

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

PART 1: Review Comments

	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)
<p>Compulsory 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>1- the article is considered ad important for scientific community if it hasn't focused on a company itself and in this situation, this article is considered as a case study (tasya farasya) and its contribution on community still minimal unless it studies the overall industry.</p> <p>2- it is better for the title to include the criterion variable or th le main factors that the researcher is going to study. The alternative title as far as I'm concerned is factors influencing transfer of attachment: the mediating role of connection and competency need fulfillment.</p> <p>3- the abstract is perfectly comprehensive and brief. However, the author used 6 points likert scale which could make the measure inconsistent. The author is recommended to adopt 5 points liert scale. In addition, the author should start with the aim of the article and then illustrate the research method and not start with: the quantitative research...</p> <p>4- although the researcher utilized the TAM which is essential in case of exploiting new technology, yet the author didn't mentioned the purpose of adopting this theory for his research.</p> <p>Likewise, the author conceptualize the purchase intention and the celebrity endorsements which buzzle the contents of the underlying research.</p> <p>Moreover, the conceptual model should placed after the literature review and the hypotheses should provided after the reviewing of each variable relationship with the dependent variable as well.</p> <p>5- the manuscript is correct if it supervised again effectively.</p> <p>6- the reference should be consistent on one style such as APA style</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The Language is acceptable</p>	
<p>Optional/General comments</p>		

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PART 2:

	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>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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