




Investigating the Impact of Social Media Marketing Efforts on Brand Trust

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1. Round 1

1.1. Reviewer 1

Reviewer:

Expand the literature review to include more recent studies, ensuring a comprehensive overview of past and current findings in the domain of social media marketing and brand trust. This will help in situating your research within the broader scholarly discourse and identifying gaps that your study aims to fill.

The manuscript would benefit from a more explicit articulation of the theoretical framework guiding the research. Detailing the theories underpinning the hypothesized relationships between social media marketing efforts and brand trust can add depth and clarity to the study.

Provide a more detailed description of the questionnaire development process, including the source of the items, to enhance the reader's understanding of the tool's validity and reliability.

Elaborate on the practical implications of your research for marketers and brand managers. How can they apply your findings to devise more effective social media marketing strategies that enhance brand trust?

Authors revised the manuscript.

1.2. Reviewer 2

Reviewer:

Justify the choice of the simple random sampling method for this study, especially considering the specific demographic (customers of domestic brand products in Tehran). Discuss any potential biases or limitations this sampling method may introduce.

Elaborate on the methods used for assessing construct validity (convergent and discriminant validity). Providing specific values and thresholds met by the data will strengthen the credibility of the measurement instruments.

For each hypothesis tested, discuss the implications of the findings in more detail. What do these results suggest about the nature of the relationship between social media marketing efforts and brand trust? How do these findings align with or differ from existing literature?

The manuscript reports several fit indices where the obtained values do not meet the acceptable criteria. Discuss the implications of these results for the model's adequacy and the study's conclusions. Consider exploring potential reasons for the lack of fit and suggest modifications or additional analyses to address this issue.

Strengthen the discussion by comparing and contrasting your findings with existing literature, especially focusing on any discrepancies. This comparison can illuminate new insights or underline the need for further research.

The limitations section could be expanded to reflect on the methodological choices, such as the questionnaire distribution method and the generalizability of the findings to other contexts or populations. Suggest specific avenues for future research that can build on your findings.

Authors revised the manuscript.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.