

Response to Reviewer 4 Comments

Point 1: The paper can offer an important contribution in that the adoption of revenue management strategies can have effects on service perceptions so it is important to assess the direction and strength of such effects.

Having said that, I have some suggestions to improve the quality of your contribution.

Response 1: Thank you very much for your valuable comments. We have revised our work by considering your valuable recommendations and presented our responses in detail.

Point 2: First, it is important to operationalise the concept of Revenue Management at the very beginning. As I explain later in the review, some aspects of revenue management strategies (e.g., dynamic pricing) are actually disliked by customers (and so won't have a direct positive effect). You do not include such aspects in your questions and that might explain why revenue management is seen with rose-colored glasses by customers here.

Response 2: Dynamic pricing is a method used in sectors such as airlines, where prices change instantly according to demand. Campaigns are more suitable instead of dynamic pricing in the food sector. For this reason, we used the promotions of the meals, not the instantaneously changing prices, in our questions.

Point 3: Second, you have to improve the readability of your work. At present, it is all written in passive form and it is very difficult to read (there are also grammar mistakes). Please make sure to proofread it.

Response 3: Mistakes checked and fixed.

Point 4: Third, a literature review table would help you to bring out your contribution. As mentioned, revenue management is a multi-faced concept. Here few articles that should help on defining the boundary conditions for the effects:

(to show how people tend to compare with what others did) Lastner, M. M., Fennell, P., Folse, J. A., Rice, D. H., & Porter III, M. (2019). I guess that is fair: How the efforts of other customers influence buyer price fairness perceptions. *Psychology & Marketing*, 36(7), 700-715.

(to explain that revenue management strategies will actually depend on the competition) Abrate, G., Viglia, G., García, J. S., & Forgas-Coll, S. (2016). Price competition within and between airlines and high-speed trains: the case of the Milan—Rome route. *Tourism Economics*, 22(2), 311-323.

(to clarify how with crises like COVID the adoption of revenue management strategies became even stronger) Viglia, G., De Canio, F., Stoppani, A., Invernizzi, A. C., & Cerutti, S. (2021). Adopting revenue management strategies and data sharing to cope with crises. *Journal of Business Research*, 137, 336-344.

Response 4: By including these studies, a literature table has been added to the introduction.

Point 5: Fourth, it is important to have a bit of theoretical grounding before each hypothesis (not presenting all of them together).

Response 5: Theoretical grounding about the hypotheses is given in the discussions section.

Point 6: Fifth, the empirical analysis is sound. Just make sure to present Figure 1 in a more academic fashion (especially the Y-axis).

Response 6: Figure 1 has been redrawn.

Point 7: Overall, a good paper that needs to be tightened up quite a bit (particularly on the definition of Revenue Management).

Response 7: Thank you very much for your valuable comments. We have revised our work by considering your valuable recommendations and presented our responses in detail.