

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 paper ostensibly aims to scrutinize the application of generative AI in customer profiling and social media marketing. However, it predominantly fixates on the utilization of specific generative techniques for content creation. Regrettably, the paper falls short in its examination of the pivotal role played by Large Language Models in text generation, which stand as the contemporary state-of-the-art and outperform GAN models.

While the authors do conduct an analysis of generative AI through a case study, the paper's methodology remains inadequately detailed. This deficiency pertains to both the qualitative and quantitative aspects of the research. Specifically, information regarding the qualitative data, such as sample size and demographic characteristics of the study population, remains conspicuously absent. Likewise, the paper fails to sufficiently elucidate the quantitative data, omitting details regarding the survey's execution, the nature and quantity of questions posed.

In fairness, the theoretical analysis and resulting conclusions within the paper are soundly reasoned and well-founded. However, the paper falls short of providing an in-depth exploration of the current landscape of generative models in the field of marketing, as well as a comprehensive examination of the applied case study.