

# 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.

The study seems quite interesting and commendable in its novel approach. The study's interdisciplinary approach, which encourages collaboration amongst marketing, psychology, law, and AI ethics, is laudable. It emphasizes the significance of resolving broader issues about data consent, transparency, and ethical disclosure of synthetic media.

In conclusion, this research contributes to the field of social media marketing by investigating the possible benefits and ethical implications of generative AI. While it has significant limitations, such as the use of a single case study and an emphasis on short-term perceptions, it provides a good platform for future research in this new area. The interdisciplinary approach it promotes is critical for ensuring that the potential of generative AI in marketing is achieved responsibly and, in a human, -centered manner.

However, I academically think that the study could have been elaborated more in terms of qualitative data analysis.