

## Revise Table

Conference Name : International Conference on Marketing Studies 2013 (ICMS2013)

Paper ID : # 15 Paper Title : Determinants of Perceived Quality of Premium Properties - An Empirical Investigation

Reviewer A :

Reviewer A's First Comment Hypotheses are without appropriate references.	<b>Answer to this comment here</b> Appropriate references are provided for the hypotheses.
Reviewer A's Second Comment You do not need to provide the figure 2 and 3. You only need to describe them in the text. Please delete table 1, 2 and then describe them in the text. Please re-write table 5 (combined 5A and 5C, deleted 5C), 6 (combined 6A and 6C, deleted 6C), 7 (combined 7A, 7B), 8(combined 8A, 8B).	<b>Answer to this comment here</b> These tables are combined according to the suggestions provided by the reviewer.
Reviewer A's Third Comment About the mediating effect test, please refer to the following references: - Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. Journal of Personality and	<b>Answer to this comment here</b> These references are included in the revised version and the section on mediating effects has been rewritten.

<p>Social Psychology, 51, 1173-1182.  - Sobel, M. E. (1982). Asymptotic intervals for indirect effects in structural equations models. In S. Leinhardt (Ed.), Sociological methodology 1982 (pp.290-312). San Francisco: Jossey-Bass.</p>	
<p>This paper needs a professional editing assistance.</p>	<p><b>Answer to this comment here</b>  The paper has been edited and revised to improve the presentation aspects.</p>

Reviewer B :

<p><b>Reviewer B's First Comment</b>  1..The research topic is interesting and innovative.</p>	<p><b>Answer to this comment here</b>  Thanks.</p>
<p><b>Reviewer B's Second Comment</b>  2..The hypotheses' deductions were weak. Authors should provide some strong arguments to support their statements. Furthermore, all hypotheses are divided from the deductive context, therefore, readers are hard to follow the logicity of the conceptual model.</p>	<p><b>Answer to this comment here</b>  The discussion on the literature relating to the hypotheses are reorganized.  The sub-headings are organized to follow the four major constructs, so that it is easier to follow.</p>
<p><b>Reviewer B's Third Comment</b>  3..Research methodology that was used for this research study may be explained in detail.</p>	<p><b>Answer to this comment here</b>  Details of the quantitative approach for this study are provided.</p>