

# Sensory Marketing Model Based on Consumer Nostalgic Preferences in the Retail Industry


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## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

The sentence “Sensory stimuli influence customer buying behavior...” could benefit from further elaboration by integrating psychological mechanisms or referencing affective neuroscience to support how sensory stimuli trigger nostalgic emotion.

The references to studies on sensory marketing are relatively outdated. Please incorporate more recent empirical findings from 2023–2024 to strengthen the literature grounding.

Although theoretical saturation is claimed with 15 interviews, no justification is provided on how this number ensured coverage across various retail sectors. Consider discussing diversity in participant selection.

The “Atrey-Stringer approach” to thematic analysis is introduced without citation or background. Provide a proper reference or clarify whether this is a misstatement of a known method (e.g., Attride-Stirling, 2001).

The article lacks any reference to the semi-structured interview guide or sample questions. Including this information, even briefly, would enhance methodological transparency.

Many of the secondary codes are highly repetitive, e.g., “retro,” “nostalgic,” “old,” appear in almost every row. Consider merging overlapping codes to improve thematic parsimony.

The statement “deeper connections between consumers and products” needs theoretical grounding. Consider referencing brand attachment theory or consumer self-identity frameworks.

Authors revised the manuscript and uploaded the new document.

### 1.2. Reviewer 2

Reviewer:

The transition from “retail sector evolution” to “need for unique experiences” is abrupt. Consider explicitly linking how nostalgic sensory experiences fill this emerging consumer demand in the modern retail ecosystem.

The paper initially states, “a qualitative research method, specifically grounded theory...” but later describes the study as “mixed-methods” without presenting quantitative findings. Clarify whether this is exploratory qualitative or genuinely mixed-methods.

Thematic analysis generally benefits from supporting quotes. Including illustrative quotations from participants for each major dimension would validate your thematic claims.

The discussion section repeats the five dimensions without providing any deeper interpretation or critical reflection. Consider discussing why these dimensions emerged and how they align or contrast with existing models of sensory marketing.

The manuscript states that “results align with previous studies...” but fails to critically engage with contradictions or nuances in previous findings. Add comparative insights, not just affirmations.

Authors revised the manuscript and uploaded the new document.

## 2. Revised

Editor’s decision after revisions: Accepted.

Editor in Chief’s decision: Accepted.