

# Evaluation of Consumer Behavior Responsiveness to Neuromarketing with an Emphasis on Consumer Loyalty Based on Oliver's Model

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## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

In the sentence, "Data collection and analysis in this research were conducted in three stages," there is insufficient detail on the pre-test and post-test design. Elaborate on how the control group was matched to the experimental group to ensure validity.

Table 3 presents F-values and Eta-squared values. While these are significant, a brief narrative summarizing the implications of these effect sizes would provide context for readers unfamiliar with statistical jargon.

The finding that 70% of the control group were male warrants discussion. How might gender distribution have influenced the results, especially in a consumer behavior context?

The sentence, "Neuromarketing is an interdisciplinary science," needs expansion. Provide examples or citations to clearly differentiate neuromarketing from traditional marketing approaches.

The sentence, "It remains unclear to what extent it can influence consumer loyalty," could be strengthened by summarizing specific gaps in existing literature.

The conclusion does not adequately address how the findings contribute to the theoretical understanding of neuromarketing's impact on loyalty.

Authors revised the manuscript and uploaded the new document.

## 1.2. Reviewer 2

Reviewer:

The sentence, "The statistical population consisted of two groups of 150 customers each," does not clarify the criteria for participant selection. Explain why these groups were appropriate for studying neuromarketing effects.

In the description of Levene's Test, it is stated that equal variances were assumed. Please elaborate on why this assumption was valid for this dataset, particularly given the diversity in demographic characteristics.

In the statement, "Two questionnaires were used," provide more detail on how the variables (e.g., cognitive loyalty) were operationalized and validated.

The hypotheses, such as "Neuromarketing techniques affect customers' emotional loyalty," lack theoretical grounding in the main text. Include a brief rationale linking these hypotheses to Oliver's model.

While limitations are mentioned, the statement, "A control sample method was used, which has limitations," needs expansion. Specify how these limitations affected the generalizability of the results.

The recommendation, "Use neuromarketing techniques in advertisements," is too general. Provide specific examples or strategies for implementation.

Authors revised the manuscript and uploaded the new document.

## 2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.