

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.

It looked more of an article than a research paper.

Data analysis are weak. Need more authentication of references. Elaborate methodology further. How it was collected and from whom. Qualitative survey needs more elaboration. Segments and target markets and sample size require more information. More references can be added. More tabular form and figures can be added to the article.