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Dear Dr. Dsouza,

Thank you for the opportunity to further revise our manuscript entitled “Using a virtual supermarket as a research tool to investigate consumer in-store behavior”, JoVE55719.

We have amended the manuscript based on your suggestion. The following revision has been made:

1. The protocol has been improved by combining the short protocol steps to make longer protocol steps with 2-3 actions per step..
2. The numbering and format of our revised protocol have also been adjusted to match JoVE’s instructions for authors.
3. The highlighted protocol has been modified to enable filming.
4. The numerical values of results have been added and the format of these quantitative results has been presented in the text.
5. The blank column in the tables has been removed to avoid confusion.
6. The instruction of the main test has been added as Supplementary 3 and Supplementary 4 to provide an example of the possible task with the virtual store experiment.

In addition to all improvement made according to your suggestion, we have made a separated protocol that can be used to make the video. This suggested protocol rearranges some protocol steps to make a logical flow of the video because some protocol steps in the main test were written in less details than similar steps in the practice test.

We would like to take this opportunity to express our sincere thanks to you and the editorial team for your help and guidance. We hope that the revised manuscript complies with the format of JoVE and the highlighted protocol facilitates the filming plan.

Sincerely yours,

Kunalai Ploydanai, MSc