



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_29650
Title of the Manuscript:	Using AHP method exploring the key factors of choosing to buy luxury products in flagship stores with experiential marketing
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.

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PART 1: Review Comments

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<u>Compulsory</u> REVISION comments	In the first place, it is worth mentioning that the manuscript is about on a relevant topic and it contains significant information by the evaluation of factors contributing to customers' decision to purchase luxury goods. The AHP technique was used to examine the significance of each factor and valuable which were developed from the concept of SEMs. In my opinion, the research is interesting, and has potential. However, there are several methodological aspects as well as result discussions that require further work since they are unclear. For these reasons I suggest the authors to make a major revision on the manuscript Section 2 Materials and Methods; How were the data collected? Online? Or face to face interview? Date/month/year that data were collected must be presented as well. In section 3, results and discussions, 30 questionnaires were distributed to customers. I think it is important to present socio-economic characteristics of samples such as gender, age, income, location, career, education level etc. This will enable readers/policy makers to understand the type of customers which the results of this study can be applied to develop a strategy for promoting luxury goods consumption. Discussion is not weak and not sufficient. The result of AHP showed that customers' recognition of social status was the most important variable influencing the decision to purchase luxury goods, and sense	Thank the reviewer's comment. As suggested by the reviewer, the related information about the collected data was presented in Section 3. This paper use the concept of experiential marketing to investigate the key factors of purchasing boutique packages in flagship stores based on those consumers. After the AHP analysis, the results could be suggestions for related industries to increase their market competitiveness. Therefore, the socio-economic characteristics of the customers did not put into consideration in this study. Thanks for the reviewer's advice. However, this concept would be provided for the future studies as a suggestion in order to help developing a strategy for promoting luxury goods consumption.



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	attraction was the second important one. The result also demonstrated the significant value of other variables. Authors should clearly discuss about these findings based on previous relevant literatures. (For instance, Please explain why customers' recognition of social status was the most important, and why arousing customers' curiosity was less important. Are there any previous studies reported the similar results?) It is important to reveal the limitation of your study such as a small sampling size (only 30) as well as socio-economic characteristic of sampling size; so that policy makers can understand the extent which the result of this study can be utilized.	As suggested by the reviewer, the findings based on previous relevant literatures were discussed in Section 4. As suggested by the reviewer, the limitation of the study was revealed in Section 4.
<u>Minor</u> REVISION comments	In the discussion, it would be better to present how the results of AHP analysis can be used to develop a policy for promoting the sale of luxury goods.	As suggested by the reviewer, the policy for promoting the sale of luxury goods was presented in Section 4.
<u>Optional/General</u> comments	In the section of results, I would like to know an average amount of money which respondents spend for the luxury goods. Is an average amount of spent money different among respondents with different socio-economic characteristics? I am curious to know whether male and female would have the different sense in making decision to purchase luxury items. If possible, the analysis can be separated among the group of male and female.	This paper use the concept of experiential marketing to investigate the key factors of purchasing boutique packages in flagship stores based on those consumers. After the AHP analysis, the results could be suggestions for related industries to increase their market competitiveness. Therefore, the socio-economic characteristics of the customers and the factor of gender did not put into consideration in this study. Thanks for the reviewer's advice. However, this concept would be provided for the future studies as a suggestion in order to help developing a strategy for promoting luxury goods consumption.