




# Identification and Prioritization of Factors Affecting the Marketing of Solar Energy Production Equipment Based on a Combined Approach of Content Analysis and Fuzzy Delphi


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## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

The introduction provides a general overview of the importance of solar energy but lacks specific details on the current state of solar energy marketing. Consider adding a brief overview of existing marketing challenges in the solar energy sector to contextualize the study's relevance.

The statement "few existing studies have directly addressed the commercialization of solar energy" should be supported with specific examples of gaps in the literature. Providing citations from recent reviews or meta-analyses could strengthen this claim.

The process of calculating fuzzy values is explained in a technical manner but could benefit from a practical example. Including a sample calculation would make the method more accessible to readers unfamiliar with fuzzy Delphi techniques.

The section summarizes the findings effectively but lacks specific quotes or excerpts from the interviews that illustrate the coding process. Adding these examples would provide a richer understanding of how the themes were derived.

The table 1 is comprehensive, but the labels for "Causal Conditions," "Contextual Factors," etc., need further explanation. A brief description or footnote explaining these categories would help readers interpret the table accurately.

The aggregation of expert opinions in table 2 is clear, but the scale used for rating (e.g., Very Low to Very High) should be explained in the text. Clarifying how these ratings were interpreted and analyzed would improve the section's comprehensiveness.

The discussion mentions aligning with previous research but does not critically compare the study's findings with those studies. A more detailed comparative analysis would strengthen the argument and highlight the study's contributions.

Authors revised the manuscripts.

### 1.2. Reviewer 2

Reviewer:

The transition from discussing general marketing strategies to the specifics of solar energy marketing needs clarity. Adding a summarizing sentence that connects these two aspects will improve the flow and coherence of the argument.

The methodology section lacks details on the criteria used for selecting the 15 experts. Providing specific selection criteria or qualifications would enhance the transparency and replicability of the study.

The description of the snowball sampling method is brief. Elaborate on how the saturation point was determined and the rationale behind choosing 15 participants, ensuring that the sampling method is adequately justified.

The policy implications of the findings are briefly mentioned but need more detailed recommendations. Suggesting specific policy measures or interventions based on the study's results would enhance the practical relevance of the research.

Authors revised the manuscripts.

## 2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.