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 authors provide a "case analysis" on the use of generative models (GAN, VAE) for a "major retail chain with a large social media presence and existing customer profiling initiatives" and augue that social media engagement, generated contents' perceived value and the impact on brand affinity are positively influenced.

I find the topic and the discussions interesting. There is significant value in the field for these approaches. However, current state of the paper and arguments lack rigor and leaves much to be desired. From what I understand, the authors performed and experiment. The data were collected six months before and after the use of AI models. An experiment requires a control group to make sure that the attributed effect is the correct one. I cannot see whether and how a control group was used. This is important as social media evolves fast and there may be many other contemporary trends and effects that may influence the results.

The details on data and experiment settting are also vague and not easy to understand. Which social media platforms are used and how were the data collected? How are the personas created and employed? What are the data characteristics, descriptives? How was the survey designed, administered using what type of sampling methodology?

Without answering these questions and providing details on the performed experiment, I cannot find the arguments strong and credible in the paper.

 Why do the authors use future tense in Research Methodology and Data Collection?

Which generative models were used for what type of data generation? Can the authors provide examples? How were the hyperparameters optimized?

How is age calculated in social media? How accurate are they?