



SDI EDITORIAL COMMENTS FORM

EDITORIAL COMMENT'S on revised paper (if any)	Authors' response to editor's comments
<p>1) I cannot understand hypothesis 6 and 7. How the authors could test the hypothesis with models 3-8 ? I think Hypotheses 1-5 are enough to show the main results. Otherwise, the authors should do path analysis to test hypothesis 6 and 7.</p> <p>2) In Table 2 - 5 the authors in advance have to explain the abbreviations PA, NA, PAT, WOM.</p> <p>3) The paper shows non-significant relation for the hypothesis 3 (and 7). They are interesting. The authors should discuss why positive attachments affect WOM, while negative attachments do not, based on the results.</p> <p>4) 5.1. Conclusion, the third paragraph, the paper says "positive emotion is significantly correlated with negative emotion". It is wrong. Check Table 2. R correlation is -.058, non-significant.</p>	<p>Platform attachment may be a mediating variable (positive emotion - word of mouth). However, whether the mediating effect is significant is unknown. Accordingly, Hypothesis 6 and hypothesis 7 test the significance of the mediating effect.</p>