

Review Form 1.7

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_114942
Title of the Manuscript:	The Influence of Persona Attributes and Content of Tasya Farasya as a Human Brand on Instagram Followers' Interest in Cosmetic Products
Type of the Article	Original Research Article

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PART 1: Review Comments

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p><u>Compulsory</u> REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>Yes manuscript is important in the way that it has studied influence of Tasya Farasya through one of popular social media Instagram.</p> <p>Title seems ok.</p> <p>Yes, Abstract found to cover overall good contents.</p> <p>Subsections and structure both are found appropriate.</p> <p>Manuscript is largely scientifically correct – as can be found from systematic written sections and tests performed. Just correction needed is to mention Purposive Sampling as Non-Probability Sampling Method (its not Random Sampling).</p> <p>73 References are sufficient and found to cover latest research also.</p> <p>Unless its Journal Policy, author can be asked to use APA referencing style to acknowledge authors within texts properly. For example, Its better to mention McLachlan(2023) demonstrate... <u>than</u> currently written style – [15] demonstrate.... Else, reframing such statements would be better idea.</p>	

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Minor REVISION comments		
1. Is language/English quality of the article suitable for scholarly communications?	Yes. Minor correction needed in Section 3.1 is to write few statements in <u>past tense</u> than in <u>future tense</u> -as research is already conducted	
Optional/General comments	Such research is more relevant in current technological world. Findings that are similar to earlier research can be elaborated precisely. Specific comments w.r.t. sample demographics to be added in Conclusion section also to cover research limitation (if any) as per author.	

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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