Review of: "Effects of Celebrities Endorsement on Consumer Purchase Intentions for Soft Drink Products in Tanzania"

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Potential competing interests: No potential competing interests to declare.

Abstract

1. It is better to write the Abstract without headings, as in its current form, lots of word repetitions are found. Please refer to the following studies to have a concise Abstract.

https://doi.org/10.1057/s41599-023-01888-4

https://doi.org/10.1007/s10644-024-09685-y

1. Introduction

1. Please explain things in paragraphs; it is hard to identify where the first paragraph ends. It is better to write about one variable in one paragraph, summarize it, and then start with a new one.
2. Avoid very simple statements and write them with proper references.
3. Explain “celebrity endorsement” first, then write about it with some references in the proper sequence; the current presentation is scattered.
4. The paragraphs starting from “Celebrity was first used” AND “It is possible to argue” provide almost similar meanings; so re-write them.
5. The contribution of the study is not properly identified.

The whole Introduction part requires significant changes; please refer to the following studies to improve it.

https://doi.org/10.1007/s10668-023-03843-4

https://doi.org/10.1007/s12144-021-01520-1

https://doi.org/10.1590/0103-8478cr20190842

https://doi.org/10.3390/su11247148

https://doi.org/10.3390/su12239806

2. Literature Review

1. Sequence of sentences needs serious modifications.

2. In some places, abbreviations are not matched with actual words; also mention the word first time (with abbreviation in parenthesis) and then use it.
3. Please revise the Study Model; Match-up is the moderating variable, so it is not very well conveyed in its present form.

http://www.rericjournal.ait.ac.th/index.php/reric/article/view/2224

https://doi.org/10.1007/s11356-020-09346-3

1. Write “Literature Review” in the variables' headings and develop appropriate hypotheses. The following studies can be beneficial to revise and draft a better literature review section.

https://link.springer.com/article/10.1007/s12144-021-01520-1

https://doi.org/10.1057/s41599-023-01888-4

https://doi.org/10.1007/s10644-024-09685-y

https://www.ijicc.net/index.php/volume-13-2020/181-vol-13-iss-3

https://doi.org/10.1002/gj.4922

3. Methodology

1. From which area of the country and during which time the data has been collected is not mentioned.
2. Please write in one or two paragraphs with proper explanations of the variables and their measuring units; also explain about methods applied to obtain results thoroughly.

4. Results

1. Please explain all employed methods and approaches in the methodology section first, then provide their results and explanations in this section.
2. It would be better if you could provide the results of factor loadings, composite reliability (CR), and average variance extracted (AVE) along with the Cronbach Alpha test.
3. There is no need to mention your variables under Table 3.
4. Correlation values are quite low, which indicates not a significant relationship between the study variables. Also, check the interpretations carefully.
5. In Table 5, under Column T, what is “expertise”? Further, “this study had no problem with multicoloniality” — please check this statement, since it is not justifiable with these results.

5. Discussion

1. A lot of errors in the discussion part; no sequence in writing; just raw statements that are not well coordinated with the findings.
2. There was no clear hypothesis development in any of the previous parts, so it is surprising that in some sentences H1,

H2, H3, and H4 are endorsed.

3. A serious revision is required for this whole part in order to improve.

6. Conclusion and Implications

1. What the study concludes is not properly stated, so please provide a proper conclusion of the study and then provide implications according to your results.
2. Limitations and areas for further studies are fine; just need to concise them.

7. Conclusion and Implications

1. Please check journal guidelines for references; all of them are not aligned