and the reasons for its selection to ensure transparency in the research process.

The results section would benefit from a deeper discussion on how the findings from the interviews were integrated with the survey results. This could include a comparative analysis to see if both data sources align or diverge in significant ways.

More explicitly integrate the grounded theory findings with existing theories of consumer behavior. This could include a discussion on how your findings confirm or challenge existing models, especially in the context of non-Western consumer behaviors.

Authors revised the manuscript.

## 2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.