

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 novelty and innovation of this paper are not enough and need improvement. The paper totally is fair, please revise it as follows:

1. The abstract needs improvement.
2. The introduction part is like the Literature Review and needs to clarify the matter clearly.
3. Your literature review provides a comprehensive overview of the different generative AI techniques and their applications for marketing personalization, including personalized recommendations and content, customer insights, and persona development. However, there are still research gaps that need to be addressed, such as evaluating real-world performance and responsible implementation. So, the Literature Review part needs to be an integrated part and information, and is better to mention more papers as well;
4. Your mixed methods approach combining social media metrics, customer surveys, and generative model analysis is a great way to demonstrate the effectiveness of generative AI for customer profiling in social media marketing. I look forward to seeing your results and how they contribute to the conversation around AI ethics in marketing.
5. Are there any methods for human-centric solutions reduction in the Research Gaps and Future Direction part? If there is, please explain it;
6. The mentioned mixed methods approach combining quantitative analysis of social media metrics with qualitative surveys to evaluate the impact of generative AI on social media marketing is not clear sufficiently! Please make more information about it;
7. I recommend adding more technical proof in the Quantitative Analysis and Metrics part.
8. Your conclusion part is It is too long and needs to be corrected;

Based on the above-mentioned ones, I recommend a minor revision for resubmission.