




Designing a Paradigmatic Model of Nostalgic Emotions and Preferences of Sports Consumers with a Grounded Theory Approach

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1. Round 1

1.1. Reviewer 1

Reviewer:

The statement "Nostalgia is not only a useful tool for individuals coping with depression and anxiety..." lacks a direct citation. Ensure this claim is supported by a recent source, preferably from psychology or marketing literature.

The transition from open codes to axial coding is not clearly described. It would be helpful to include a more detailed explanation or a table that shows how the 180 indicators were categorized into the final 160 concepts.

The categorization of "drivers, stimuli, and barriers" should include specific examples or case studies of how these categories manifest in sports consumer behavior, particularly in the Iranian context.

The sentence "Memories of attending games with family or friends... trigger a flood of memories" needs elaboration on how this emotional connection translates into measurable consumer behavior outcomes, such as increased spending or loyalty.

This section lacks clarity on how "inner attachment" and "perceived self-continuity" are operationalized. More detail is needed on how these abstract concepts were measured during the interviews.

There is a strong focus on strategic recommendations, but these would benefit from being tied to specific marketing tactics (e.g., social media campaigns, influencer partnerships) that sports organizations could realistically implement.

While the article provides some context for nostalgic sports marketing in Iran, it would be strengthened by discussing the broader cultural or political influences that may affect how nostalgia is used in sports marketing (e.g., national pride in sports).

The recommendation that marketing managers "use sights, sounds, and smells" to evoke nostalgia is vague. It would be helpful to provide more concrete examples from existing sports marketing efforts where sensory triggers have been successfully employed.

The discussion on personal and family factors affecting nostalgic emotions would benefit from additional references, particularly studies that explore the impact of family traditions and sports fandom on consumer behavior.

Authors revised the manuscript and uploaded the new document.

1.2. Reviewer 2

Reviewer:

The comparison of object-based nostalgia and experience-based nostalgia could benefit from deeper exploration. Consider discussing how these two forms might interact with different types of sports consumers (e.g., younger vs. older fans).

The phrase "the key to nostalgic marketing is to create a mental return to the past" would be strengthened by providing a clear example of how this has been applied in sports marketing campaigns and its impact.

The article mentions that theoretical saturation was reached after interviewing 15 experts, but there is no mention of the criteria used to determine theoretical saturation. Provide more detailed justification for why saturation was deemed sufficient after 15 interviews.

The sampling method described as "judgmental" lacks clarity. Please elaborate on the criteria used for selecting the interviewees and how their expertise contributed to the validity of the model.

The claim that nostalgic marketing leads to "increased customer loyalty" needs stronger empirical support. Please include more direct references to studies that have measured the long-term impact of nostalgic marketing on consumer loyalty.

The article briefly mentions the limitations of grounded theory as a methodology. However, it would be helpful to discuss in more detail how this affects the generalizability of the model, particularly in sports contexts outside of Iran.

The coding process was described as "inductive," but there is no mention of how inter-coder reliability was assessed beyond a brief mention of Scott's Pi coefficient. More detail on how discrepancies were resolved between coders would strengthen the rigor of the analysis.

Authors revised the manuscript and uploaded the new document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.