**Response to the editor.**

Following your comments (shown in italic), the manuscript has been revised as follows:

Note: The line number in this revision note represents the line number of the final manuscript without track changes.

***Comment1:*** *Please take this opportunity to thoroughly proofread the manuscript to ensure that there are no spelling or grammatical errors.*

**Authors’ response:** The manuscript has been carefully proofread to avoid spelling and grammatical errors.

***Comment2:*** *Protocol Detail:*

***Comment2.1:*** *7.3: It isn’t obvious what is to be done here. What would you show when this step is filmed.*

**Authors’ response:** We agree that it is not necessary to include this step in the video because we will only be able to show this step by letting a participant sit in a specific area and complete the task on paper. Therefore, this step has been unhighlighted.

***Comment2.2:*** 7.9: What is the experimental condition entered?

**Authors’ response:** The experimental condition depends on the research interest. We have given examples of the experimental conditions in the revised manuscript. (see step 7.7, line 400 - 402).

***Comment2.3:*** 7.11: Do you mean switch the computer?

**Authors’ response:** No, we mean the same virtual store computer that has been used in the practice test. In the previous step, after completing the practice test, the participant has been moved to another area to complete the task to manipulate the specific shopping motivation. In the 7.11 steps, the participant should be moved back to the virtual store computer to start the main test.

Since the length of protocol in the video is limited, we decide to skip filming the practice test and the manipulation task. To ensure that the flow of the video is logical, we added a sentence *“Seat the participant in front of the middle LCD screen and adjust the chair until the participant’s eye-level matches with the position of the screens.”*. We propose to include only this sentence in the video and skip the previous sentence saying *“Move the participant from another area, where they have been assigned a task to manipulate shopping motivation, back to the virtual store after he/she finishes the manipulation task.”*

***Comment2.4:*** 7.13: What are the instructions?

**Authors’ response:** These are the instructions of a shopping task and the way to maneuver in the virtual store. Examples of the instructions are provided in Supplements 1 and Supplements 4 as referred to in step 7.11, line 425 – 426.

***Comment2.5:*** 7.16: Which computer is this on?

**Authors’ response:** We apologize for the unclear step. This step refers to the computer in which the data management program has been installed and run. The sentence *“Check the data management program in another computer”* is added to clarify this step (see step 7.15 line 442 - 443).

***Comment2.6:*** 7.20: What is the questionnaire about?

**Authors’ response:** The questionnairemeasures participant’s shopping experiences, perceptions about the store, and willingness to revisit the store. This more detailed information about the questionnaire is now added to step 7.16 in step 7.16, line 449 – 451.

***Comment3:*** *Protocol Numbering: Please adjust the numbering of your protocol section to follow JoVE’s instructions for authors, 1. should be followed by 1.1. and then 1.1.1. if necessary and all steps should be lined up at the left margin with no indentations. There must also be a one-line space between each protocol step, and notes.*

**Authors’ response:** We apologize for misunderstanding the protocol numbering format. The numbering of our revised protocol has been adjusted according to this guideline.

***Comment4:*** *Protocol Highlight: After you have made all of the recommended changes to your protocol (listed above), please re-evaluate the length of your protocol section. There is a 10-page limit for the protocol text, and a 2.75- page limit for filmable content. If your protocol is longer than 3 pages, please highlight 2.75 pages or less of text (which includes headings and spaces) in yellow, to identify which steps should be visualized to tell the most cohesive story of your protocol steps. Please see JoVE’s instructions for authors for more clarification. Remember that the non-highlighted protocol steps will remain in the manuscript and therefore will still be available to the reader.*

***Comment4.1:*** *Notes cannot be filmed and should be excluded from highlighting.*

***Comment4.2:*** *The highlighted steps should form a cohesive narrative, that is, there must be a logical flow from one highlighted step to the next.*

***Comment4.3:****Please highlight complete sentences (not parts of sentences). Include sub-headings and spaces when calculating the final highlighted length (2.75 pages or less). Please see JoVE’s instructions for authors for more information.*

**Authors’ response:** We have reconsidered the protocol steps to be included in the video and highlighted them according to the requirements of JoVE.

Because the length of highlighted protocol is limited, we need to skip the practice test and the motivation manipulation task described in the protocol and focus only on the protocol step for the main test. However, since some details of the protocol used in the main test have been described in the practice test or other steps excluded in the video, it is difficult to make a logical flow by highlighting only the protocol steps in the main test without any modification. Thus, we have rearranged and modified the steps we would like to include in the video and attach this to these revision notes. Some steps from the experimental preparation heading and the pretest heading are included in the main test to make a better flow. Please consider using the protocol we have proposed to make the video.

***Comment4.4:*** *Some of your shorter protocol steps can be combined so that individual steps contain 2-3 actions and maximum of 4 sentences per step.*

**Authors’ response:** Most of the shorter protocol steps have been combined according to your suggestion. However, some protocol steps that may confuse readers if they were combined, such as step 7.8 that explains the criteria to check the recording program, remain short. Similarly, the steps 7.18 – 7.21 that refer to different topics remain separated.

***Comment4.5:*** *6.1 was unhighlighted as there is nothing filmable.*

**Authors’ response:** We agree with you to unhighlight this step.

***Comment4.6:*** *7.21 looks important and interesting, can it be highlighted?*

**Authors’ response:** Yes, this step has been highlighted in the revised manuscript and also has been included in our proposed protocol to make a video attached in these revision notes.

***Comment4.7:*** *A few steps that include handing instructions to participants don’t have any specific filmable content, please unhighlight if appropriate.*

**Authors’ response:** These steps without filmable content have been unhighlighted.

***Comment5:*** *Results: Please report all numerical values of results in the text. Please specify the format of quantitative results presented, for example, was mean ± standard deviation used?*

**Authors’ response:** Numerical values have been added to the results in the request format (see line 608 - 617 and line 628 – 637).

***Comment6:*** *Tables: ) Table 1: Is column 1 left blank intentionally?*

**Authors’ response:** The column 1 in all tables is blank because this is an original format of the table exported from the data management program. However, to avoid confusion of the readers, we have removed the first column from the tables.