

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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This manuscript focuses on the use of color and interior design elements in coffee shops, which is an important issue in contemporary coffee shop spatial design. This is also the main point that the authors aim to convey in their study. However, I have the following review comments:

1. The small sample size may be the most significant limitation of this manuscript. The authors used factor analysis for statistical analysis. However, this method requires a minimum sample size to ensure stable results. This is a crucial limitation of the study.
2. The authors should provide additional details on the questionnaire design. How many items are included in each dimension? It would be ideal to include the questionnaire items as an appendix.
3. The authors stated that they adopted a random sampling method. How was this achieved? Please provide further clarification.
4. In this study, data collection and analysis were conducted in two stages using questionnaires. This is a well-structured design. However, the methods and results should also be presented as two separate studies for better clarity.
5. The authors should not directly copy and paste statistical software tables into the manuscript. Instead, they should properly format and present the data to enhance readability for the readers.
6. The version of SPSS used in the study should be specified.

7. In Table 8, the factor loadings should be accompanied by their corresponding items for better understanding.

Declarations

Potential competing interests: No potential competing interests to declare.