

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 (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> <ol style="list-style-type: none"> 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p><u>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</u></p>	<p>Title is ok but since Tasya Farasya is highlighted in the paper and the title itself states the same name, so, proper permission needs to be there before highlighting the same in the entire paper for ethical issues. Kindly include the permission from Tasya Farasya since the name is the prime focus in this paper which is highlighted everywhere.</p> <p>Minor modification may be done to have a more precise and concise summary of the paper</p> <p>Yes. Only one change is recommended, i.e., the third section may be changed to Methodology instead of Method</p> <p>Yes</p> <p>Some latest references may be added if possible and if available in the introduction section and in the literature section also to enhance the theoretical framework and hypotheses development.</p> <p>Comments suggested by me as a reviewer for increasing the value of the journal and authenticity are as follows:</p> <ul style="list-style-type: none"> - In the introduction section, one line is stated as "In 2018, global social media advertising revenue was \$68 billion, and it's expected to reach \$185 billion by 2022 [2]." Now since the research is conducted in 2024 and submitted in this journal for publication in 2024, so how this line is relevant? Standing in 2024, providing the expected revenue amount of \$185 billion by 2022 is not applicable. This line needs to be corrected. - Some latest references may be added if possible and if available in the introduction section and in the literature section also to enhance the theoretical framework and hypotheses development. - Theory of Acceptance Models (TAM), Theory of the dependency effect of mass media and Human brand theory may be explained in a more precise and concise way to make them more relevant with the study. - Stronger theoretical framework along with stronger support is required in a systematic way to increase the value and clear conception of the manuscript. The author if possible should try to focus and develop strong literature backup in this area. - Ethical considerations should be addressed wherever applicable. - Managerial implications related to the work should be precisely added to add more value. - Few spelling mistakes are there in the entire paper, these should be corrected. - Since Tasya Farasya is highlighted in the paper and the title itself states the same name, so, proper permission needs to be there before highlighting the same in the entire paper for ethical issues. Kindly include the permission from Tasya Farasya since the name is the prime focus in this paper which is highlighted everywhere. 	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> 1. Is language/English quality of the article suitable for scholarly 	<p>Yes</p>	

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communications?		
Optional/General comments	<ul style="list-style-type: none"> - In the introduction section, one line is stated as “In 2018, global social media advertising revenue was \$68 billion, and it’s expected to reach \$185 billion by 2022 [2].” Now since the research is conducted in 2024 and submitted in this journal for publication in 2024, so how this line is relevant? Standing in 2024, providing the expected revenue amount of \$185 billion by 2022 is not applicable. This line needs to be corrected. - Some latest references may be added if possible and if available in the introduction section and in the literature section also to enhance the theoretical framework and hypotheses development. - Theory of Acceptance Models (TAM), Theory of the dependency effect of mass media and Human brand theory may be explained in a more precise and concise way to make them more relevant with the study. - Stronger theoretical framework along with stronger support is required in a systematic way to increase the value and clear conception of the manuscript. The author if possible should try to focus and develop strong literature backup in this area. - Ethical considerations should be addressed wherever applicable. - Managerial implications related to the work should be precisely added to add more value. - Few spelling mistakes are there in the entire paper, these should be corrected. - Since Tasya Farasya is highlighted in the paper and the title itself states the same name, so, proper permission needs to be there before highlighting the same in the entire paper for ethical issues. Kindly include the permission from Tasya Farasya since the name is the prime focus in this paper which is highlighted everywhere. 	

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>	

Reviewer Details:

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