

# Review of: "Effects of Celebrities Endorsement on Consumer Purchase Intentions for Soft Drink Products in Tanzania"

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**Potential competing interests:** No potential competing interests to declare.

## Result of the reviews

1. The explanation in the abstract needs to be added to the sampling technique.
2. The background must explain problem data and competition in the soft drink business so that promotional activities involving endorsers are needed.
3. Journal references need to be added that discuss the importance of promotion strategies in increasing sales.
4. The research hypothesis should be explained in terms of the relationship between the research variables.
5. The data collection techniques, sampling techniques, and basis for determining the number of respondents have not been explained.
6. From Table 5, the results of the linear regression equation and its explanation have not been written down with a constant value of -13,573, which will certainly provide meaning in the concept of intention to purchase soft drinks.
7. Discussion of research results needs to be added because it influences the indicators of celebrity endorsers when related to the soft drink business phenomenon.
8. Research limitations need to be added; it was not equipped with an open questionnaire and interviews with respondents.

In general, this article can be accepted by completing these revisions.