

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?ok</p> <p>4. Are subsections and structure of the manuscript appropriate?ok</p> <p>5. Do you think the manuscript is scientifically correct? ok</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</p> <p>Recommended- The Influence of Persona Attributes and Content of Human Brand on Instagram Followers' Interest in Cosmetic Products</p> <p>ok</p> <p>ok</p> <p>Please make Structural Model Evaluation (Inner Model) table 5 more clear as if it is regression then the table is not correct. Please show model equation for more clarity. What is your dependent variable? It seem you have used dependent variable as independent variable in the model.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	ok	
<p>Optional/General comments</p>	na	

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?	(If yes, Kindly please write down the ethical issues here in details)	

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Reviewer Details:

Name:	Neeraj Bali
Department, University & Country	Wollega University, Ethiopia