

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 paper on the effects of celebrity endorsement on consumer purchase intention in Tanzania provides a comprehensive overview of the topic, incorporating relevant theoretical frameworks and empirical findings. To further enhance the quality and impact of the research, here are some additional ways the paper could be improved:

More Detailed Methodology: While the study's methodology is outlined, it would be beneficial to provide more specific details about the data collection process, including the sampling strategy, data collection tools, and procedures for ensuring data quality. This would increase transparency and facilitate replication.

Increased Focus on Contextual Factors: The study's findings suggest that the effectiveness of celebrity endorsement in Tanzania may differ from that in developed countries. To better understand these differences, the paper could delve deeper into the cultural, economic, and social factors that influence consumer behavior in Tanzania and how these factors interact with celebrity endorsement.

More Comprehensive Literature Review: The literature review could be expanded to include more recent studies and a broader range of perspectives on celebrity endorsement. This would provide a more comprehensive understanding of the topic and help to identify potential gaps in the existing research.

More Detailed Analysis of the Results: The paper could benefit from a more detailed analysis of the results, including the use of additional statistical tests and visualizations to illustrate the relationships between the variables. This would provide a more nuanced understanding of the findings and help to identify potential limitations.

More Practical Implications: The study's findings could be more effectively communicated to practitioners and policymakers by providing more practical implications for the use of celebrity endorsement in marketing campaigns. This could include recommendations for selecting the most effective celebrity endorsers, designing effective campaigns, and measuring the impact of celebrity endorsement on consumer behavior.

More Attention to the Limitations of the Study: The paper could be strengthened by acknowledging and addressing the limitations of the study more explicitly. This could include discussing potential biases in the data, limitations of the statistical methods used, and the potential for generalizability to other contexts.

More Consideration of Alternative Theories: While the study draws on established theories such as the credibility and source attractiveness models, it could benefit from considering alternative perspectives on celebrity endorsement. This could include theories that focus on the role of social media, the impact of celebrity endorsement on brand reputation, or the effects of celebrity endorsement on consumer attitudes and behaviors.

More Detailed Discussion of the Policy Implications: The study's findings have significant implications for policy and

practice in the marketing and advertising industries. The paper could be strengthened by providing a more detailed discussion of these implications and how they might be addressed through policy changes or industry best practices.

More Attention to the Role of Technology: The study could benefit from exploring the role of technology in celebrity endorsement, including the impact of social media, influencer marketing, and other digital platforms on consumer behavior and brand engagement.

More Consideration of the Long-Term Effects: The study's findings are primarily focused on the short-term effects of celebrity endorsement on consumer purchase intention. To provide a more comprehensive understanding of the topic, the paper could explore the long-term effects of celebrity endorsement on consumer behavior and brand loyalty.

By addressing these areas, the paper could be further strengthened and provide a more comprehensive understanding of the effects of celebrity endorsement on consumer purchase intention in Tanzania.