




Designing a Consumer Purchase Process Model in the Construction Industry




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E d i t o r	R e v i e w e r s
Arpana Rai  Assistant Professor, Indian Institute of Management, Udaipur, Mumbai, India arpana.raiiimu.ac.in	Reviewer 1: Ali Sargolzaie  Assistant Professor, Department of Management, Zahedan Branch, Islamic Azad University, Zahedan, Iran. Email: a.sargolzaie@iauzah.ac.ir Reviewer 2: Alireza Rajabipoor Meybodi  Associate Professor, Department of Business Administration, Yazd University, Yazd, Iran Email: Rajabipoor@yazd.ac.ir

1. Round 1

1.1. Reviewer 1

Reviewer:

The statement, “The 2010s can be regarded as a decade of freefall for the construction industry in Iran” (Page 2, Paragraph 3), requires more precise statistical backing to strengthen its credibility. Include specific data trends over the decade.

The software tool MAXQDA is mentioned (Page 5), but the discussion lacks specificity on how it was employed. Describe the coding process, categories created, and how inter-coder reliability was maintained.

In the section on Lincoln and Guba’s criteria (Page 6), elaborate on how “confirmability” and “dependability” were ensured, with examples of field notes or audit trails.

Table 1 (Page 6) is detailed but overwhelming. Use subheadings or formatting to make the categories and their associated codes more digestible.

Figure 1 (Page 7) is referenced, but its content and relevance are not sufficiently explained in the text. Include a detailed walkthrough of how this model integrates the “6 Cs” framework.

The section on "Innovation" as an outcome (Page 8) is underdeveloped. Offer examples or metrics that demonstrate innovation within the construction industry.

Authors revised the manuscript and uploaded the new document.

1.2. Reviewer 2

Reviewer:

The section referencing Hawkins' theory (Page 2, Paragraph 6) is informative but lacks critical analysis. Elaborate on how this theory specifically aligns or contrasts with the construction industry.

The claim, "no scientific study examining the consumer purchase process within the context of the country's construction industry" (Page 3), requires referencing previous studies to substantiate this gap and clarify what "scientific" encompasses here.

On Page 5, the statement that sampling continued "until theoretical saturation" would benefit from a detailed explanation of how saturation was determined and examples of this from the data.

While the "6 Cs" coding family is introduced (Page 5), provide specific examples of how this coding framework is uniquely suited to your study compared to other coding approaches.

The statement, "Theoretical coding involves abstract models" (Page 6), lacks a concrete explanation of the abstraction process. Provide an example from the data.

The discussion on cultural and social factors (Page 9) is extensive but lacks depth in addressing how these are uniquely impactful in Iran's construction industry compared to other markets.

Authors revised the manuscript and uploaded the new document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.