

Peer Review

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

Wei Liu¹

1. Nanjing Forestry University, China

The paper focuses on the influence of coffee shop interior design on the non-verbal communication experience. The topic selection combines design, psychology, and communication, which has interdisciplinary significance and practical reference value for commercial space optimization and user experience research. A quantitative method (EFA) was used to analyze the potential structure among variables; the process was clear, the data collection and processing steps were in line with statistical norms, and the KMO test and Bartlett spherical test were reasonably applied, which enhanced the reliability of the results. The three core factors proposed (visual comfort, emotional attachment, spatial flexibility) provide the necessary basis for coffee shop design and have certain application value.

2. Modify suggestions

(1) Theoretical framework and literature support

Literature reviews are few in content and insufficient in depth:

In the background part, the summary of color psychology and related research methods is limited, and the core theory and research methods of the research content are not systematically sorted out. It is suggested to supplement this to enhance the theoretical support. This also leads to a relatively simple research method in this paper.

(2) Research methods and data quality

Sample size and representativeness:

The sample size (N=135) was small, and the demographic characteristics (such as age, occupation, and cultural background) of the sample were not explicitly described, which may affect the generalization of the results. It is recommended to supplement the sample details and to infer cross-cultural differences more carefully in the discussion.

EFA applicability dispute:

The KMO value of 0.551 (adjusted 0.562) barely passes the test but is close to the lower threshold (usually recommended ≥ 0.6), and the potential impact of data quality on factor analysis should be emphasized in the limitations. In addition, the score of the "Aesthetic Appeal" factor in the common factor variance was only 0.398 (< 0.5), so it is suggested to discuss whether it should be removed or redesigned.

(3) Result presentation and interpretation

Table readability problems:

Table 7 (rotating component matrix) does not fully show the factor load of all variables (for example, the "Impression of calmness" does not list the value), which makes it difficult for readers to trace the factor classification logic. Complete data or text descriptions are recommended.

Factor naming disputes:

The Familiarity and Emotional Attachment factors include "Light and color of the space," but the correlation between the latter and "emotional attachment" is not fully explained. It is recommended that qualitative data be supplemented by interviews or open-ended questions.

Declarations

Potential competing interests: No potential competing interests to declare.