

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

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The introduction effectively frames the potential and risks of using generative AI for marketing personalization, making it clear from the outset. The objectives are relevant and timely in the context of current marketing trends. The literature review comprehensively covers the key generative AI techniques and their applications in marketing, providing a well-rounded synthesis of prior work. The mixed methods approach, which combines social media metrics, surveys, and model analysis, is rigorous and yields compelling evidence. The discussion thoroughly examines biases and ethics and identifies areas that require further research, showcasing critical thinking.

However, there is room for improvement. Providing more methodological details on survey sampling, measures, generative model architectures, etc., would strengthen reproducibility. Consideration of additional analyses, such as optimizing models for marketing outcomes, evaluating generalizability, and predicting long-term impacts, could offer further insights. Furthermore, an expansion of strategies to mitigate ethical risks, including bias testing, informed consent processes, and responsible data governance, would provide actionable guidance. It would also be beneficial to clarify any limitations of the case study approach and address potential sampling biases while discussing the generalizability of the results.