Determining the Decision-Making Style of Online Buyers (Case Study: Kowsar Isfahan Store)

Mohsen. Rezaei Kojani[1], Payman. Ghafari Ashtiani[2*], Ehsan. Sadeh[3], Masoud. Ghorban Hosseini[4]

[1] Ph.D. Student in Business Management, Department of Management, Faculty of Human science, Saveh Branch, Islamic Azad University, Saveh, Iran
[2] Associate Prof., Department of Management, Faculty of Management, Arak Branch, Islamic Azad University, Arak, Iran
[3] Associate Prof., Department of Industrial Management, Faculty of Management, North Tehran Branch, Islamic Azad University, Tehran, Iran
[4] Assistant Prof., Department of Management, Faculty of Human science, Saveh Branch, Islamic Azad University, Saveh, Iran

* Corresponding author email address: mohsenrezaei@stu.iau-saveh.ac.ir

Editor	Reviewers
Rezvan Hosseingholizadeh	**Reviewer 1:** Masoud Hoseinchari
Associate Professor, Department of Educational Management and Human Resource Development, Ferdowsi University of Mashhad, Mashhad, Iran rhgholizadeh@um.ac.ir	Associate Professor, Department of Educational Sciences, Shiraz University, Shiraz, Iran. Email: hchari@shirazu.ac.ir
	Reviewer 2: Mehrdad Bayat
	Assistant Professor, Department of Management, Payam Noor University, Tehran, Iran. Email: bayatmehrdad60@pnu.ac.ir

1. Round 1

1.1. Reviewer 1

Reviewer:

Enhance the introductory section by clearly defining how your study's findings on decision-making styles will advance current knowledge in e-commerce consumer behavior. A more explicit connection between the research objectives and existing literature would strengthen the foundation.

Expand on the implications of the error rates found in the confirmatory factor analysis. Discuss how these might influence the reliability of your findings and what steps could be taken to mitigate this in future studies.

Articulate more thoroughly the theoretical implications of your findings. How do they challenge or extend the theories of online consumer behavior, particularly the Sproles and Kendall model?

Deepen the discussion on practical implications, suggesting specific strategies that online retailers can adopt based on the dominant decision-making styles identified.

Add a section that explicitly addresses the limitations of your study. This might include the geographic concentration of the sample, the self-reported nature of data collection, or potential biases in questionnaire responses.

Suggest clear and detailed directions for future research that could address the limitations noted, explore decision-making in different cultures, or apply similar methodologies to other online platforms.

Clarify the period over which data was collected and discuss any seasonal factors that might affect consumer behavior and the generalizability of the results.

Expand on the ethical considerations mentioned, particularly how participants were informed about the use of their data and any measures taken to ensure their anonymity and confidentiality.

Reassess the conflict of interest declaration considering any indirect benefits or affiliations that might influence the research outcomes.

Verify and provide details of any funding sources or financial support that might have indirectly influenced the research process or outcomes.

Authors revised the manuscript and uploaded the new document.

1.2.   Reviewer 2

Reviewer:

Consider expanding your literature review to include more recent studies that address online consumer behavior in emerging markets or during the latest e-commerce trends, providing a broader context for your findings.

Include more detailed descriptions of the questionnaire design process, particularly how the items were adapted or modified for the online environment versus traditional retail settings.

Provide a clearer explanation of the statistical methods used, particularly confirmatory factor analysis. Detail the criteria for accepting or rejecting models, which would aid in understanding the methodological rigor.

Improve the presentation of data through enhanced visual aids like graphs, charts, and tables, which can help in better illustrating the relationships and findings discussed.

Ensure all citations are current and relevant, and check that all referenced material is properly credited and sourced, adhering to the journal's citation style.

Reevaluate the keywords listed at the beginning of the paper to ensure they adequately and comprehensively cover the main topics and methods discussed.

Sharpen the conclusions to reflect the specific impacts and applications of your findings in real-world settings, linking back to the objectives stated earlier in the paper.

Cross-verify the decision-making styles identified with existing models and discuss any deviations or confirmations in detail.

Provide a deeper analysis of demographic factors affecting decision-making styles, possibly incorporating interaction effects to see how different demographic variables interact to influence decision-making.

Authors revised the manuscript and uploaded the new document.

2.   Revised

Editor's decision after revisions: Accepted.
Editor in Chief's decision: Accepted.