

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.

The review results of the journal manuscript titled "*Effects of Celebrities Endorsement on Consumer Purchase Intentions for Soft Drink Products in Tanzania*"

Title

- Evaluation: The title accurately reflects the content of the manuscript, specifying the focus on celebrity endorsement and consumer purchase intentions for soft drink products in Tanzania. It is concise and informative.
- Recommendation: The title is appropriate and does not require changes.

Abstract

- Evaluation: The abstract provides a clear overview of the research purpose, conceptual foundation, methodology, main results, and contributions. It is well-structured and informative.
- Recommendation: No significant changes are necessary for the abstract, although minor grammatical adjustments could enhance clarity.

Introduction

- Background of the Problem:
 - Evaluation: The introduction provides sufficient background, explaining the significance of celebrity endorsements in modern marketing, with relevant references.
 - Recommendation: The background is adequately developed and requires no major revisions.
- Research Objectives:
 - Evaluation: The objectives are clearly stated, aiming to investigate the impact of celebrity endorsement on consumer purchase intentions.
 - Recommendation: The objectives are well-defined and need no modifications.

Literature Review

- State of the Art:

- Evaluation: The manuscript includes a comprehensive review of relevant theories and models such as source attractiveness, credibility, and match-up theories. It references contemporary studies effectively.

- Recommendation: The literature review is thorough, but some sections could benefit from a more critical analysis of the cited studies to strengthen the discussion.

- Research Gaps:

- Evaluation: The research gap is identified, focusing on the lack of studies in the context of developing countries like Tanzania.

- Recommendation: The gap is well-identified, but it could be more explicitly stated how this study addresses it uniquely compared to previous research.

Methodology

- Evaluation: The methodology section is detailed, explaining the research design, sample size, data collection, and analysis methods. The cross-sectional design and stepwise multiple regression models are appropriately justified.

- Recommendation: The methodology is well-explained; however, adding more information on the limitations of the cross-sectional design could improve the section.

Results and Discussion

- Evaluation: The results are presented clearly, with appropriate use of tables and statistical analysis. The discussion ties the results back to the literature and theoretical framework.

- Recommendation: The discussion could benefit from a more in-depth comparison with previous findings, highlighting the contribution of this study to the existing body of knowledge.

Practical and Theoretical Contribution

- Evaluation: The manuscript contributes to the theoretical understanding of celebrity endorsement by incorporating the match-up theory as an independent variable. Practical implications for marketers are also well-discussed.

- Recommendation: The contributions are well-articulated, but the practical implications could be expanded to provide more actionable insights for practitioners.

Novelty

- Evaluation: The study presents a novel approach by applying all three variables—source attractiveness, source expertise, and match-up—as independent variables in the context of a developing country.

- Recommendation: The novelty is clear, but further emphasis on how this approach differs from previous studies would strengthen the argument.

Limitation

- Evaluation: The limitations are acknowledged, particularly the use of a cross-sectional design and the focus on a single product category (soft drinks).

- Recommendation: The limitations are well-addressed; however, suggesting specific ways to overcome these in future research could enhance this section.

Conclusion

- Evaluation: The conclusion summarizes the key findings effectively and reiterates the importance of the study. It also provides policy implications.

- Recommendation: The conclusion is strong, but it could be improved by linking the findings more explicitly to the broader context of consumer behavior research.

Recommendation

- Evaluation: The manuscript is well-written and contributes valuable insights into the field of marketing, particularly in the context of Tanzania.

- Decision on Acceptance: Yes, with minor revisions.

- Reason for Decision: The study is well-conducted, with clear contributions to both theory and practice. The revisions suggested are minor and would improve the clarity and impact of the manuscript.

Based on the evaluation, I would rate the manuscript a 4 out of 5.

Rationale:

- The manuscript is well-structured, with a clear and focused research question.

- It provides a comprehensive review of the relevant literature and makes a valuable contribution to the field, particularly in the context of a developing country like Tanzania.

- The methodology is sound and appropriate for the research objectives, and the results are presented clearly with meaningful discussions.

- The areas for improvement are mostly minor and related to the depth of analysis in certain sections, such as the discussion and literature review, as well as the need for slightly stronger emphasis on the novelty and broader implications of the findings.

This rating reflects a solid piece of research that, with some refinements, could be even more impactful.