

Peer Review

# Review of: "Factors Influencing Coffee Shop Visitors' Non-Verbal Communication Experience Based on the Choice of Colour and Interior Design Elements"

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Thank you for the opportunity to read this manuscript. This study uses a quantitative method to analyze factors affecting visitors' non-verbal communication in coffee shop interior design. It identifies three main factors but has limitations, such as a small sample size. To enhance the article's academic value and practical significance, the author needs to strengthen and clarify several key aspects.

(1) Elucidate Research Innovations: It is advisable to explicitly and precisely delineate the singular contributions of this study to the extant knowledge domain in the realm of interior design and customer experience within coffee shops, either in the introduction or the conclusion. Emphasize the distinctive aspects of your research compared to and advancement over prior works, particularly regarding the specific factors unearthed and the methodological approach employed to dissect their influence on non-verbal communication experiences.

(2) In the research methods section, a more exhaustive elucidation of the theoretical underpinnings of your research is warranted. Reflect on how color psychology and non-verbal communication theories are assimilated into your study design and analysis. This will facilitate a more profound comprehension of the intellectual scaffolding of your work and fortify the theoretical robustness of the research. The sample size is small. You might consider increasing the sample size. Increasing the sample size will make your research more convincing. This would enrich your analysis and foster a more comprehensive understanding of the factors impacting customer experiences.

(3) In the discussion section, further probe into the potential generalizability of your findings. Deliberate on how the identified factors could be applicable in disparate cultural milieus, diverse types of coffee shops (e.g., small independent cafes versus large chains), or other analogous service settings. This will augment the practical utility and broader applicability of your research.

(4) The Conclusion section reinforces the conclusion's practical implications. The conclusion should encapsulate the principal findings and proffer more detailed and implementable counsel for coffee shop proprietors, interior designers, and other stakeholders. Elucidate how they can utilize your research outcomes to enhance the design and ambiance of coffee shops, thereby augmenting customer satisfaction and social interaction.

## **Declarations**

**Potential competing interests:** No potential competing interests to declare.