

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 title is Effects of Celebrities Endorsement on Consumer Purchase Intentions for Soft Drink Products in Tanzania.

The topic is not new but as the researcher said it needs more investigation.

The researcher should take care of English as many sentences are not completed or miss-leaded such as "The purpose of these models was to study communication." What does it mean?

Also, sentences like this "Unsurprisingly, Badenhausen (2013) described our culture as a "celebrity-crazed world," which is a fair assessment." are not clear.

The sample and Questionnaire.

The researcher did not mentioned the type of questions (likert - scale, open questions or what)

The first variable "The attractiveness of celebrity endorser (SA)" is measured using six items. How did you do that? did you use factor analysis to extract this factor?

The same for the other variables.

- Can you provide specific examples of unclear sentences to help the authors understand the issues in their writing?
- Could you clarify what additional information about the questionnaire and variables would be most useful for the authors to include?

