

# 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 study provides valuable insights into the dynamics of celebrity endorsement in the context of consumer purchasing behavior, specifically within the soft drinks industry in Tanzania. However, it's important to acknowledge the limitations highlighted by the authors and consider potential areas for further research.

**Methodological Limitations:** The use of a cross-sectional design and a semi-structured questionnaire is a common limitation in research, as it may not fully capture the complexity and nuances of consumer behavior over time. Adopting a longitudinal approach could provide more robust insights into the long-term effects of celebrity endorsement on consumer buying intention.

**Generalizability:** While the study offers insights specific to Tanzania and the soft drinks industry, the findings may not be universally applicable. Celebrity endorsement strategies can vary significantly across different cultural contexts and industries. Future research could explore these variations and their implications for consumer behavior in diverse settings.

**Cost-Benefit Analysis:** The emphasis on conducting thorough cost-benefit analyses before implementing celebrity endorsement strategies is crucial. Given the significant financial investment required, businesses must carefully assess the potential returns and risks associated with such marketing tactics.

**Emerging Trends:** As the authors suggest, there is a need for more up-to-date research on celebrity endorsement, particularly in the context of emerging economies and evolving media landscapes. Exploring the intersection of celebrity endorsements with newer marketing channels like social media could offer valuable insights into changing consumer preferences and behavior.

**Small and Medium-sized Enterprises (SMEs):** While much of the existing literature focuses on celebrity endorsements in larger corporations, there is a gap in understanding how SMEs, especially those in developing countries, can effectively leverage this strategy. Future research could explore the challenges and opportunities faced by smaller businesses in employing celebrity endorsements to enhance their market presence and competitiveness.

**Role of Celebrities:** Investigating the factors that influence the success of celebrity endorsers, particularly in different cultural contexts, is essential. Understanding why certain celebrities resonate more with consumers and how their public image impacts brand perception can inform more targeted and effective endorsement strategies.

Overall, the study underscores the importance of carefully evaluating the costs and benefits of celebrity endorsement

while recognizing the need for further research to refine our understanding of its effectiveness and applicability across diverse contexts.