




Examination of the Relationship and Role of Situational and Product-Related Factors on Impulse Buying Behavior of Sports Product Consumers

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1. Round 1

1.1. Reviewer 1

Reviewer:

The phrase "Purchasing is one of the primary characteristics of consumers" is vague. Clarify what is meant by "primary characteristics" and how this characteristic influences consumer behavior specifically within the context of sports products.

It is stated that the study employed the Kolmogorov-Smirnov test to assess data normality. Given that SEM was used, explain why this specific normality test was chosen over others, such as the Shapiro-Wilk test, which is often recommended for smaller sample sizes.

The results mention a gender distribution, but the analysis of gender differences in impulse buying behavior is not explored. Consider adding a discussion on whether gender had any significant impact on the results.

The table lists the mean and standard deviation for situational factors and product-related factors but does not break down these factors into their respective components. Including this breakdown would provide greater insight into which specific factors had the most significant influence on impulse buying.

The χ^2/df ratio is reported, but the interpretation of this value is not discussed. Consider adding a brief explanation of what this ratio indicates about the model fit and how it supports the study's conclusions.

The discussion refers to the "causal relationship" between product-related factors and impulse buying behavior. However, the study's design is correlational. Revise this wording to avoid implying causality where it cannot be statistically supported.

Authors revised the manuscript.

1.2. Reviewer 2

Reviewer:

The statement "Impulse buying does not follow rational economic or decision-making models" should be supported with more recent references. Consider integrating contemporary research on the psychological underpinnings of impulse buying.

The sample size calculation is explained, but it is unclear why a conservative ratio of 10 or 15 observations per variable was chosen. Provide a citation or a rationale for selecting this approach over others.

The method of questionnaire distribution (both virtual spaces and face-to-face) is mentioned. However, the potential biases or advantages of these distribution methods are not discussed. Address how these methods might have impacted the response rate or the nature of the data collected.

The discussion on situational factors influencing impulse buying behavior could be expanded by comparing these findings with those of studies in other retail contexts (e.g., grocery or fashion retail). This comparison would provide a broader perspective on the generalizability of the results.

The phrase "design and appearance of the product packaging" is mentioned. However, the specific aspects of design that were most influential (e.g., color, brand visibility) are not discussed. Providing this detail would strengthen the practical implications of the findings.

The conclusion that a "smart combination of situational and product-related factors can help improve the shopping experience" is valuable but somewhat broad. Suggest specific strategies that retailers can implement based on the study's findings.

The conclusion discusses the implications for businesses, but the potential limitations of the study are not addressed. Consider adding a section that reflects on the limitations of the study, such as the sampling method or the self-reported nature of the data.

Authors revised the manuscript.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.