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

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1. The manuscript could be more consistent between the statement in the abstract, which motivates the author to enhance marketing outcomes, and part of the introduction, which focuses on exploring generative AI's potential and ethical implications.

2. Authors must conceptualize relations between generative AI, personalization, marketing outcomes, and AI Ethics. Perhaps, giving one dedicated section for the abstraction and conceptualization.

3. Authors mentioned generative AI for social media marketing by Andreotta (2019) and Johnson (2007); at that time, generative AI was still uncommon or had little technological maturity.

4. It needs to be clarified in the research methodology how the authors collect data from somewhere (which is not explicitly mentioned), but already shown the metrics.

5. The methodology needs to show a robust mechanism; many areas still need to be explained.