

# Review of: "Digital Persona: Reflection on the Power of Generative AI for Customer Profiling in Social Media Marketing"

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Potential competing interests: No potential competing interests to declare.

Title: **Digital Persona: Reflection on the Power of Generative AI for Customer Profiling in Social Media Marketing.**

The research paper delves into the application of generative artificial intelligence (AI) for customer profiling and social media marketing. It employs a mixed methods approach, combining quantitative analysis with qualitative insights. The study reveals the potential of generative AI for marketing personalization but underscores ethical concerns. It provides a balanced view of the technology's capabilities and limitations, making it a valuable contribution.

## Strengths:

**Comprehensive Approach:** The research adopts a mixed methods approach, combining quantitative and qualitative data to assess the impact of generative AI. This comprehensive methodology enhances the credibility of the findings.

**Relevance:** In an era of increasing digital marketing and AI adoption, the research topic is highly relevant. It addresses an emerging technology's implications for marketing and customer engagement.

**Technical Detail:** The paper provides detailed technical information about generative AI techniques, making it accessible to both technical and non-technical readers.

**Balanced Perspective:** The paper acknowledges the potential benefits of generative AI for marketing while highlighting ethical concerns such as data privacy and algorithmic bias. This balanced perspective is essential for responsible innovation.

## Areas for Improvement:

**Generalizability:** The research is presented as a case study. While valuable, the results may not generalize to all contexts. Discussing potential variations in outcomes across different industries or market segments would add depth.

**Long-Term Impact:** The study primarily focuses on short-term metrics and perceptions. Exploring the long-term effects of generative AI on brand equity and customer loyalty would be beneficial.

**Algorithmic Bias:** The paper acknowledges the existence of bias but does not delve deeply into strategies for addressing it. More detailed discussions on detecting, mitigating, and auditing algorithmic bias could strengthen the paper.

**Decision: Accept with Minor Revision**

This research paper offers valuable insights into the potential and ethical considerations of using generative AI for marketing. Its mixed methods approach, comprehensive technical detail, and balanced perspective make it a strong contribution to the field. To enhance the paper, minor revisions should address the areas for improvement mentioned above, ensuring a broader applicability of the findings and a more detailed examination of algorithmic bias.