



Jhanghiz Syahrivar <jhanghiz@president.ac.id>

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## International Journal of Retail & Distribution Management - Decision on Manuscript ID IJRDM-09-2020-0358.R5

2 messages

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**International Journal of Retail & Distribution Management**

Tue, Jun 15, 2021 at

<onbehalfof@manuscriptcentral.com>

11:32 PM

Reply-To: ntowers@glos.ac.uk

To: jhanghiz@president.ac.id, chairy@president.ac.id, cchairy@yahoo.com, darma.juwono@atmajaya.ac.id, tamas.gyulavari@uni-corvinus.hu

15-Jun-2021

Dear Syahrivar, Jhanghiz; Chairy, Chairy; Juwono, Ignatius Darma; Gyulavári , Tamás

It is a pleasure to accept your manuscript IJRDM-09-2020-0358.R5, entitled "Pay to play in freemium mobile games: a compensatory mechanism?" in its current form for publication in International Journal of Retail & Distribution Management. Please note, no further changes can be made to your manuscript.

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Thank you for your contribution. On behalf of the Editors of International Journal of Retail & Distribution Management, we look forward to your continued contributions to the Journal.

Kind regards,  
Prof. Neil Towers  
Editor, International Journal of Retail & Distribution Management  
[ntowers@glos.ac.uk](mailto:ntowers@glos.ac.uk)

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**Jhanghiz Syahrivar** <jhanghiz@president.ac.id>

Wed, Jun 16, 2021 at 5:58 AM

To: ntowers@glos.ac.uk

Cc: Chairy Chairy <chairy@president.ac.id>

Dear Prof. Neil Towers,

On behalf of all authors involved, we would like to express our sincere gratitude for the good news, the constructive feedback for our work and the opportunity to be a part of the International Journal of Retail & Distribution Management.

Have a nice day!

Best Regards,

Jhanghiz

**Jhanghiz Syahrivar**

**Assistant Professor in Marketing Studies**

**School of Business, President University, Indonesia**

**email: [jhanghiz@president.ac.id](mailto:jhanghiz@president.ac.id) / [jhanghiz@uni-corvinus.hu](mailto:jhanghiz@uni-corvinus.hu)**

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## Fwd: International Journal of Retail & Distribution Management - Decision on Manuscript ID IJRDM-09-2020-0358.R3

2 messages

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Chairy <cchairy@yahoo.com>

Thu, Apr 22, 2021 at 6:31 PM

To: Jhanghiz Syahrivar <jhanghiz@president.ac.id>

----- Forwarded message -----

From: International Journal of Retail & Distribution Management <onbehalf@manuscriptcentral.com>

Date: Apr 22, 2021 5:33 PM

Subject: International Journal of Retail & Distribution Management - Decision on Manuscript ID IJRDM-09-2020-0358.R3

To: [jhanghiz@president.ac.id](mailto:jhanghiz@president.ac.id), [cchairy@yahoo.com](mailto:cchairy@yahoo.com)

Cc:

22-Apr-2021

Dear Mr. Chairy,

Manuscript ID IJRDM-09-2020-0358.R3 entitled "Pay to play in freemium mobile games: a compensatory mechanism?" which you submitted to the International Journal of Retail & Distribution Management, has been reviewed. You should pay particular attention to the comments of Reviewer#2.

The comments of the reviewers are included at the bottom of this letter.

The reviewers have recommended some revisions to your manuscript. Therefore, I invite you to respond to the reviewers' comments and revise your manuscript.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/ijrdm> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

You will be unable to make your revisions on the originally submitted version of the manuscript. Instead, revise your manuscript using a Word processing program and save it on your computer. Once the revised manuscript is prepared, you can upload the file (without Track Changes) together with additional files for Figures and Tables and submit it through your Author Centre. Also add a separate file 'Response to Reviewers' Comments' listing the changes you have made in your revised version. In order to expedite the processing of the revised manuscript, please be as specific as possible in your response to the reviewers.

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Please note that Emerald requires you to clear permission to re-use any material not created by you. If there are permissions outstanding, please upload these when you submit your revision. Emerald is unable to publish your paper with permissions outstanding.

Once again, thank you for submitting your manuscript to the International Journal of Retail & Distribution Management and I look forward to receiving your revision.

Kind regards,

Prof. Neil Towers  
Editor, International Journal of Retail & Distribution Management  
[ntowers@glos.ac.uk](mailto:ntowers@glos.ac.uk)

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Reviewers' Comments to Author:  
Reviewer: 1

Recommendation: Accept

Comments:  
Thanks for addressing my comments with your much improved revision.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Yes
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes
5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Yes
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes

Reviewer: 2

Recommendation: Major Revision

Comments:  
We thank the author(s) for this new version, which is better than the first one. He/she/they tried to answer our comments. This new version better positions the paper in the retailing literature from the introduction and mentions the limits regarding the sample composition and the type of games studied. The author(s) reformulated and better justified the hypothesis. The Covid-19 pandemic is integrated in the paper but the author(s) are very transparent on the fact that they do not have any cues about its influence in their results as the study began before Covid-19 really impacted their respondents' lives.

Despite these improvements, we are still not convinced of the contributions of the paper and its link with retailing. There are improvements needed both in the hypothesis justification, the measure and model limits and the contributions. Indeed, if compensatory consumption is very interesting and relevant in the research, the author(s) need to further demonstrate how it was measured and what are the contributions of the paper. Besides, the mediation hypothesis (H6 and H9) are still not justified. As H9 cannot be validated, it is a problem that has to be addressed. The

explanations for the rejection of H1 and H2 have to be further elaborated.

To help the readers to better appreciate the findings, it would be useful to add a figure or rather a table that synthesizes the justification, result and explanation for each hypothesis. About the model, it is not clear why socialization is only measured by 2 dimensions and the author(s) have to address the fact that the item IND4 is low.

Here are several minor suggestions to improve the paper:

The keywords could be more related to retailing.

In the literature review, the subsection named "Freemium games" could be retitled as "Freemium games: a case of online retailing" or something like this to position the paper more in retailing.

The references are up to date, however we suggest that the authors check that there is no new reference published in 2021.

P5 line 6: addition can result from gaming in itself, not only from buying and collecting virtual goods.

P9 line 38: the sentence "make no efforts" could be nuanced.

We encourage the author(s) in this revision process.

#### Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: The context is new, the theory of compensatory consumption is interesting. The author(s) better position(s) their work in the field of retailing, but I'm still not fully convinced of its contributions to the field.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes. However, we suggest that the author(s) check if there is no very recent paper published since the beginning of 2021.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: The methods employed are appropriate but the quality of the model is not excellent. Several elements have to be further discussed and added in limits.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The results are presented quite clearly. However, several results of the model have to be further justified. (see my detailed comments below)

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: The contributions have to be further developed and justified. The managerial implications are interesting but not always directly in line with the research.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes. A table could be added to synthesize the findings and their contributions.



\* [How-to-submit-a-revision.pdf](#)

669K

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**Jhanghiz Syahrivar** <jhanghiz@president.ac.id>  
To: Gyulavári Tamás <tamas.gyulavari@uni-corvinus.hu>

Thu, Apr 22, 2021 at 8:13 PM

Dear *Tamás*

Below is the review. Please scroll down.

Best Regards,

Jhanghiz

**Jhanghiz Syahrivar**

**Assistant Professor in Marketing and Management Studies**

**School of Business, President University, Indonesia**

**PhD (Cand.) in Business and Management, Marketing Specialization**

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