

# Providing an Analytical Model of the Relationship Between Advertising Content Risks and Behavioral Intention in Social Networks

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## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

Introduction (lines: "In social media advertising, if customers feel..."): The section could benefit from a broader comparison of similar studies or references to international literature to establish a more global perspective on advertising risks in social networks.

Introduction (lines: "What are the content risks of advertising and behavioral..."): The framing of the research questions is relevant but too narrow. It might help to incorporate additional elements such as demographic influences or platform-specific risks to deepen the analysis.

Methods and Materials (lines: "The coding framework used a fixed..."): The fixed coding framework is introduced, but the rationale behind the choice of this method over other qualitative techniques like grounded theory is unclear. Consider discussing why this approach was optimal for your research objectives.

Methods and Materials (lines: "The fuzzy Delphi method..."): There is mention of expert consensus, but a more thorough description of the expert panel's qualifications is necessary. This will enhance the credibility of the consensus reached.

Results (lines: "To identify the risks, semi-structured interviews were..."): The transition between qualitative findings and quantitative results is abrupt. Adding a summary comparison of key insights from both methods would help integrate the two phases of the study better.

Results (Adjusted Reachability Matrix): The reachability matrix is informative, but a further breakdown of how driving power and dependence power scores were calculated is necessary for replication. Additionally, consider discussing any limitations in interpreting these values.

Results (Figure 1: Interpretive Structural Model): The figure is helpful but could use more explanatory captions to guide readers unfamiliar with ISM in interpreting the relationships between the variables.

Results (lines: "Security and Privacy Risk had the strongest impact..."): It would be beneficial to explain why security and privacy risks had such a pronounced impact on operational risk. Linking this to specific literature would enhance the depth of analysis.

Authors revised the manuscript and uploaded the new document.

## 1.2. Reviewer 2

Reviewer:

Introduction (lines: "Researchers have found that some online advertisements..."): The sentence lacks clarity regarding the extent to which these behaviors influence consumer purchasing decisions. Consider adding a citation or elaborating on the degree of impact each negative behavior has on user behavior.

Methods and Materials (lines: "The sample size was determined based on theoretical saturation..."): The process for determining sample size needs more explanation. Clarifying how the saturation point was determined would improve transparency. Additionally, you could justify the selection of the geographical location for the sample.

Methods and Materials (lines: "The statistical population in the qualitative section includes..."): The inclusion criteria for selecting the participants should be clarified. Why were these specific managers and researchers chosen? This will enhance the validity of your sample.

Results (lines: "The findings indicate that 'environmental risk'..."): The operationalization of the term "environmental risk" is somewhat vague. Providing real-world examples of what constitutes environmental risks in social media advertising could clarify the findings.

Results (ISM) (lines: "At the fifth level 'Environmental Risk'..."): The hierarchical structure presented here is logical but could benefit from more explanation on how the levels interact dynamically over time. Consider discussing if the risks may shift in priority based on external factors such as technological advancements.

Results (lines: "The skewness and kurtosis observed for..."): While the justification for using SMART PLS is sound, there is insufficient discussion about alternative statistical methods. Mentioning why other SEM software (e.g., AMOS) wasn't chosen would demonstrate thoroughness.

Discussion and Conclusion (lines: "Marketers should focus on managing..."): The practical implications for marketers are well articulated. However, the discussion lacks actionable steps for practitioners to mitigate these risks. Consider adding industry examples or case studies to illustrate how marketers can apply your findings.

Authors revised the manuscript and uploaded the new document.

## 2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.