

# 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 purpose of the study is to investigate how celebrity endorsement influences the purchasing intention of consumers of carbonated beverages in Tanzania. Regarding the theoretical framework, it is well-structured and grounded with solid and relevant references. As for the methodology, it is well-elaborated and suitable for the study's objectives, but with some additional details, the clarity and depth of this section could be further improved. For example:

**Measurement Instruments:** They are not explicitly detailed in the abstract; it is assumed that the measurement instruments used were validated and reliable, given the academic context of the study. Therefore, it would be beneficial to include more details about the scales and questionnaires used to enhance the replicability of the study.

**Data Collection Procedure:** More details can be included about the data collection procedure, such as the sampling method and how the questionnaires were administered, to improve the transparency and replicability of the study.

In terms of writing, clarity, structure, academic language, and coherence of the document seem to be quite solid and professional. Likewise, there are no apparent grammatical or spelling errors, and the writing is fluent and easy to read. However, it is suggested to analyze issues related to vocabulary variety. Although the language is appropriate, it could benefit from a greater variety of vocabulary to avoid repetitions and maintain the reader's interest. Additionally, clarifying some paragraphs, especially in the historical introduction, to be more concise would improve the clarity and focus of the text.

It is noted that the document contains a total of 29 references. Of these, 12 references are from 2019 onwards, which demonstrates that the document is based on updated and relevant research within the field of study.

Regarding the Results Section, they are presented clearly and organized, facilitating the understanding of the findings. However, the use of figures to visualize the data more effectively is suggested. Likewise, providing more details about the regression coefficients and levels of statistical significance for each independent variable would enhance the technical understanding of the results. Including adjusted R-squared values and other goodness-of-fit metrics would help evaluate the model's effectiveness.

As for the discussion, it is suggested to compare the findings with similar previous studies, as it is believed that it would help contextualize them and highlight their relevance and contribution to the field. Finally, the conclusion is solid and provides practical recommendations for companies considering using celebrity endorsement as part of their marketing



strategy. However, it is suggested to include more specific examples or data to further support the arguments presented.